

From farmland PROTECTION to ag & food DEVELOPMENT

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Prepared for the

2013 Ohio Land Use Conference



JOHN GLENN SCHOOL
OF PUBLIC AFFAIRS

Farmland Preservation



1970s

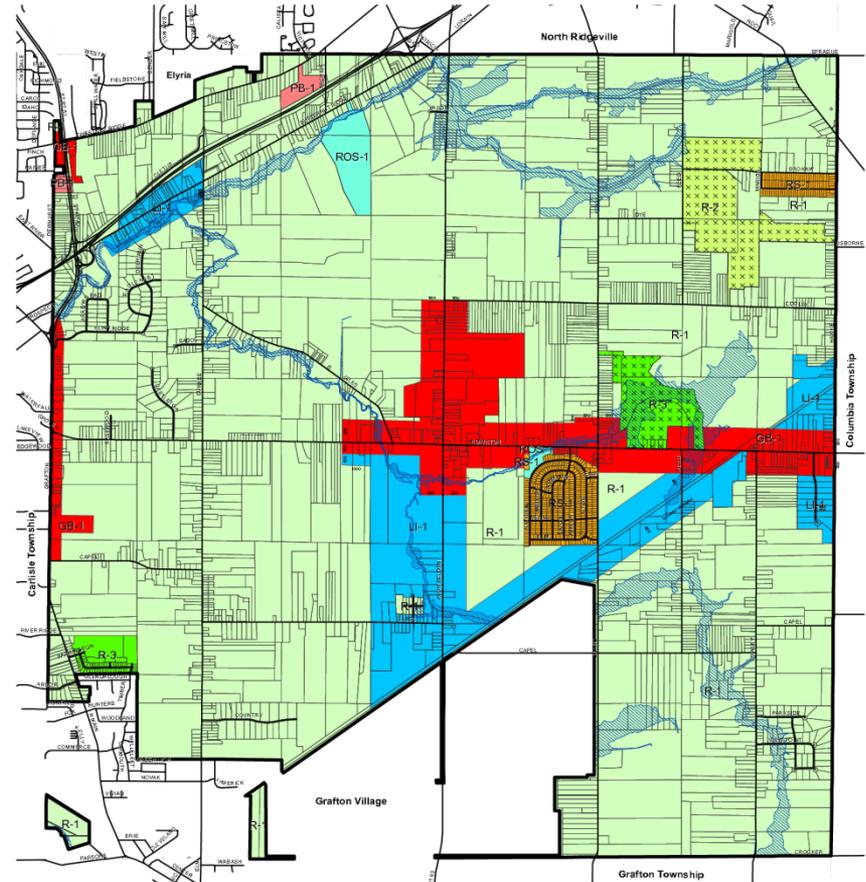


1990s

Ohio Ag Land Use Policy

From zoning farmland as
AG = Anything Goes
waiting for its
“highest and best use”

To preserving “large
blocks of farmland under
intermediate
development pressure.”



Community members are now looking at farmland and farming a bit differently:

- Know your farmer, know your food
- Desire for authenticity and connection
- Healthy food access
- Support local economy
- Better for the environment
- Freshness

“Local” Food is in Demand

- Consumers want Ohio product...but they want it conveniently
 - Central Ohio = #1 reason for barrier to local food
- What does this mean for land use?
 - Local food isn't about sprawl.
 - It is about supporting a local business.

Now in the 21st Century...

\$30 Billion

Ken Meter, 2011

**Food and Agriculture....
the Sleeping Giant of
Economic Development!**

Amalie Lipstreu

Economic Development



Food and Agriculture Economic Development Concepts

- *Community-based* agriculture and food economic development
- Short supply chains
- Value chains
- Agriculture of the middle

Calls for public investment

Food and Agriculture

Economic Development Concepts

- Systems perspective
 - Making meaningful connections in the supply chain versus sector-specific development
- Infrastructure development
 - Physical (regional) infrastructure
 - Relational infrastructure
- Food and agriculture as part of, not separate from, the overall economic development strategy
- Democratizing the process
 - Community-based
 - Transparent
 - Often begins with planning

Ohio's local food policy councils



Clark County

http://aede.osu.edu/sites/drupal-aede.web/files/imce/2010_1.pdf

Recognizing the need to include more than “the usual suspects” concerned about land use in a discussion about the economics of a viable farm sector, Shane Farnsworth, Director of the Clark County Planning Agency, and Krista Magaw, Executive Director of the Tecumseh Land Trust, teamed together to address the totality of farming as a business. They applied to the OSU Center for Farmland Policy Innovation’s Farmland Protection Partnership Program (Box 1) to conduct the work described in this policy brief.

