

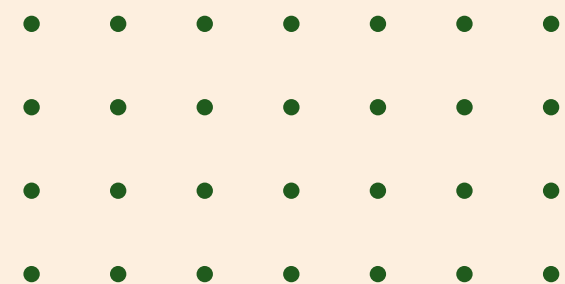
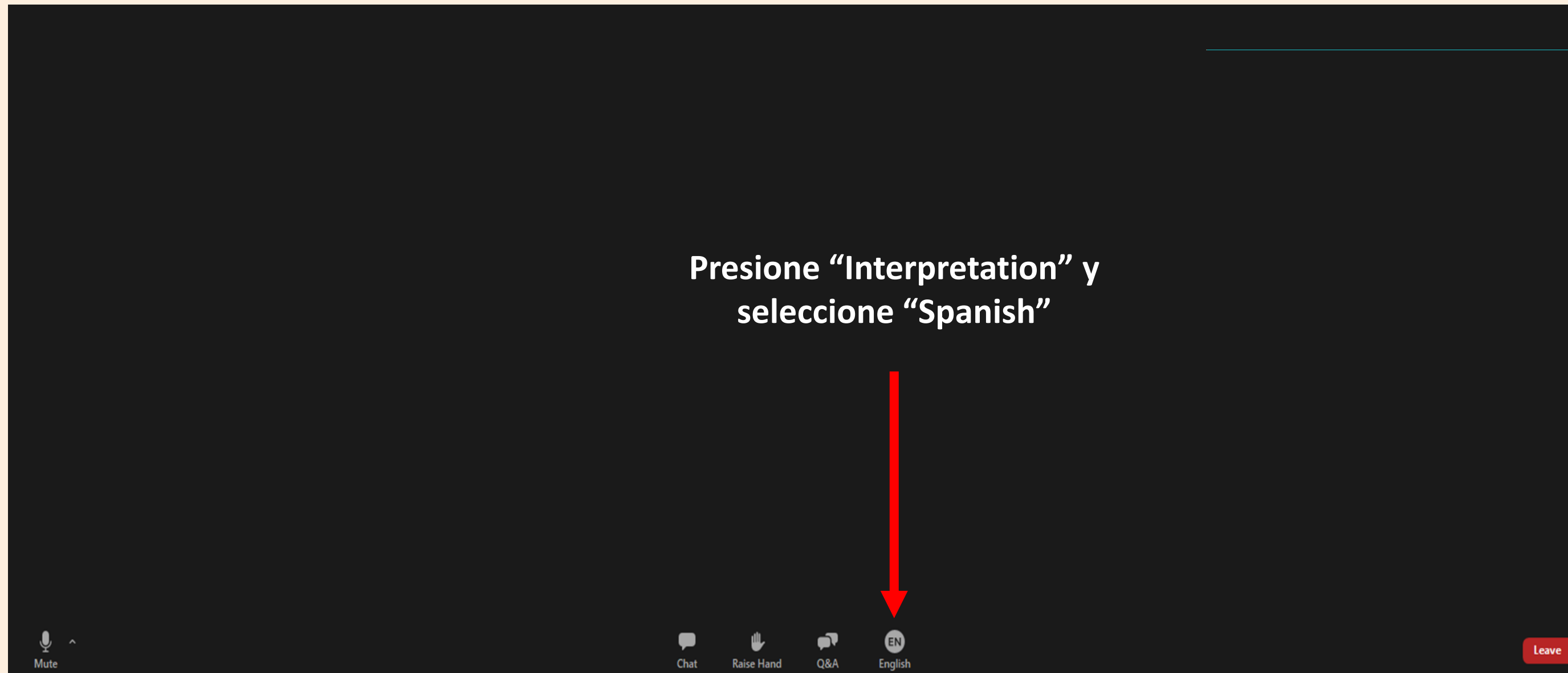


