From farmland PROTECTION to ag & food DEVELOPMENT

Jill Clark, PhD

Prepared for the

2013 Ohio Land Use Conference
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
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  Clark County Farm Bureau
Paygro (manure processing)  Ohio State University Extension
Woeber Mustard  Farmland Preservation
Young’s Jersey Dairy  Tecumseh Land Trust
Allied Environmental Group  Springboard Marketing
Westco Port Authority – local economic development  Clark County Planning Department
authority
Greater Springfield Chamber of Commerce
<table>
<thead>
<tr>
<th>Process</th>
<th>Description</th>
<th>Involvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research</td>
<td>Gather facts and statistics regarding Clark County, its assets, and leverageable strengths.</td>
<td>Springboard, AE committee, secondary sources</td>
</tr>
<tr>
<td>Exploration/Identification</td>
<td>Explore and identify Clark County opportunities for economic development</td>
<td>Springboard, AE committee, secondary sources</td>
</tr>
<tr>
<td>Exchange</td>
<td>Exchange information with local community experts as well as select individuals in other counties</td>
<td>Springboard, economic experts, local businesses, area stakeholders</td>
</tr>
<tr>
<td>Individual Ideation</td>
<td>Develop as many possibilities for economic development based on identified leverageable strengths/assets</td>
<td>Springboard, economic experts, local businesses, area stakeholders</td>
</tr>
<tr>
<td>Combine/Collaborate</td>
<td>Combine ideas and assets for synergistic economic development concepts</td>
<td>Springboard, economic experts, local businesses, area stakeholders</td>
</tr>
<tr>
<td>Evaluation</td>
<td>Assess ideas as to those providing the greatest potential for success and return</td>
<td>Springboard, economic experts, all stakeholders</td>
</tr>
<tr>
<td>Selection</td>
<td>Select top focused initiatives for pursuit</td>
<td>Core team</td>
</tr>
</tbody>
</table>
### Table 2: Knox County Restaurant Surplus and Leakage Findings

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

*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

<table>
<thead>
<tr>
<th>Scenario</th>
<th>Scenario</th>
<th>Scenario</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>#2</td>
<td>#3</td>
</tr>
<tr>
<td>$ in 000s</td>
<td>$ in 000s</td>
<td>$ in 000s</td>
</tr>
<tr>
<td>Sales</td>
<td>$1,158</td>
<td>$12,793</td>
</tr>
<tr>
<td>Employee Earnings</td>
<td>$159</td>
<td>$3,917</td>
</tr>
<tr>
<td>Sales Tax</td>
<td>$14</td>
<td>$344</td>
</tr>
<tr>
<td>Proprietor Income</td>
<td>$111</td>
<td>$269</td>
</tr>
<tr>
<td>Employment</td>
<td>11 jobs</td>
<td>243 jobs</td>
</tr>
</tbody>
</table>
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?
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.
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.