

Appendix B

Public Participation and Community Outreach



STEUBEN COUNTY'S AGRICULTURAL & FARMLAND PROTECTION PLAN

The agricultural industry is critical to Steuben County's character, economic health and quality of life. This Plan will guide the community in ensuring the long-term viability of the agricultural industry for farmers, industries, residents and visitors.

Steuben County's Agricultural & Farmland Protection Plan is now underway!

Building off of the goals, objectives and recommendations of the *Agricultural Expansion & Development Plan* from 2001, the project now in progress is developing implementation strategies that address changing conditions within the county, protecting the county's highly valued farmland and capitalizing on opportunities to grow its agricultural industry.

The updated Plan is addressing opportunities for Steuben County's agricultural industry, some of which include:

- Farm-to-table initiatives
- Agri-tourism
- Economic Sustainability
- Farmland Protection
- County Agricultural Products

How To Get Involved

- 1) Visit the project website for the latest updates and findings at: **<http://farmplan.steubencony.org/>**. Do you have an idea related to the County's agricultural industry or farmland preservation? Are you or someone you know involved in an innovative agricultural project? If so, we'd love to know more -- share your ideas with us on the website at any time.
- 2) Sign up for our **online mailing list** (follow the link on the project website) to participate in our online survey and receive announcements about upcoming meetings.
- 3) Participate in a Public Meeting! Our first public meeting will be held later this summer, we'll let you know the details through the online mailing list and website.

Visit us at <http://farmplan.steubencony.org/>

Who's involved?

This project is led by the Steuben County Planning Department in partnership with Steuben County Industrial Development Agency (IDA) and Cornell Cooperative Extension of Steuben County. Check the Steuben County Planning Department website, Cornell Cooperative Extension of Steuben County website and the project website for project updates and additional information. A team of experts from Bergmann Associates, Camoin Associates, the University at Buffalo and the University of Pennsylvania will assist in identifying opportunities and implementing strategies for Steuben County's agricultural industry.



For additional project information, please contact: Amy Dlugos, Steuben County Planning Director at 3 E. Pulteney Square, Bath NY 14810; (607) 664-2268 or amy@co.steuben.ny.us

This poster is funded by the New York State Department of Agriculture & Markets

Farmer Survey

Welcome!

Steuben County is in the process of updating its Agricultural & Farmland Protection Plan. The county is working with farmers, local food advocates, economic development specialists and the tourism industry to develop a new plan that addresses the changing conditions for farming in the county, the protection of the county's highly valued farmland and ways to capitalize on opportunities to grow its agricultural industry. One of the outcomes of the plan is identifying fundable projects that help ensure that the agricultural industry remains viable in the county. Farmers, this is your chance to share your thoughts and concerns regarding farming in Steuben County. Your input is critical in developing a plan that suits the needs of farmers.

Please take a moment to tell us your thoughts about farming and local food in Steuben County by completing this short survey.

Estimated time to complete: 5-10 minutes

This survey is voluntary and anonymous. If you have any questions, please contact Amy Dlugos, Director of Planning at (607) 664-2268 or amy@co.steuben.ny.us

For more information about the Agricultural & Farmland Protection Plan, please visit the project website: <http://farmland.steubencony.org/>

Farmer Survey

Steuben Farm Survey

1. What are your farm's enterprises? For livestock, indicate the # of animals. For horticulture, indicate acres in production.

Dairy	<input type="text"/>
Horse	<input type="text"/>
Beef Cattle	<input type="text"/>
Sheep	<input type="text"/>
Pigs/Hogs	<input type="text"/>
Chickens	<input type="text"/>
Ducks	<input type="text"/>
Christmas Trees	<input type="text"/>
Cash Crops	<input type="text"/>
Vegetables	<input type="text"/>
Fruits	<input type="text"/>
Forestry	<input type="text"/>
Beekeeping	<input type="text"/>
Maple Products	<input type="text"/>

2. If you listed multiple crops/products in question 1, please indicate your primary enterprise:

Farmer Survey

3. How much land do you farm in Steuben County?

	Owned	Leased
0 - 49 acres	<input type="checkbox"/>	<input type="checkbox"/>
50 - 99 acres	<input type="checkbox"/>	<input type="checkbox"/>
100 - 149 acres	<input type="checkbox"/>	<input type="checkbox"/>
150 - 199 acres	<input type="checkbox"/>	<input type="checkbox"/>
200 - 349 acres	<input type="checkbox"/>	<input type="checkbox"/>
350+ acres	<input type="checkbox"/>	<input type="checkbox"/>