# SALC 2.0

**Public Workshop**  
**November 14, 2023**



# Traducción simultánea en español





# Project Team



**Priscilla  
Mumpower**

San Diego  
LAFCO



**Michaela  
Peters**

San Diego  
LAFCO



**Stephanie  
Neal**

County of San  
Diego



**Michael  
Blackmun**

County of San  
Diego

Consulting with:  
Agricultural Impact  
Associates

Consulting with:  
Rick Engineering

# Agenda

01

Grant Award

02

Project Overview

03

Outreach & Education

04

Crop Selection Criteria

05

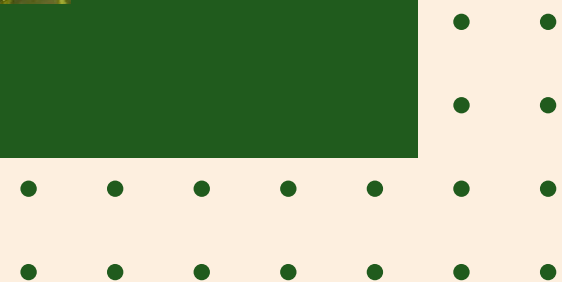
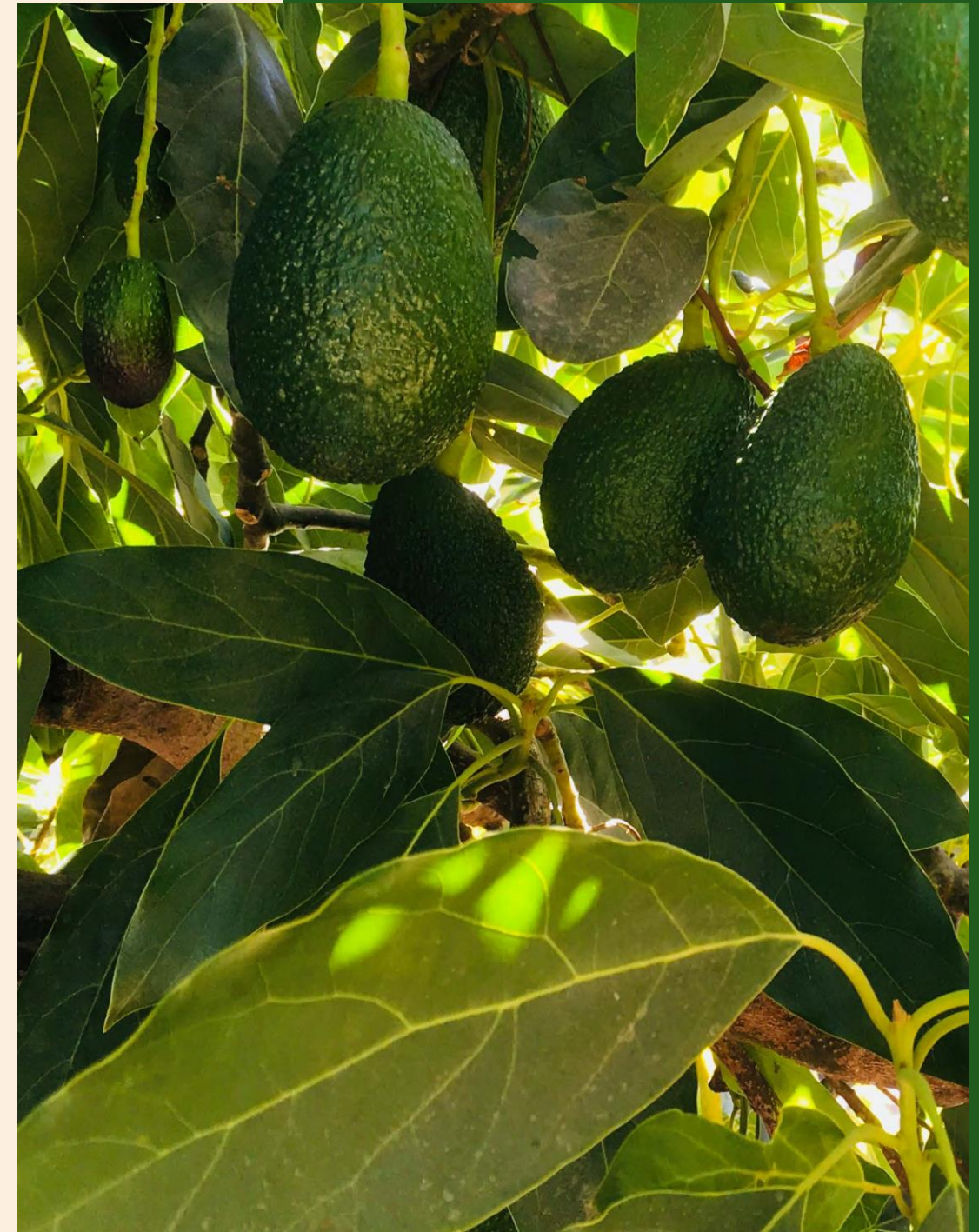
Feedback

