

A scenic landscape of rolling hills and a field under a cloudy sky. The foreground shows a dirt path and some green plants. The middle ground is a large field of green crops. The background features rolling hills and mountains under a blue sky with light clouds.

Santa Barbara County Ag Futures Alliance

Board Of Supervisors Presentation

September 23, 2008

Santa Barbara, California

In the beginning there was...

Agriculture



On the second day...

Environmentalists



Then, a conflict of interests...



Fate (and good judgment) intervene...



Membership

Jeannie Barrett, California Rural Assistance League

Teri Bontrager, SBC Farm Bureau

Deborah Brasket, SBCAN

Eric Cardenas, Environmental Defense Center

Carlos Castaneda, Mission Labor, Inc.

David Cleveland, UCSB, Environmental Studies

Bonnie Crouse, UCSB Dining Services

Jennifer Dolan, League of Women Voters

Larry Lahr, Rincon Corporation

Kevin Merrill, Central Coast Wine Growers

Jim Poett, Rancho San Julian

Chris Thompson, John Givens Organically Grown

**Facilitators: Joseph McIntyre & Karen Schmidt,
Ag Innovations Network**

A photograph of a vineyard with a large tree in the background and a row of green bushes in the foreground. The text is overlaid on a semi-transparent dark grey box.

Purpose Statement

“To promote the long-term viability of Agriculture in Santa Barbara County while addressing environmental and social concerns through an alliance that values dialogue and collaboration.”

Process

1. Began dialogue/formed membership
2. Improved quality and depth of communication
3. Identified issues
4. Defined purpose and common vocabulary, including a constitution.
5. Met first year financial goal
6. Identified common core beliefs of members as to “Why Ag Matters in Santa Barbara County.”



Why Ag Matters...

1. Provides healthy food.
2. Offers food security.
3. Contributes economic opportunities.
4. Preserves rural lifestyle and culture.
5. Conserves important values.



Why Ag Matters...

6. Prevents sprawl.
7. Connects community members to the natural world.
8. Offers opportunities to conserve the environment and resources.
9. Protects habitat.
10. Minimizes climate change.



Stakeholders

- Agriculturalists
- Environmentalists
- Labor
- Civic/Consumers
- Distribution
- Culinary Outlets



Target Issues

**1. Permanent Ag
Land Preservation**



**2. Farm Worker
Housing**



Goals

1. Introduce AFA as a resource for community
2. Define role of agriculture and educate community
3. Tackle complex issues specific to Santa Barbara County

Commitment

- 1. Maintain a balanced/diverse membership**
- 2. Respect, value input of all viewpoints**
- 3. Research and reflect**
- 4. Identify solutions and reach consensus**
- 5. Find “win/win” outcomes**

Contact Information

<http://santabarbaracoafa.org>