Farmer Survey

4. Please indicate which of the following you plan to do, and within which timeframe, check all that apply:

	Within 1 year	5 years	10 years or more
Increase your farming operation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Decrease your farming operation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Diversify your farming operation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stay the same	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sell all or a portion of your land for farm use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sell a portion of your land for non-farm purposes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relocate and continue to farm elsewhere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transfer the farm to a family member	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Begin a farming operation on your own land	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stop renting your land for farm use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lease all or a portion of your land	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transition to new crop/commodity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other, please explain:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. Do you participate in farmers' markets or other direct-to-consumer distribution? If yes, has it changed the scope of your farming operation? Select all that apply:

- ☐ I transitioned from working part time to working full time on the farm
- ☐ I was able to continue farming
- ☐ I increased my farm acreage
- ☐ I expanded my product offerings to include "value-added" products
- ☐ I increased the number of workers employed
- ☐ I was able to transition from commercial production to organic production

Other (please specify)

6. How far are you willing to travel to vend at a farmers' market or other direct-to-consumer distribution opportunities?

7. Do you find that labeling/advertising your farming practices impacts your sales? If you use special labeling/advertising, what is it?

8. Do you sell any of the following items at farmers' markets or through other means? Check all that apply:

- ☐ Baked goods
- ☐ Butter
- ☐ Cheese
- ☐ Crafts/woodworking items
- ☐ Fish and/or seafood
- ☐ Flowers
- ☐ Fresh fruits
- ☐ Herbs
- ☐ Honey
- ☐ Jams, jellies, and preserves
- ☐ Maple syrup and/or maple products
- ☐ Meat and/or poultry products
- ☐ Milk and cream products
- ☐ Nuts
- ☐ Other processed foods
- ☐ Plants
- ☐ Prepared food (for immediate consumption)
- ☐ Vegetables
- ☐ Yogurt

Other (please specify)

9. Which of your products, if any, are most in demand locally?

10. Are there products that customers request but are not readily available? If yes, what?

11. What gaps in Steuben County's agricultural industry need to be filled to better support your business?

Please select the three most important reasons:

- ☐ Processing
- ☐ Packaging
- ☐ Distribution
- ☐ Marketing
- ☐ Access to Markets
- ☐ Support with Certification

Other (please specify)

12. Thank you for participating! If you would like to learn about additional ways to share your ideas about the agricultural industry and farmland protection in Steuben County, please enter your email address here:

Consumer Survey

Welcome!

Steuben County is in the process of updating its Agricultural & Farmland Protection Plan. The county is working with farmers, local food advocates, economic development specialists and the tourism industry to develop a new plan that addresses the changing conditions for farming in the county, the protection of the county's highly valued farmland and ways to capitalize on opportunities to grow its agricultural industry. One of the outcomes of the plan is identifying fundable projects that help ensure that agriculture remains a strong part of the county's character and economy.

Please take a moment to tell us your thoughts about farming and local food in Steuben County by completing this short survey.

Estimated time to complete: 5-10 minutes

This survey is voluntary and anonymous. If you have any questions, please contact Amy Dlugos, Director of Planning at (607) 664-2268 or amy@co.steuben.ny.us

For more information about the Agricultural & Farmland Protection Plan, please visit the project website: <http://farmland.steubencony.org/>

Consumer Survey

Steuben Farm Survey

1. When shopping or dining out, do you seek out local farm goods? If so, where?

- ☐ Farmers' Market
- ☐ Farm Stand
- ☐ CSA Share
- ☐ Local Grocer
- ☐ Supermarket
- ☐ Restaurant
- ☐ My Own Garden/Farm
- ☐ This Doesn't Matter to Me

Other (please specify)

2. Do you attend events that celebrate locally grown food? If so, what events?

3. Are the farming practices of where your food comes from important to you? If so, what labeling/practices are most important? Select all that apply

- ☐ Chemical-free/pesticide-free
- ☐ Hormone-free/antibiotic-free
- ☐ Locally grown
- ☐ Natural
- ☐ Pasture-raised/free range

Other (please specify)

4. How far are you willing to travel to purchase local farm goods?

5. Do you seek out and purchase any of the following locally produced farm goods? Select all that apply:

- ☐ Baked goods
- ☐ Butter
- ☐ Cheese
- ☐ Crafts/woodworking items
- ☐ Fish and/or seafood
- ☐ Flowers
- ☐ Fresh fruits
- ☐ Herbs
- ☐ Honey
- ☐ Jams, jellies, and preserves
- ☐ Maple syrup and/or maple products
- ☐ Meat and/or poultry products
- ☐ Milk and cream products
- ☐ Nuts
- ☐ Other processed foods
- ☐ Plants
- ☐ Prepared food (for immediate consumption)
- ☐ Vegetables
- ☐ Yogurt

Other (please specify)

6. Are there products that you would purchase locally if more readily available? If yes, what?

7. In order to increase your purchasing and consumption of local farm goods, what would need to happen?

Select all that apply:

