

# Agricultural Economic Development and Farmland Protection in Steuben County, NY

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# Steuben County Strengths

- More than \$187 million in gross farm sales in 2012
- Agriculture multiplier effect is about 3 to 1.
- Diversity – dairy, wineries, others
- Value-added- Kraft, Crowley
- More than 400,000 acres of farmland
- Younger than average farmers



# Challenges Farmers Face

- Profitability- Be the low cost producer or find a niche market
- Passing the Farm to the Next Generation
- Resisting the Temptation to sell land for development





# Agricultural Economic Development

- Include agriculture in County economic development efforts
- Agriculture committee as part of County Chamber of Commerce
- Financing – Banks, Farm Credit, State of NY, USDA grants, Cornell Cooperative Extension



# Agricultural Economic Development

- Buy Fresh-Buy Local Campaign (know your farmer)
- Direct Sales to Consumers (farmers markets, CSAs)
- Direct Sales to Restaurants
- Direct Sales to Institutions (schools and hospitals)
- Food hubs: e.g. Local Food Hub, Charlottesville, VA
- Incubators: Intervale, Burlington, VT example
- Branding – Marketing –Yates Co. Siggi's
- Value-added – food processing
- Agri-tourism



## Buy Fresh – Buy Local Campaign

Access fresher goods, meet your local farmers, and support the local economy.





## Representative Implementation Examples



Genesee County Agribusiness Park



Eden Valley Growers, Erie County



The Technology Farm, Ontario County



Farm to Table Program, Yates County

# Food Hub

## From Farm to Plate





# Food Hub

## Several Potential Models

Private,  
For-Profit

Mad River Food Hub  
Mad River Valley, VT



Private,  
Non-Profit

Local Food Hub  
Charlottesville, VA



Public-Private  
Partnership

Fifth Season Cooperative  
Vernon County, WI



## Branding Campaign

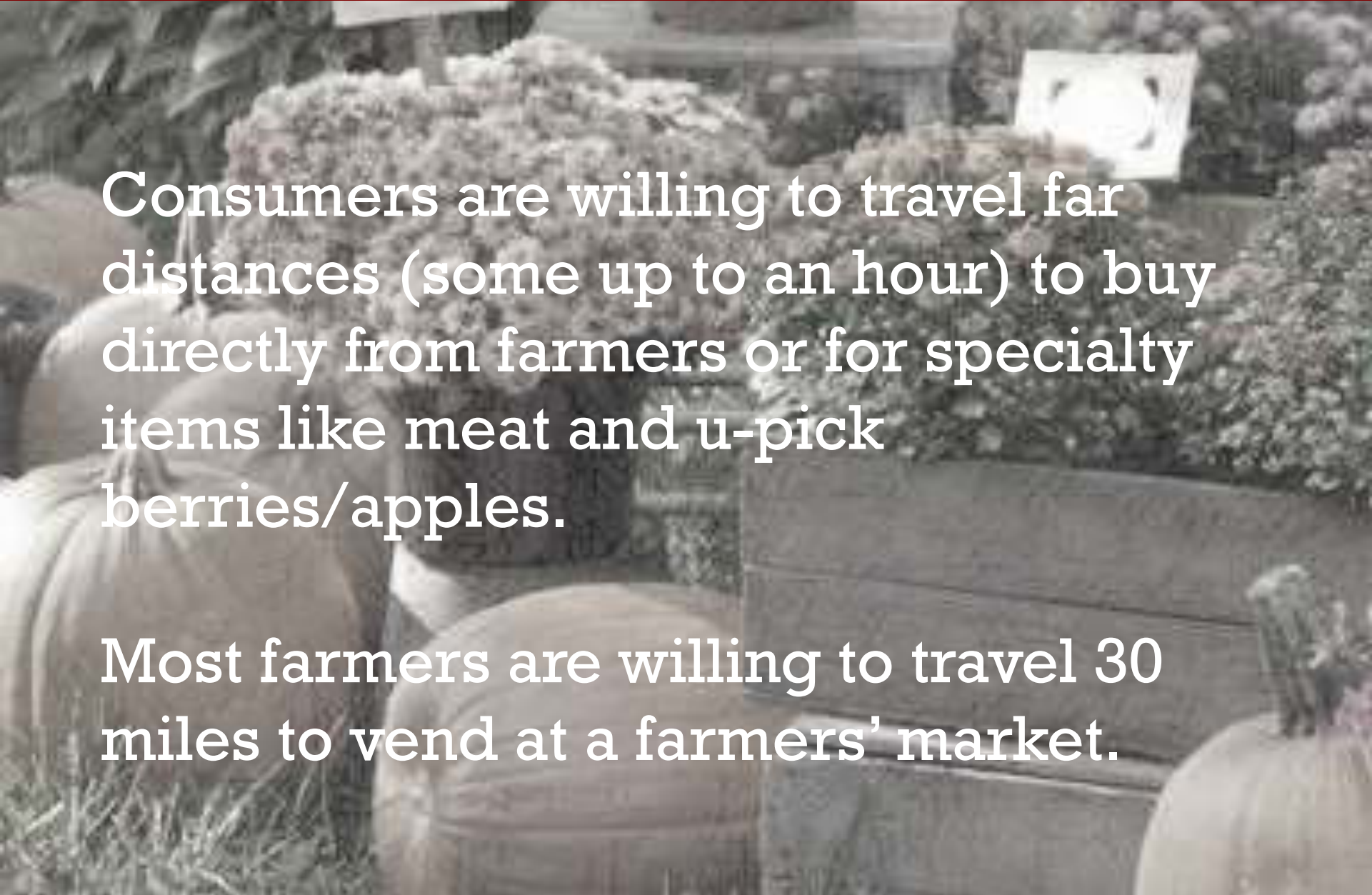
Farming is central to the region's heritage and future.