06

Next Steps

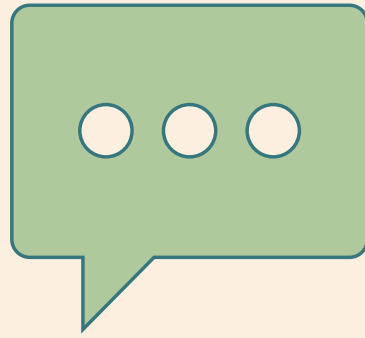
07

Contact





# How to Participate



Submit Comments  
or Questions During  
the Meeting



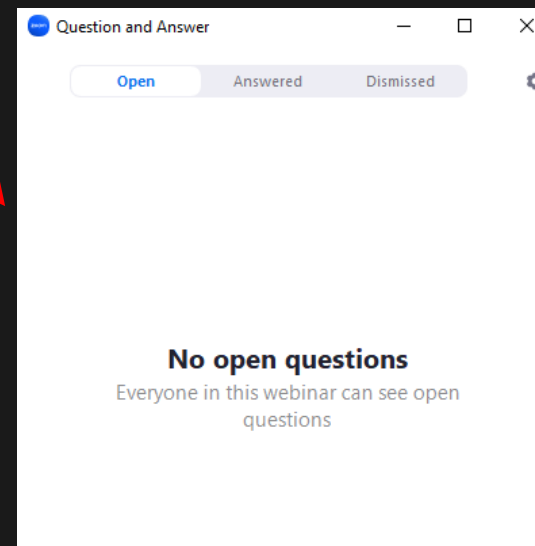
Raise Hand at End of  
Meeting for Verbal  
Comments

5

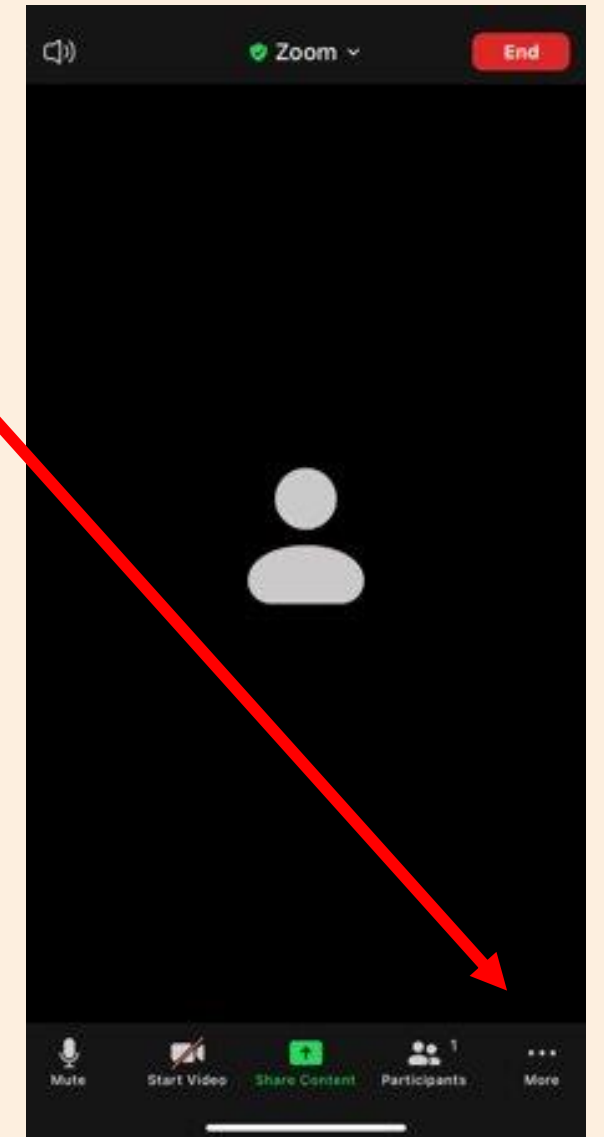
**Use the Q&A feature at the  
bottom of your screen**

# Zoom Meeting Controls

Use Q&A window  
to send  
comments/  
questions



First select  
“More”



# Interactive Feedback

## Poll Everywhere

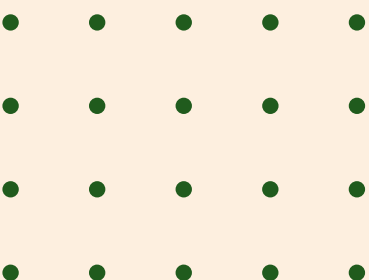


### To Participate:

- ▶ Scan QR Code with Smartphone

### OR:

- ▶ Open **pollev.com/SDCoSustainable681** in your browser (Chrome, Firefox, or Edge)
- ▶ Enter your name or click Skip
- ▶ Wait to be re-directed to the event



When poll is active respond at [PollEv.com/sdcosustainable681](https://PollEv.com/sdcosustainable681)



I'm attending today's workshop as an interested...