- ☐ More Farmers' Markets
- ☐ More Convenient Times for Farmers' Markets
- ☐ More Farm Stands
- ☐ Join a CSA
- ☐ Better Advertising of Where to Purchase Local Food
- ☐ More Restaurants that Source Locally
- ☐ More Grocery Stores that Source Locally
- ☐ Grow my Own Food
- ☐ This Doesn't Matter to Me

Other (please specify)

8. Why do you come to farmers' markets? Please select the three most important reasons:

- ☐ Access to information on how food is produced
- ☐ Access to locally produced food
- ☐ Condition of product
- ☐ Freshness of product
- ☐ Opportunity to establish relationships with vendors
- ☐ Price
- ☐ Social atmosphere of market
- ☐ Support of local agriculture
- ☐ Variety of product

Other (please specify)

Consumer Survey

9. Thank you for participating! If you would like to learn about additional ways to share your ideas about the agricultural industry and farmland protection in Steuben County, please enter your email address here:

meeting summary

Steuben County Agricultural & Farmland Protection Plan

Advisory Committee Kick-Off Meeting | May 13, 2014

Meeting Attendees

Carroll Wade, Farmer
Robin & Andrew Nistock, Farmers
Wendy Flaitz, RPTSA Director
Jamie Earl, Steuben/Yates Co FSA
Tom Hauryski, USDA Rural Development
Ken Ward, Steuben Farm Board
Bill Brown, Steuben Farm Board
David Mortensen, USDA-NRCS
Tom Tomsa, CCE – Steuben County
Gary Mahany, Farmer
Aaron Mullen, Steuben County Legislator
Shawn & Stacy Gilson, Farmers
Amy Dlugos, County Planning Director
Kari DeWick, Steuben County IDA
Jamie Johnson, Steuben County IDA

Camoin Associates: Michal N'dolo
Bergmann Associates: Kimberly Baptiste, Steve Boisvert, Laura Fox

Project Website

<http://farmplan.steubencony.org>

Welcome & Introductions

Amy Dlugos, Director of Steuben County Planning, welcomed the Project Advisory Committee (PAC) to the first PAC meeting and described the purpose of the plan. Kimberly Baptiste of Bergmann Associates began by providing background on the project team and requesting that meeting attendees introduce themselves.

Project Overview

Kimberly began the presentation by discussing the importance and benefits of preparing a Farmland Protection Plan and detailed how this plan will have a strong emphasis on making the agricultural industry economically viable so that farmland and farming remain at the core of the county's identity. She and Michael of Camoin Associations then outlined the various aspects of the plan:

- 1) **Existing Conditions Assessment:** Information about the current state of the county's agricultural industry will be collected through stakeholder meetings, data collection including the 2012 USDA Agriculture Census, related document review and the development of a "State of the County Agricultural Economy" report.
- 2) **Farmland and Open Space Inventory:** The physical characteristics of the county's farmland will be collected and analyzed, underutilized farmland will be identified and a Land Evaluation and Site Assessment (LESA) will be performed.
- 3) **Land Use and Regulatory Analysis:** The plan will identify recommendations and strategies for countywide policies that support sustainable, appropriate agricultural uses and practices. Specific municipal zoning recommendations are not included.
- 4) **Economic Development Strategy:** Potential strategies to be explored include value-added business attraction, external market campaigns, joint development projects, policy tools, continuing education, agritourism promotion and alternative energy.
- 5) **Implementation:** As an outcome of the Economic Development Strategy, the primary goal of this task is to develop projects that the county can undertake or promote to enhance economic returns to farming. The three most feasible projects will be proposed for the next round of CFA funding.
- 6) **Agribusiness Development and Positioning Strategy:** Pending a grant award from the Appalachian Regional Commission, additional study will be undertaken to identify strategies to support localized supply chains within the Steuben County food system.

Engaging Stakeholders

Kimberly concluded the presentation by outlining the various stakeholder engagement methods that will be utilized over the 12 month span of the project. The Project Advisory Committee will be expected to attend bi-monthly meetings and provide insight and feedback as the project progresses. Meetings with individual stakeholders have already begun and will continue over the summer months to help the project team gain a more in-depth understanding of the county's unique needs and opportunities.

Community meetings are proposed to take place in three locations (Hornell, Bath and Corning) in order to improve the likelihood of participation throughout the county. On June 25th and 26th members of the Bergmann team will attend various Farmers Markets across the county to meet with farmers and local food advocates.

The project team has created a project website, which can be visited at: <http://farmplan.steubencony.org>. The website will be continually updated with additional information about the plan, upcoming events and findings as they become available.

Group Discussion: The State of Agriculture in Steuben County

The meeting ended with Kimberly leading a discussion centered on the four following questions:

- 1) What challenges are Steuben County farmers facing today?
- 2) What are the greatest strengths of the County's agricultural industry today?
- 3) Where do you see market opportunities?
- 4) What do you see as potential outside factors that could impact the future of the agricultural industry?