Certify farm products as locally grown to support the county's farms and local food economy.





# Survey Results

A photograph of pumpkins and a wooden crate, likely at a farmers' market. The image is slightly blurred and has a green tint. A wooden crate is visible in the foreground, and several pumpkins are scattered around it. In the background, there are more pumpkins and some foliage.

Consumers are willing to travel far distances (some up to an hour) to buy directly from farmers or for specialty items like meat and u-pick berries/apples.

Most farmers are willing to travel 30 miles to vend at a farmers' market.



# Survey Results



To increase purchasing/consumption of local foods, consumers would like to see ***more farmers markets*** with ***convenient times*** and more ***local food selections at restaurants and grocery stores.***



# Survey Results

There is unmet demand in the county for locally produced fruits, maple syrup, and free-range/grass fed meats and poultry.





# Survey Results

*What gaps in the agricultural industry need to be filled to better support your business?*





# New York Agricultural Economic Development

- Madison County, NY – revolving loan fund for agriculture
- Adirondack Grazers Cooperative
- Slaughter House


## USDA Slaughterhouse

All USDA-approved livestock processing currently occurs outside of the county, resulting in long waiting lists and lengthy drive time for farmers.





# Shared Commercial Kitchen

A photograph of a shared commercial kitchen. In the foreground, a man wearing a white lab coat and a light-colored cap is focused on preparing a large quantity of leafy green vegetables, possibly kale, in a large metal tray. He is looking down at his work. In the background, two other people, also in white lab coats and hairnets, are working at different stations. The kitchen is equipped with stainless steel counters, shelves with various pots and containers, and a clean, professional environment. The overall scene suggests a collaborative food processing space.

Creation of new value-added products, increased profitability for farmers expanding into processing, and additional retail outlets for farm goods.

# Draft Goals



**GOAL 1:** Support local farmers and entrepreneurs in their efforts to create value-added farm goods that strengthen the county's agricultural industries.