✓ 0

Farmer

Community Group

Non-Profit Organization

Land Manager

Public Agency

Other

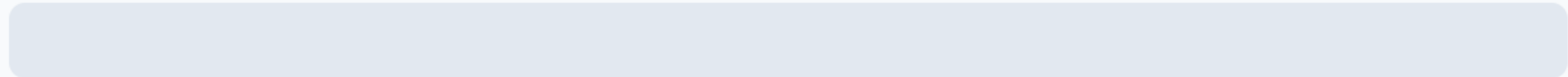


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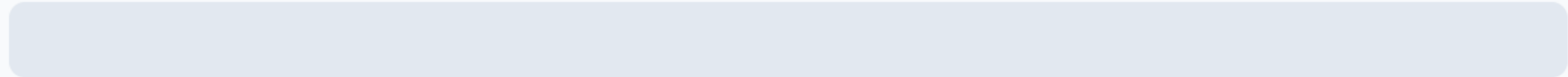
What was the total value of agriculture production in San Diego County for 2022?

\$1.7 billion



0%

\$170 million



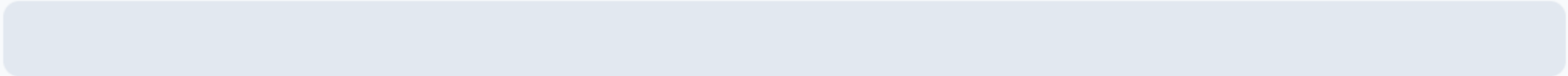
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When poll is active respond at [PollEv.com/sdcosustainable681](https://PollEv.com/sdcosustainable681)



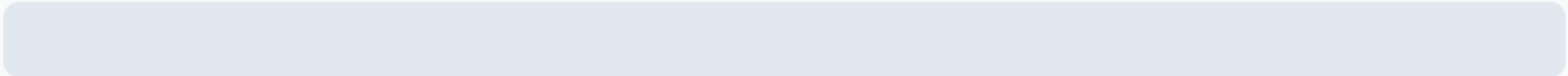
## How many farms are there in San Diego County?

500



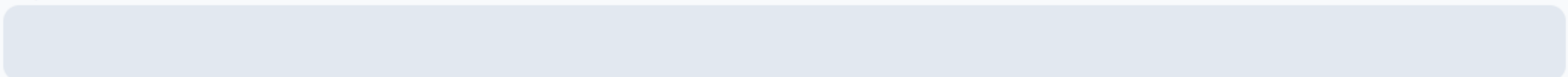
0%

2,000



0%

5,000



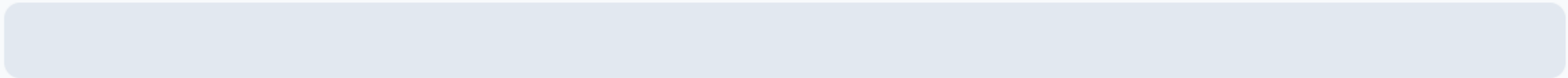
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When poll is active respond at [PollEv.com/sdcosustainable681](https://PollEv.com/sdcosustainable681)



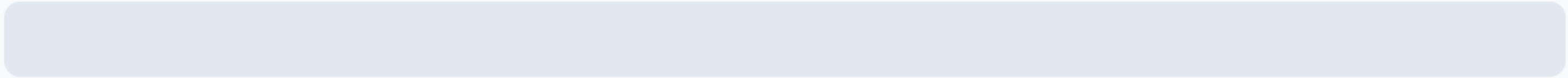
What was the total acreage of agriculture in San Diego County for 2022?

2 million acres



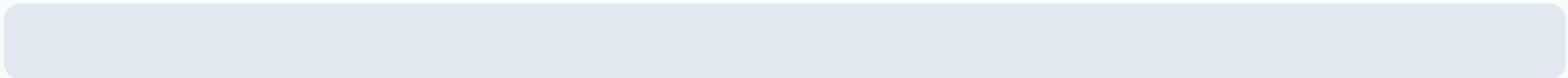
0%

214,400 acres



0%

2,000 acres



0%



# Sustainable Agricultural Lands Conservation Program (SALC)

The Sustainable Agricultural Lands Conservation (SALC) Program, a component of the Strategic Growth Council's Affordable Housing and Sustainable Communities Program administered by the Department of Conservation, supports California's greenhouse gas (GHG) emission reduction goals by making strategic investments to protect agricultural lands from conversion to more GHG-intensive uses.