Challenges:

- Lack of labor – skilled and unskilled
- Regulations (of CAFOs, processing, etc)

- No USDA Processing Facility in the county. Many livestock farmers use the facility in Hunt, NY although it has a long waiting list. Wilson Beef Farm in Allegheny County and Shirk Meats in Yates County are also nearby livestock processing facilities but Steuben County lacks a facility.
- Increasing price of diesel and propane
- Wegmans now requiring GAP certification for its producers
- Lack of usable land available, especially in the north of the county
- Conflict between prime farmland and prime developable land
- Lack of responsiveness from food service providers in buying local

Strengths:

- Abundance of water
- Marginal farmland can come back into production for grazing land if/when the demand for more cattle increases
- Proximity and access to large markets
- Diversity of products
- Locally made value-added goods: Kraft, Crowley, wineries, breweries
- Multi-generational knowledge of agricultural industry
- Strong support of agricultural industry from local governments and community members
- Recreational draw for hunting and fishing

Opportunities:

- Distillery
- Testing facilities for hops and barley
- Livestock processing facility
- Maltery
- Education/outreach between producers and consumers to increase local food purchasing/consumption
- Local food movement can lead to increased value of farm products
- Food Hub
- CSAs
- Cooperative sourcing for food service providers

Outside Factors:

- Taxes
- Regulations
- Lack of exposure amongst greater community to farm life/agricultural industry
- Consumer misinformation
- Negativity – information dissemination / people don't know the facts

Other Discussion:

- A large part of the agricultural industry in Steuben County that shouldn't be overlooked includes the input products – feed, fertilizer, etc.
- Need central hub for processing AND distribution of meats
- Get people together and educate them on how to access local food suppliers – schools, institutions, restaurants, etc.

- CCE has survey from 2009 – good results from farmers, little response from potential end users
- Question to consider: What is keeping food service providers from buying into local food system distribution – what is the barrier?
- Look into Mad River Food Hub in Vermont
- Need creative chefs to implement buy local efforts
- Need to produce what customers want, not what farmers want to grow
- Need hemp processing facility
- More ag classroom / educational programs
- People need to know where their food comes from
- Farmers need to get out and talk to kids – tell our stories

Next Steps

Consultant Team:

- Data Collection, Inventory & Mapping
- State of the Agricultural Economy
- Farmers Market Tour and Meetings
- Online Surveys for Farmers and Residents
- Preparation for PAC Meeting #2
- Stakeholder Meetings

PAC Meeting # 2 – July, specific date to be determined

Bergmann Associates will be sending out a Doodle Poll in the coming weeks to determine the best date, time and location for our July meeting.

Thanks to all who attended!

We look forward to working with you!

meeting summary

Steuben County Agricultural & Farmland Protection Plan

Advisory Committee Meeting #2 | July 2, 2014

Meeting Attendees

Carroll Wade, Farmer
Wendy Flaitz, RPTSA Director
Jamie Earl, Steuben/Yates Co FSA
Bill Peoples, Steuben County Legislator
Gary Mahany, Farmer
Shawn Gilson, Farmer
Matthew Doyle, Doyle Vineyard Management
Kerri Bartlett, CCE
Stephanie Mehlenbacher, CCE
Bob Nichols, Farmer
Amy Dlugos, County Planning Director
Kari DeWick, Steuben County IDA
Jamie Johnson, Steuben County IDA

Camoin Associates: Rachel Selsky, Tom Dworetsky
Bergmann Associates: Kimberly Baptiste, Laura Fox

Project Website

<http://farmplan.steubencony.org>

Welcome & Introductions

Kimberly Baptiste of Bergmann Associates welcomed the Project Advisory Committee (PAC) to the second PAC meeting and requested that meeting attendees introduce themselves, as there were several new committee members at the meeting. Additionally, Rachel Selsky and Tom Dworetsky of Camoin Associates were in attendance to present on the state of the county's agricultural economy.

Progress Updates

Kimberly began the presentation by discussing the progress that has been made in the project since the first meeting in May.

- 1) **Stakeholder Interviews:** Bergmann Associates and Camoin Associates have conducted several stakeholder interviews, gathering valuable and targeted information about the agricultural industry in the county. Stakeholder interviews were held with realtors, economic development experts, cultural/service agencies, breweries, farmers and agritourism businesses.

- 2) **Corning Farmers' Market:** Laura Fox of Bergmann Associates attended the Corning Farmers' Market on June 26th to discuss the project with farmers, local food supporters and administer surveys about food and farming in Steuben County. More than thirty survey results were collected and recorded at the market.
- 3) **Surveys:** In addition to administering surveys at the Corning Farmers' Market, Bergmann Associates has created two online surveys – one for farmers and one for residents. Both surveys are accessible via the project website at <http://farmplan.steubencony.org>. As discussed at the meeting, the survey will be distributed through the project email list and will be dispersed in collaboration with the County's Information Officer

Existing Conditions

Kimberly presented preliminary existing conditions findings on physical characteristics of the county's farmland. Information presented included existing land uses, agricultural districts, existing agricultural land uses, agricultural parcel size and soil conditions.