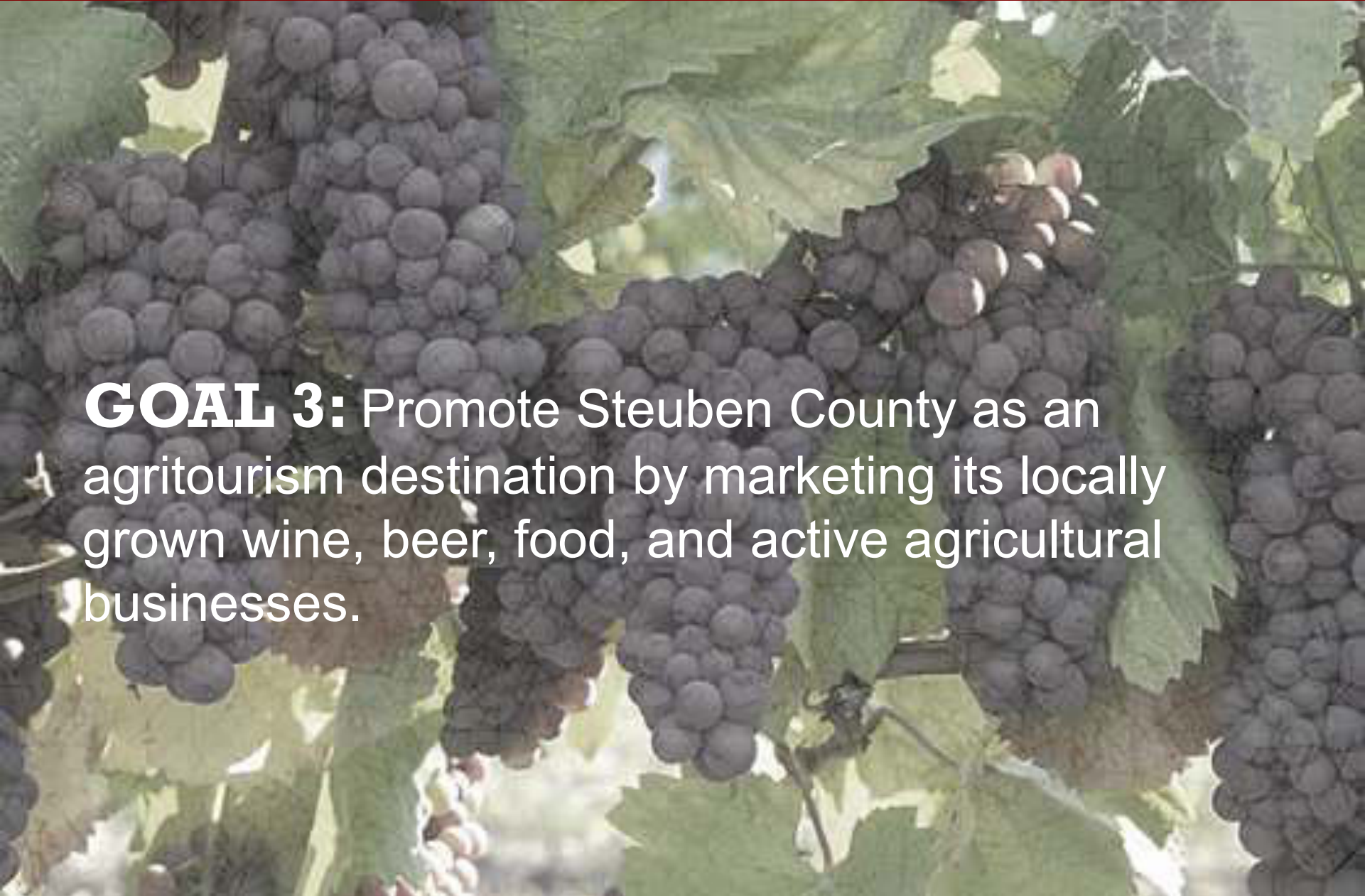
# Draft Goals

A close-up photograph of a person's hand cupped together, holding a large quantity of golden wheat grain. The grain is in sharp focus, showing individual stalks and awns. The background is a blurred view of a grain elevator or silo, with long, curved concrete structures and a bright, hazy sky. The overall color palette is warm, dominated by the golden yellow of the wheat and the light blue/white of the sky.

**GOAL 2:** Encourage the development and expansion of industries that capitalize on the county's existing and potential agricultural resources.




# Draft Goals



**GOAL 3:** Promote Steuben County as an agritourism destination by marketing its locally grown wine, beer, food, and active agricultural businesses.