BOX 2: Clark County Ag in the Economy

Committee Member Affiliations

Little Miami Flower Company

Paygro (manure processing)

Woeber Mustard

Young’s Jersey Dairy

Allied Environmental Group

Westco Port Authority – local economic development authority

Greater Springfield Chamber of Commerce

Clark County Farm Bureau

Ohio State University Extension

Farmland Preservation

Tecumseh Land Trust

Springboard Marketing

Clark County Planning Department

Box 3: The Economic Development Process, as developed by Springboard

Process	Description	Involvement
Research	Gather facts and statistics regarding Clark County, its assets, and leverageable strengths.	Springboard, AE committee, secondary sources
Exploration/Identification	Explore and identify Clark County opportunities for economic development	Springboard, AE committee, secondary sources
Exchange	Exchange information with local community experts as well as select individuals in other counties	Springboard, economic experts, local businesses, area stakeholders
Individual Ideation	Develop as many possibilities for economic development based on identified leverageable strengths/assets	Springboard, economic experts, local businesses, area stakeholders
Combine/Collaborate	Combine ideas and assets for synergistic economic development concepts	Springboard, economic experts, local businesses, area stakeholders
Evaluation	Assess ideas as to those providing the greatest potential for success and return	Springboard, economic experts, all stakeholders
Selection	Select top focused initiatives for pursuit	Core team

Knox County

http://aede.osu.edu/sites/drupal-aede.web/files/imce/09_04.pdf

TABLE 2: KNOX COUNTY RESTAURANT SURPLUS AND LEAKAGE FINDINGS

Restaurant Type	Potential Sales (000)	Estimated Sales (000)	Surplus/Leakage* (000)
Bakery/café	2,222	1,552	-670
Chain Restaurant	43,079	29,000	-14,079
Nonchain/Local Restaurant	23,562	25,760	2,198
Total	68,683	56,312	-12,551

*A positive value indicates estimated sales were in excess of expected potential sales, a negative value indicates estimated sales were less than expected potential sales.

TABLE 4: ESTIMATED IMPACT TO KNOX COUNTY

	Scenario #1	Scenario #2	Scenario #3
\$ in 000s			
Sales	\$1,158	\$12,793	\$15,857
Employee Earnings	\$159	\$3,917	\$1,687
Sales Tax	\$14	\$344	\$98
Proprietor Income	\$111	\$269	\$255
Employment	11 jobs	243 jobs	96 jobs



AGRICULTURE | ECONOMIC DEVELOPMENT
MARKETING COMMUNICATION PLAN

Strategies

- Create Paths to Success for Existing Businesses, Entrepreneurs and New Businesses in Pickaway County.
- Brand Pickaway County's agricultural assets around location and infrastructure

Goals & Objectives

- Assist entrepreneurs to establish successful food and agricultural businesses in Pickaway County.
- Help attract new food and agriculture business investment to Pickaway County.
- Promote the value and increase demand for existing food and agricultural products grown in Pickaway County.

What counts as agriculture, food
and farming economic development
and who decides?

Is it farming?

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Cranston mayor vetoes ordinance allowing backyard chickens, cites concern about rats

THE ASSOCIATED PRESS
December 06, 2012 - 9:00 am EST

Share / Save

CRANSTON, Rhode Island — Cranston Mayor Allan Fung says he vetoed an ordinance that would have allowed residents to keep chickens in their yards because of concerns about home values and potential rodent infestations.

Fung on Wednesday vetoed the ordinance that was passed by the City Council last month.

Several residents have reported problems with rats in the city this year. Fung says there's no research linking rodent infestations to chicken ownership, but it's commonly known that rats and other rodents are attracted to outdoor food sources including excrement.

The ordinance would have allowed residents to have up to 10 chickens and required them to submit plans for chicken coops. Providence, Warren and Barrington have adopted similar laws.

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An interested child, old enough to take a little responsibility, can care for a few fowls as well as a grown person.

Every back yard in the United States should contribute its share to a bumper crop of poultry and eggs in 1918.

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**Your State Agricultural College
or
The United States Department of Agriculture
Washington, D. C.**

This Space Donated by the Publisher

Is it farming?