State of the Steuben County Agricultural Economy

Rachel Selsky of Camoin Associates presented the preliminary findings about the state of the county's agricultural economy. She outlined the data collection and analysis methodology, employment in the agricultural industry and economic data about the county's farms and farmland. Rachel then explained how their research on the county's agricultural economy did not just include farm activity, but the entire agriculture supply chain including:

- Agricultural inputs
- Animal and crop production
- Manufacturing and processing
- Wholesale, retail and restaurants
- Transportation, storage and warehousing
- Consumers

The purpose of this supply chain analysis is to identify opportunities where Steuben County businesses can perform services and supply goods within the agricultural industry that are currently being imported into the county. Some identified opportunity sectors included livestock merchant wholesalers, animal slaughtering and processing, malt manufacturing, fresh fruit and vegetable wholesalers, meat, fruit and vegetable markets and refrigerated warehousing. Based on interviews and PAC meeting discussions, opportunities for further analysis include building brand recognition for Steuben County farm goods, strengthening networks between farmers and complementary industries and creating agritourism experiences. Feedback from the committee emphasized the demand for a shared commercial kitchen facility within the county.

LESA Analysis Tool

Kimberly explained that the purpose of the LESA Analysis Tool is to rank and prioritize farmland for protection. While soil productivity, land capability and land availability are central factors for LESA, additional factors that are particularly relevant to Steuben County can be included. Feedback from the committee included prioritizing the land around Keuka Lake for grape growing, having a succession plan for active farmland and protecting land that is particularly susceptible to development pressure. At the next PAC meeting, Tom Daniels, a sub-consultant on the project team who specializes in farmland protection planning and LESA, will lead a discussion around preliminary findings.

Next Steps

Community Workshop:

- In conjunction with the October PAC Meeting #3, Tom Daniels will lead a community workshop and open house to meet with residents and farmers about farmland protection and the agricultural industry in Steuben County.

Committee Meeting #3:

- LESA Analysis
- Farmland Protection Discussion
- Guest Speaker: Tom Daniels
- Draft Goals & Objectives

Project Team:

- LESA Analysis
- Prepare Working Draft for Distribution
 - Existing Conditions
 - State of the Agricultural Economy
 - Goals & Objectives
- Prepare For and Facilitate Community Workshop
- Continue Stakeholder Interviews by Phone

SAVE THE DATE!

Monday, October 27th: PAC Meeting #3 AND Public Meeting with Guest Speaker Tom Daniels

Details to Follow

Thanks to all who attended!

This project is funded by the New York State Department of Agriculture & Markets.

meeting summary

Steuben County Agricultural & Farmland Protection Plan

Advisory Committee Meeting #3 | October 27, 2014

Meeting Attendees

Robin Nistock, Farmer
Wendy Flaitz, RPTSA Director
Jamie Earl, Steuben/Yates Co FSA
Bill Peoples, Steuben County Legislator
Tom Tomsa, CCE
Peggy Coleman, Steuben County Conference & Visitors Bureau
Amy Dlugos, County Planning Director
Kari DeWick, Steuben County IDA
Jamie Johnson, Steuben County IDA

Kimberly Baptiste, Bergmann Associates
Steve Boisvert, Bergmann Associates
Laura Fox, Bergmann Associates
Tom Daniels, University of Pennsylvania

Project Website

<http://farmplan.steubencony.org>

Welcome & Introductions

Kimberly Baptiste of Bergmann Associates welcomed the Project Advisory Committee (PAC) to the third PAC meeting and introduced Tom Daniels.

Project Updates

Kimberly began the presentation by discussing the progress that has been made in the project since the second meeting in July.

- 1) **Technical Draft Report:** A draft of the technical report has been submitted for review to the client. The technical report includes:
 - Draft Goals
 - Farmland And Open Space Inventory
 - LESA Analysis
 - State of the County's Agricultural Economy
 - Key Findings & Opportunities

Once the draft report has been reviewed by the client and revised by the project team, it will be submitted to the PAC for further review.

- 2) **Survey Results:** Laura presented highlights of the online survey. It was completed by more than 100 consumers and nearly 50 farmers over the course of the summer.
- 3) **Draft Goals:** Based on information gathered from the PAC, online surveys, stakeholder interviews, and various other community engagement efforts, five preliminary goals were drafted by the project team:
 - Goal 1: Support local farmers and entrepreneurs in their efforts to create value-added farm goods that strengthen the county's agricultural industries.
 - Goal 2: Encourage the development and expansion of industries that capitalize on the county's existing and potential agricultural resources.
 - Goal 3: Promote Steuben County as an agritourism destination by marketing its locally grown wine, beer, food, and active agricultural businesses.
 - Goal 4: Ensure that the county's farmland remains available and productive for future farmers.
 - Goal 5: Capitalize on the growing local food movement by promoting the processing, marketing, and distribution of Steuben County farm goods.