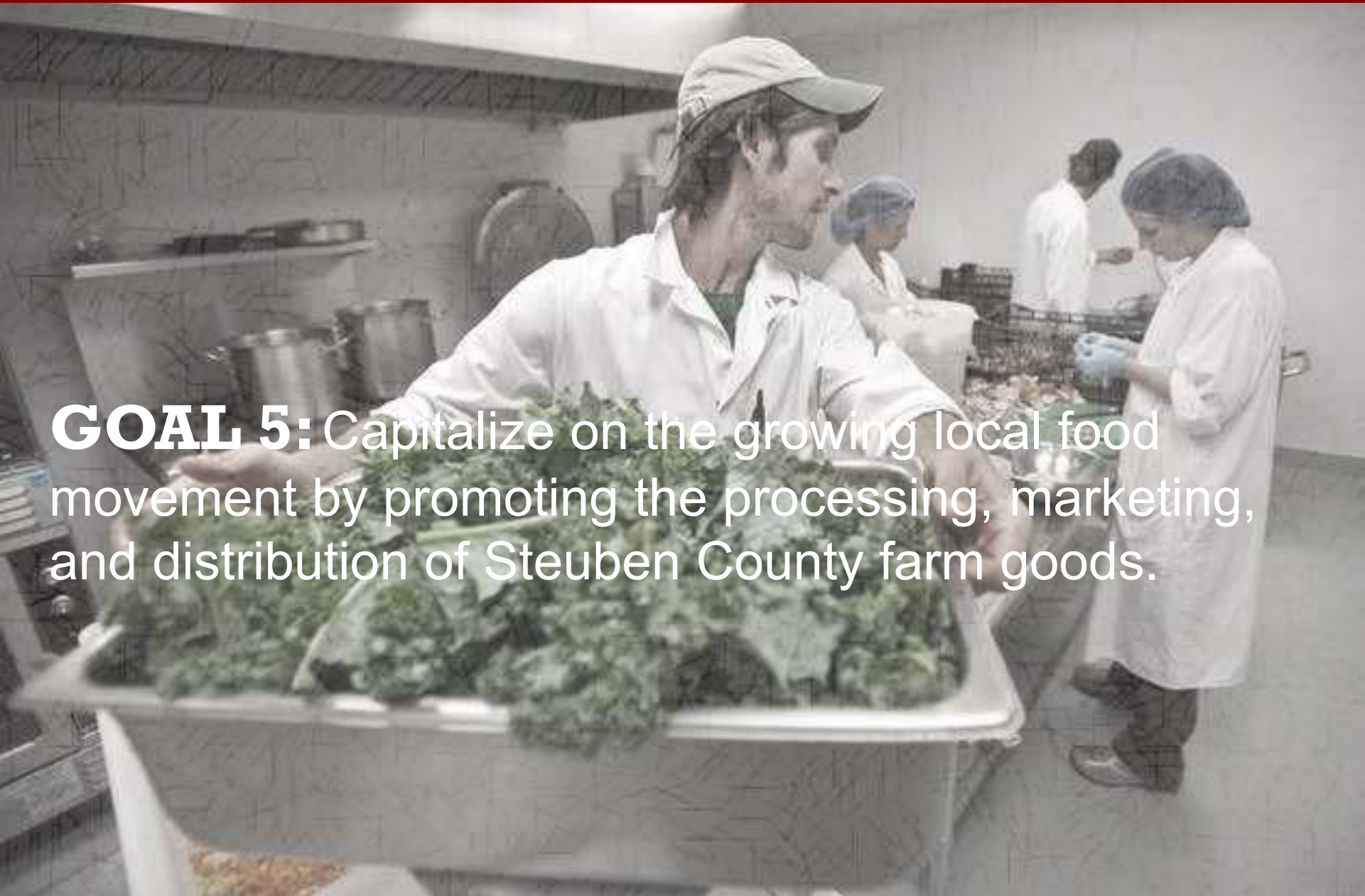


# Draft Goals



**GOAL 4:** Ensure that the county's farmland remains available and productive for future farmers.

# Draft Goals

A photograph of a man in a white lab coat and a light-colored baseball cap, working in a commercial kitchen. He is holding a large metal tray filled with fresh, leafy green vegetables, possibly kale or chard. In the background, other people in white lab coats and hairnets are working at different stations, suggesting a busy food processing or preparation environment. The kitchen has stainless steel surfaces and various equipment.

**GOAL 5:** Capitalize on the growing local food movement by promoting the processing, marketing, and distribution of Steuben County farm goods.



# Big Picture

- Climate Change – decreasing fruit and vegetable production from California
- Hops and Barley – the spread of microbreweries
- Natural gas
- Second homes, camp sites, hunting

# Goals of Farmland Protection Programs

- Maintain a critical mass of farms and farmland
- Maintain affordable land prices for farming
- Reasonable cost in comparison to benefits
- Sustained public and political support