SALC is part of California Climate Investments, a statewide program that puts billions of Cap-and-Trade dollars to work reducing GHG emissions, strengthening the economy, and improving public health and the environment – particularly in disadvantaged communities.



# SALC 1.0



**RESOURCE  
CONSERVATION  
DISTRICT**  
Greater San Diego County

## **\$250,000 Awarded to LAFCO & Resource Conservation District of Greater San Diego County**

### Three Main Objectives:

- Mapping of historical, current and potential agricultural lands in San Diego County
- Producer needs assessment and working groups to understand local concerns
- Inventory of policies at local, regional and state level

### Results:

- Feedback from producer needs assessment identified three main issues: land access, water availability and efficiency, and workforce development
- Identified ten policy recommendations which span multiple crop types, demographics, and regions of producers across San Diego.

### Additional analysis needed:

- Quantitatively analyzing trends and opportunities for different commodity markets to summarize the key costs required to operate an agricultural business in the County



# SALC 2.0 Grant Award



**\$450,000 Awarded to LAFCO & County of San Diego**

**June 2023 – October 2025**

## Objectives:

- Provide quantitative data to farmers as recommended by SALC 1.0
- Provide farmers with timely market information on key crops of the region
- Focus on small-scale farming operations that otherwise have limited resources and support
- Inform local agencies' decision-making to further aid, preserve, and maximize the vital contributions that small-scale farms offer the county.



# Project Overview

01

## Market Analysis

highlighting market information and best practice data specific to the San Diego County region.

**Gap Analysis**  
that identifies the “gap” in costs and return on investment (ROI) between marginal farms and economically sustainable farms

02

03

## Strategic Plan

to identify incentives, technical support, regulatory streamlining, and other mechanisms to help bridge the economic gap

**Final Report**  
for local governments and other regional partners to assist in bridging the economic gap and increase the economic sustainability of farming in the region

04

# Outreach & Education

## Key Outcome #1



Understand the challenges being faced by local producers, specifically small farms

## Key Outcome #2



Gather feedback and collect data to inform market analysis

## Key Outcome #3



Educate the community on the results and recommendations to remove barriers for farmers

# Project Overview

## *Crop Selection*

01

### **Market Analysis**

highlighting market information and best practice data specific to the San Diego County region.

02

### **Gap Analysis**

that identifies the “gap” in costs and return on investment (ROI) between marginal farms and economically sustainable farms

03

### **Strategic Plan**

to identify incentives, technical support, regulatory streamlining, and other mechanisms to help bridge the economic gap