The PAC agreed that the five draft goals adequately address the most relevant themes for the project. The project team will next draft objectives and action items correlating to each of the five goals.

Preliminary Results: LESA Analysis

Tom Daniels provided a brief overview of the LESA process and purpose then described the results of the preliminary LESA analysis. Tom noted that agricultural parcels that received a score of 60 or higher are usually considered for farmland protection as they contain a combination of the following factors: high quality soil, access to support services, rural character, and adjacency to other agricultural parcels. In Steuben County, 78% of agricultural parcels scored 60 or above.

Members of the PAC suggested that the analysis be expanded to include several other land use codes that are primarily dedicated to agricultural use. Wendy Flaitz of the Steuben County RPTSA and Amy Dlugos of Steuben County Planning were going to discuss and make specific recommendations for inclusion.

Potential Projects

Kimberly presented several potential projects for discussion that had been identified through community engagement feedback and an analysis of the county's economy and existing conditions. Some of the potential projects included (a full list of projects can be found in the attached presentation) a value-added processing facility, a USDA slaughterhouse, a food hub, a locally grown branding campaign, and agritourism initiatives, such as a wine, beer, and food trail.

Tom Tomsa of CCE expressed concern over a proposed auction center in the county due to the low prices that farmers make at auctions compared to other outlets.

Jamie Johnson of the IDA emphasized the importance of the projects that are ultimately recommended aligning with the county's existing assets rather than following the latest trend in agricultural economics.

Several members of the PAC agreed that a USDA slaughterhouse would be in high demand in the county, but would need a cutting and wrapping facility on-site to make it truly effective for livestock farmers wanting to sell their products directly to consumers. Additionally, it was suggested that having a centralized distribution company at the slaughterhouse would provide farmers an opportunity to cooperatively sell their meats, potentially under a "Steuben County Raised" brand.

Discussion & Next Steps

Planning & Zoning Analysis

The project team will analyze the zoning of key towns in the county as it related to agriculture. While many of the towns do not have zoning or land use regulations, several key agricultural towns that do have zoning were recommended for analysis by Amy Dlugos. The towns adjacent to Keuka Lake, Pulteney, Wayne, and Urbana, will be analyzed as will either Campbell, Wayland, or Cohocton as all three have the same zoning code. The Keuka Lake Watershed Plan will be reviewed to inform this analysis.

The results of this analysis will be presented and discussed at the next PAC meeting.

Community Engagement

In order to reach a broader range of community members, future community engagement efforts will take place in Wayland and Hornell as per the suggestion of PAC members.

PAC members also suggested reaching out to Elaine Zwiler to connect with the Amish population living and working in the southwest corner of the county. The Farm Bureau will also be contacted for a stakeholder interview to discuss several topics, including the recent initiative to include more agricultural education in the county's high school curriculum.

Next Steps

- Test Feasibility of Potential Projects
- Farm to Table Initiatives
- Planning & Zoning Analysis
- Revise Working Draft and Distribute to PAC
- Continue Stakeholder Interviews by Phone
- PAC Meeting #4

PAC MEETING #4

January 2015

Details to Follow

Thanks to all who attended!

This project is funded by the New York State Department of Agriculture & Markets.

meeting summary

Steuben County Agricultural & Farmland Protection Plan

Advisory Committee Meeting #4 | February 18, 2015

Meeting Attendees

Stephanie Mehlenbacher, CCE Steuben
Matthew Doyle, Doyle Vineyard
Kenneth Ward, AFPB
Wendy Flaitz, Steuben County RPTSA
Gary Mahany, Farmer
Jeffrey Parker, Steuben SWCD
Bill Peoples, Steuben County Legislator and AFPB
Tom Tomsa, CCE
Amy Dlugos, County Planning Director
Kari DeWick, Steuben County IDA
Jamie Johnson, Steuben County IDA

Kimberly Baptiste, Bergmann Associates
Steve Boisvert, Bergmann Associates
Jane Nicholson-Dourdas, Bergmann Associates
Michael N'dolo, Camoin Associates
Rachel Selsky, Camoin Associates
Ian Flatt, Camoin Associates

Project Website

<http://farmplan.steubencony.org>

Welcome & Introductions

Kimberly Baptiste of Bergmann Associates welcomed the Project Advisory Committee (PAC) to the fourth PAC meeting.

Project Updates

Kimberly began the presentation by discussing the progress that has been made in the project since the third meeting in October.