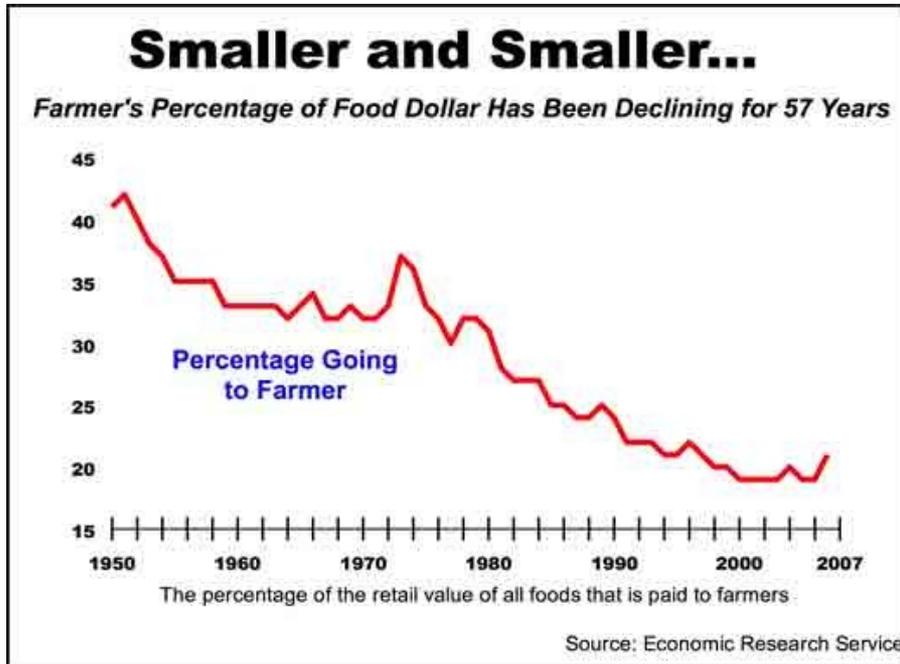
What does this mean for land use policy now that we are focused on local business viability?

Issues to consider....

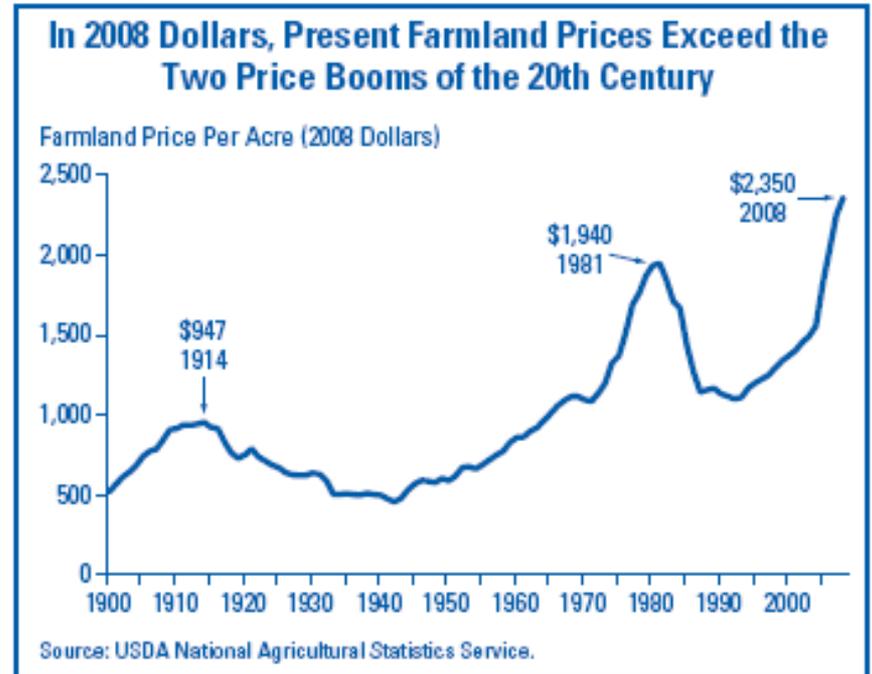
- Urban versus Rural
- Conventional versus Alternative
- Food versus Agriculture

HYBRIDS! Why “or” when you can “and”?

Getting back to land use...



Succession Planning



Access to land for new farmers

What does this all mean?

- Changing the lens we look through so we can calculate
Land use and Farmland Preservation +
Economic Development
= Great opportunity
- Strategies
 - Community-based
 - Infrastructure – food hubs, land base, and *relationships*
 - Community dialogue
 - Planning focuses on community, systems and
 - Likely have an interested group to connect with
- Issues to consider
- Land is still important, esp. land for the new generation

Thank you.