04

### **Final Report**

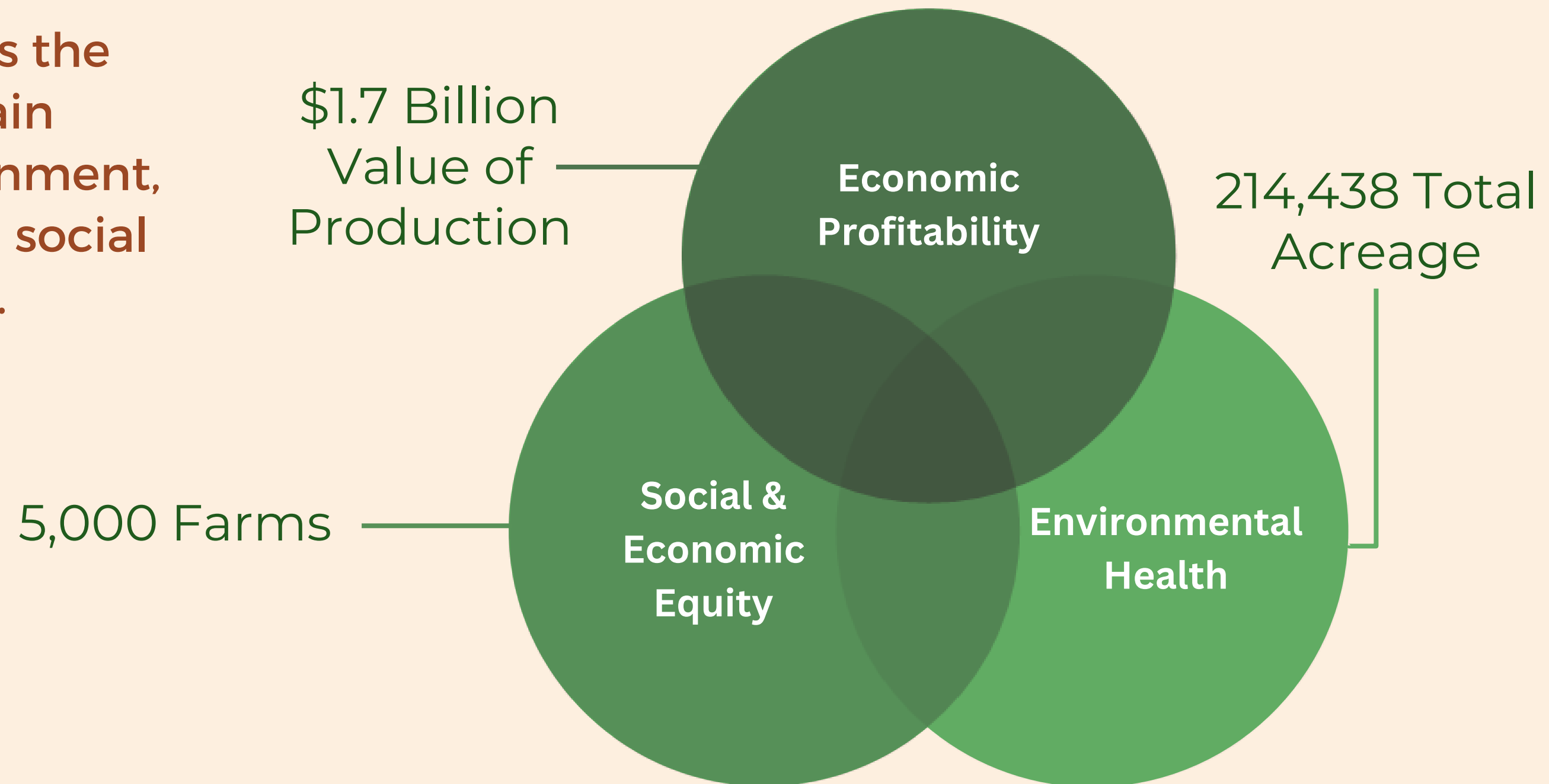
for local governments and other regional partners to assist in bridging the economic gap and increase the economic sustainability of farming in the region

*We Are  
Here*



# What is agricultural sustainability?

**Sustainable agriculture** is the integration of three main objectives: a healthy environment, economic profitability, and social and economic equity.



# CROP SELECTION CRITERIA

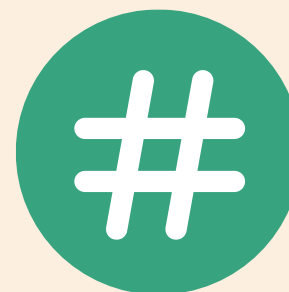
## Economic

Measured by annual  
revenue for each crop type



## Social

Measured by the number  
of farms growing each  
crop type



## Environmental

Measured by the number  
of acres in production for  
each crop type



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## Which ranking criteria is most important to you?

0

The economic value of each crop

The number of farms growing each crop

Th number of acres producing each crop

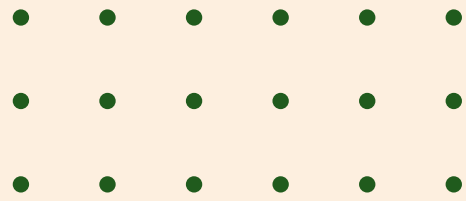
All are equally important



# Crop Ranking Options

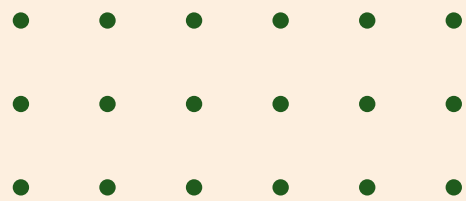
	Option 1	Option 2	Option 3	Option 4
<u>Indicator</u>	Equal Emphasis	Economic Emphasis	Social Emphasis	Environmental Emphasis
Value of Production	1	x2	1	1
Number of Farms	1	1	x2	1
Number of Acres	1	1	1	x2