- 1) **Farm Tour and Stakeholder Meeting:** On December 1st, 2014, the project team toured several dairy, beef and potato farms to meet with farmers and receive project input and feedback.

Refined Goals, Objectives and Strategies

Kimberly reviewed the SWOT analysis—the strengths, weaknesses, opportunities and threats identified through the planning process. These define the internal and external factors impacting the viability of the agricultural industry in the County.

Kimberly also presented a series of refined goals for the project that were modified since the last PAC meeting based on committee and stakeholder feedback.

The overarching implementation framework was described, including goals, objectives and action strategies. Kimberly presented the refined goals, focusing on the key objective statements and action strategies.

- **Goal 1: Economic Development**

Support local farmers and agriculture-related businesses in their efforts to create value-added products and promote the processing, marketing and distribution of the county's farm goods.

- Objective 1: Identify value-added infrastructure and investments that support existing farms and farm products.
- Objective 2: Connect consumers directly to farmers.
- Objective 3: Support the local dairy industry.
- Objective 4: Ensure adequate support services are in place to address the needs of farmers.
- Objective 5: Encourage the use of renewable resources on agriculture lands.

➤ **The PAC offered the following comments:**

- It is important to make sure all sectors are covered, not just dairy.
- The discussion regarding gas drilling in NY is imminent; should we address it now?
- Other types of renewable resources should also be included including biomass and geothermal.
- Address reasonable wind laws.

- **Goal 2: Agribusiness Development**

Attract and develop new agriculture-related enterprises involved in the production, storage, distribution, and processing of agri-based products and services.

- Objective 1: Attract new projects that leverage existing assets and support the development of value-added manufacturing of agricultural products.
- Objective 2: Create an Agricultural Development Specialist position.
- Objective 3: Capitalize on the County's forest and woodlands.

➤ **The PAC offered the following comments:**

- The different sectors of the beverage industry should be outlined (beer, wine, cidery).
- There was some concern with the recommendation to add another position to the County or affiliated organizations. How has it been accomplished / funded in other municipalities?
- Consider focusing more on greater collaboration and cooperation among the folks already supporting the agricultural industry.
- How can we develop the biomass market and find a larger user?

- Get information on County grant.
- **Goal 3: Farmland Preservation**
Ensure the County's farmland remains viable and productive for future farmers.
 - Objective 1: Retain viable farmland for long-term agricultural use.
 - Objective 2: Update municipal zoning laws and ordinances to ensure they are supportive of the agricultural industry.
 - Objective 3: Ensure the farming community has continual representation in local planning decisions.
- **The PAC offered the following comments:**
 - What is the stewardship fee for a conservation easement? The tax credits and stewardship fees should be explored.
 - There has been a loss of small dairy, but an emergence of small niche farms (i.e. organic, CSA, etc.).
- **Goal 4: Agri-tourism**
Promote Steuben County as an agritourism destination by marketing its locally grown products and agriculture-related businesses.
 - Objective 1: Create a unique “brand” for locally produced agriculture products and businesses.
 - Objective 2: Increase public understanding and support of agriculture in the community.
 - Objective 3: Capitalize on the existing regional tourism base to attract visitors to existing agribusiness attractions.
- **The PAC offered the following comments:**
 - The “Made in Corning” logo has been developed so that the image is interchangeable depending on the use/industry.
 - Soliciting funds for annual events is challenging; the Hammondsport businesses were able to host a wine and beer tasting event by self-organizing and marketing.
 - Heritage Agriculture Trail.
 - Focus on returning international visitors.
 - Waterfront center for wine and food is an opportunity. Other satellite locations?
 - “Road trip” tours of agricultural-based businesses and farms.
 - Consider loop bus or shuttles.
- **Goal 5: Education, Outreach and Partnerships**
Develop and expand education and awareness opportunities for farmers and the greater community.
 - Objective 1: Integrate agriculture as part of the local school curriculum.
 - Objective 2: Establish relationships with regional colleges and universities to facilitate mutually beneficial ventures.
 - Objective 3: Foster collaboration between government, not-for-profit organizations and farmers/agribusinesses.
 - Objective 4: Establish a clearinghouse of information of funding resources for farmers, businesses and municipalities.
 - Objective 5: Provide farmers with access to the tools and information needed to run a successful business.

- **The PAC offered the following comments:**
 - Cornell University should be emphasized as the major agriculture college program.
 - Most farmers would contact Cornell Cooperative Extension rather than the Small Business Center for farming information. Most farmers go directly to the lenders/bankers for financial information.
 - Consider adding Corning Community College.
 - Discuss high school education – for example, Prattsburgh Agriculture Program Building.
 - Make sure we phrase in order to recognize what is already being done by CCE and other organizations.
 - BOCES – support services.
 - Pathways to Graduationmake agriculture a pathway.