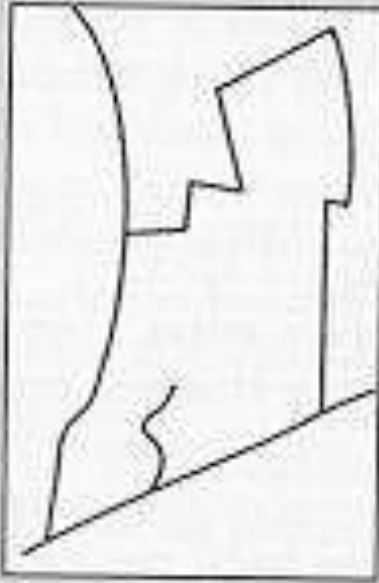


# Farmland Protection Techniques

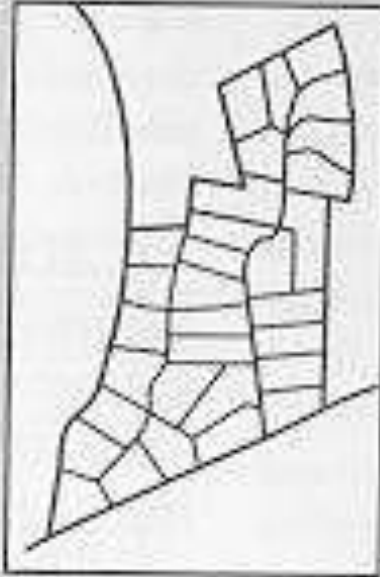
- Right to Farm Laws NY, Steuben County, Towns
- Agricultural Districts
- Town Comprehensive Plan
- Agricultural Zoning
- Purchase of Development Rights (PDR)

# Agricultural Zoning Options

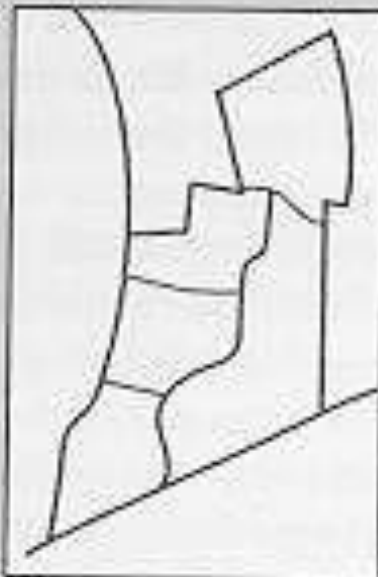
## Agricultural Zones and Permitted Development



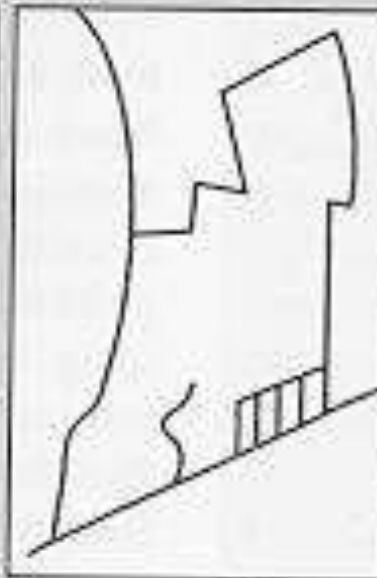
100-Acre Farm



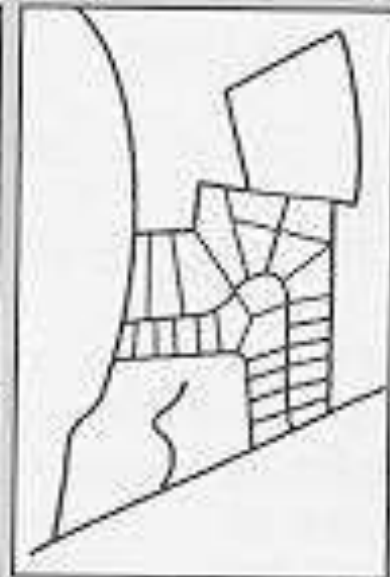
Residential Lots



Large Lot  
Agricultural Zoning  
(1 lot/25 acres)



Area-based Allocation  
Agricultural Zoning  
(1 dwelling/25 acres)



Rural Cluster  
1 acre minimum  
lot size 60% Open  
Space Preserved



# Sale of Development Rights Example

- 250 acre Farm

\$750,000 Appraised Fair Market Value

\$500,000 Appraised Value Restricted to

Farming and Open Space

\$250,000 Appraised Development Rights Value

and Cash Paid to Farmer

# PDR Financing

- County Funds
- State of New York Funds
- Land Trust Funds
- Federal Agricultural Land Easement Program



**Balance**  
**Cooperation**  
**Commitment**