# Equal Emphasis Ranking



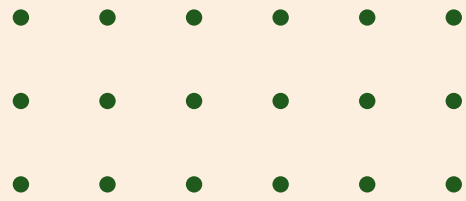
Crop		Option 1	
1 2 3 4 5 6	Ornamental & Shrubs	<u>Indicator</u>	Weighting
	Avocados		
	Citrus	Value of Production	1
	Indoor Flowering Plants & Foliage		
	Bedding Plants, Color & Herbaceous Perennials	Number of Farms	1
	Vegetables	Number of Acres	1
Fruit & Nuts, Other			
Range			

# Economic Emphasis Ranking



Crop		<u>Indicator</u>	Weighting
1	Ornamental & Shrubs		
2	Avocados	Value of Production	x2
3	Citrus		
4	Indoor Flowering Plants & Foliage	Number of Farms	1
5	Bedding Plants, Color & Herbaceous Perennials		
6	Vegetables	Number of Acres	1

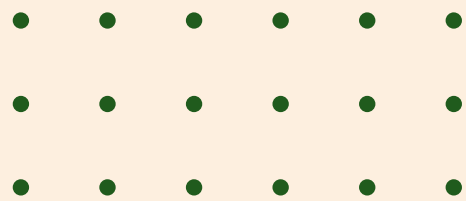
# Social Emphasis Ranking



Crop		<u>Indicator</u>	Weighting
1	Citrus		
2	Avocados	Value of Production	1
3	Ornamental & Shrubs		
4	Indoor Flowering Plants & Foliage		
5	Fruit & Nuts, Other	Number of Farms	x2
6	Vegetables	Number of Acres	1
	Bedding Plants, Color & Herbaceous Perennials		
	Range		



# Environmental Emphasis Ranking



	Crop
1	Citrus
2	Avocados
3	Ornamental & Shrubs
4	Range
5	Indoor Flowering Plants & Foliage
6	Vegetables

Indicator

Weighting

Value of  
Production

1

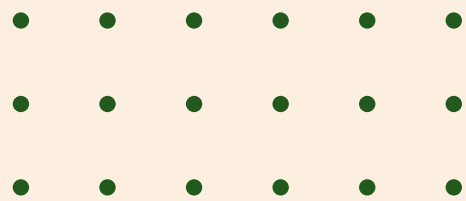
Number of  
Farms

1

Number of  
Acres

x2

# Ranking Summary



	Option 1	Option 2	Option 3	Option 4
	Equal	Economic	Social	Environmental
1	Ornamental & Shrubs	Ornamental & Shrubs	Citrus	Citrus
2	Avocados	Avocados	Avocados	Avocados
3	Citrus	Citrus	Ornamental & Shrubs	Ornamental & Shrubs
4	Indoor Flowering Plants & Foliage	Indoor Flowering Plants & Foliage	Indoor Flowering Plants & Foliage	Range
5	Bedding Plants, Color & Herbaceous Perennials	Bedding Plants, Color & Herbaceous Perennials	Fruit & Nuts, Other	Indoor Flowering Plants & Foliage
6	Vegetables	Vegetables	Vegetables	Vegetables
	Fruit & Nuts, Other		Bedding Plants, Color & Herbaceous Perennials	
	Range		Range	

When poll is active respond at [PollEv.com/sdcosustainable681](https://PollEv.com/sdcosustainable681)



Select four crops to include in the market analysis. Which four will provide the greatest benefit to small farms in San Diego County?