Identification of Catalytic Agribusiness Opportunities

Rachel Selsky of Camoin Associates reviewed the process used to identify and develop the economic development catalyst projects. This included interviews, the farm tours and internal discussions around key opportunities. Michael N'dolo of Camoin Associates discussed the four projects that have the most potential in the County:

- 1) **Potato Vodka Distillery:** With the increase in the craft industry and significant international competition, the potato vodka distillery provides an opportunity for local farmers to provide material directly to the distillery. Two comparable case studies include the Cold River Distillery in Freeport, Maine and Woody Creek Distillers in Aspen, Colorado. The startup costs are relatively low and have the potential to provide 5 direct and 24 indirect jobs.
- 2) **Food Hub:** The food hub could provide a range of functions depending on the needs of the agribusiness community. The challenge would be to find funding for startup costs. Two examples include the Red Tomato in Plainville, Massachusetts and Local Food Hub in Charlottesville, Virginia. The startup costs would be minimal and would create 7-8 jobs. There was some concern that the size of these hubs would be too ambitious for the County.
- 3) **USDA Slaughterhouse:** The findings suggest that the per unit cost is too high for a mobile slaughterhouse, so it is recommended that the County focus on a smaller, centrally focused facility. The two comparable examples include the Adirondack meat Company in Ticonderoga, NY and the LPCA Slaughterhouse in Odessa, Washington—both ~7,000 sqft. The startup costs are significantly higher, and have the potential to employ upwards of 10 people directly, and 13 people indirectly. The PAC agrees that this is a needed facility.
- 4) **Malt House:** A local malt house has the potential to have a strong impact on the local economy with a growing craft beer industry and low supply/high demand for malt barely. The startup costs are relatively low and has the potential to employ 3-5 people directly and 10 indirectly.

The next step in the process will be to develop the financial feasibility to implement these projects. The results will be presented at the next PAC meeting.

Discussion & Next Steps

The PAC agreed that the plan is going in the right direction. There are concerns about regulation and difficulty doing business in NYS.

Next Steps

- Refine strategies / actions.
- Prepare full draft Plan and distribute to committee.
- Financial Feasibility of Catalyst Projects.
- PAC Meeting #5 and Public Presentation- April 14, 2015

Thanks to all who attended!

meeting summary

Steuben County Agricultural & Farmland Protection Plan

Public Meeting #1 | October 27, 2014

Meeting Attendees

See attached sign in sheets

Meeting Materials:

Comment Sheet
Agenda & Project Handout

Project Website

<http://farmplan.steubencony.org>

Open House

Attendees of the Public Meeting were given time prior to the start of the presentation to sign into the meeting, collect meeting materials, browse various informational boards, and discuss the project with representatives from the project team.



Welcome & Introductions

Amy Dlugos of the Steuben County Planning Department welcomed the group to the project's first public meeting and provided a brief overview of the project's purpose and progress to date. She then introduced the speaker for the night, Tom Daniels, who is a nationally recognized agricultural economist and farmland protection expert.

Agricultural Economic Development & Farmland Protection in Steuben County: A Presentation by Tom Daniels, PhD

Tom Daniels' presentation, which can be found on the project website, began by outlining the county's strengths and emphasized the central role that agriculture plays in its economic vitality. He then broadly discussed the challenges of farming and the agricultural economic development tools that can be used to ensure that it is a viable industry for the county and its farmers moving forward.

Tom discussed several key findings from the project team's efforts over the summer in collecting over 100 online consumer surveys and nearly 50 online farmer surveys. The findings from the surveys underscore the interplay between economic development within various industries as a means of ensuring the viability of agriculture in the county. He identified several potential projects that could spur on economic development for agriculture and related industries within the county including a USDA slaughterhouse, a food hub, and a locally grown branding campaign.

Tom concluded the presentation with a series of considerations and tools for protecting the county's valuable farmland and noted that there are already several effective tools in use in the county to ensure the protection of these lands for use by future farmers.

Discussion & Next Steps

With the conclusion of the presentation, Tom encouraged the attendees to ask questions to begin a discussion. There was an inquiry about the progress of the project and a request for the public to receive more frequent updates. As a result, the project website has been updated to include the results of the two surveys, the "State of the County's Agricultural Economy" Report, and Tom's presentation. Once the client has reviewed the Draft Technical Report and the project team has made revisions, it too will be posted to the project website.

Several attendees were curious about the impact that this project will have on the county. Tom emphasized that this is a planning effort and the recommendations that result from this plan will ultimately be the responsibility of the county's citizens to implement.

To learn more about the project's progress, attendees were encouraged to visit the project website frequently for updates, to share their thoughts on the project, and to join the mailing list to receive announcements about upcoming meetings.

PUBLIC MEETING #2

Winter 2015

Join us Mailing List on the Project Website to Learn about Future Updates

<http://farmplan.steubencony.org>

Thanks to all who attended!

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