Ornamental & Shrubs

0%

Avocados

0%

Citrus

0%

Indoor Flowering Plants & Foliage

0%

Bedding Plants, Color & Herbaceous Perennials

0%

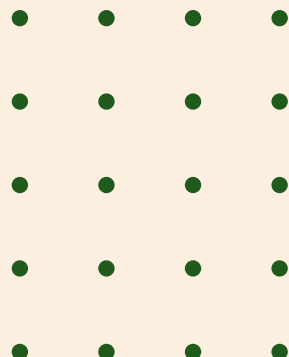
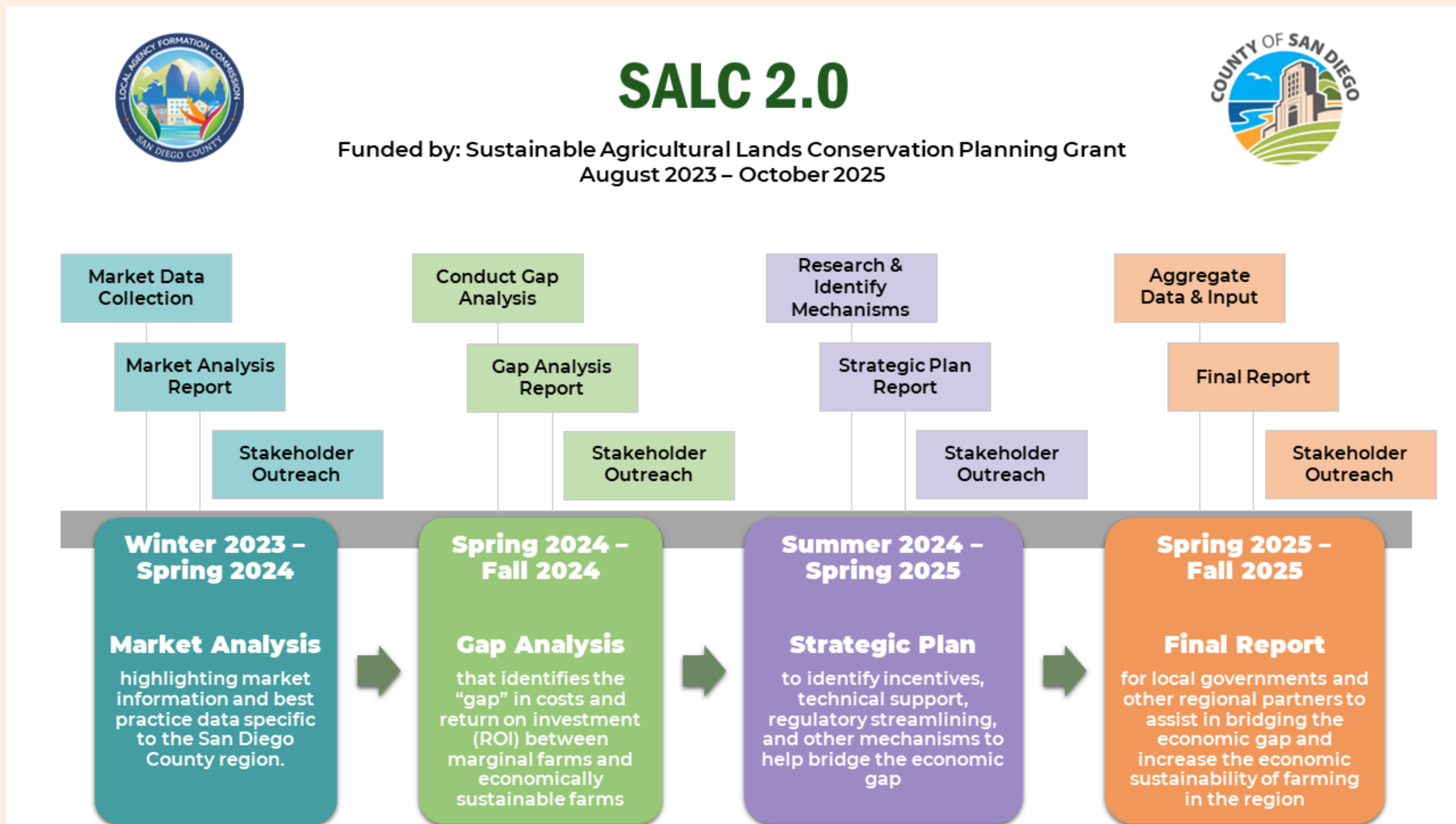
Vegetables

0%

SEE MORE



# Next Steps





# Public Comment



WE WANT TO  
HEAR FROM YOU!



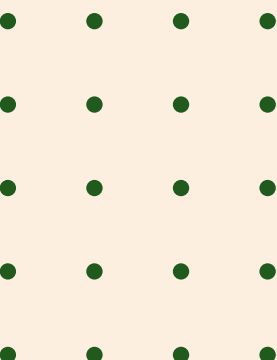
PLEASE SHARE  
ADDITIONAL COMMENTS



ASK ANY QUESTIONS

Check out our project website: <https://bit.ly/SALC2>

Email us at: [AgConservation@sdcounty.ca.gov](mailto:AgConservation@sdcounty.ca.gov)



# THANK YOU

**Michael Blackmun**

- 📞 619-915-9730
- ✉ AgConservation@sdcounty.ca.gov.com
- 🌐 <https://www.sandiegocounty.gov/content/sd/c/sustainability/projects/SALC2.html>



# Data Sources

- United States Department of Agriculture, 2017 Census of Agriculture
- 2022 San Diego County Crop Report

For each crop type, the following primary indicators used to run the ranking:

- Economic sustainability was based on total dollar value
- Social sustainability was based on the number of farms
- Environmental sustainability was based on the acres in production

