

# BROOME COUNTY AGRICULTURAL ECONOMIC DEVELOPMENT PLAN

## Draft goals

February 28, 2017



# 0. EACH DRAFT [!!!] GOAL WILL HAVE A **BIG ISSUE** IN BOLD AND GREEN TEXT

- Common themes from focus groups
- Ideas from SC meetings and our research
- Not comprehensive
- Intended to stimulate discussion & shape goals
- *Related:*
  - *Issues covered in other goal areas*
  - *Demonstrate connectivity and shared mission*

EXAMPLE

# 1. **EDUCATE** THE NON-FARMING PUBLIC REGARDING THE IMPORTANCE OF THE LOCAL AGRICULTURAL SECTOR

- Consumer education
- Trainings for municipal boards and staff
- Labor and youth
- General audience campaign
- *Related:*
  - *Marketing*
  - *“Packaging” goods and information*

## 2. EXPAND AG. ECONOMIC DEVELOPMENT **PROGRAMMING** TO ACCOMMODATE EVOLVING MARKETS, TECHNOLOGIES, AND REGULATIONS

- Producer workshops
- Fluid agency communications
- County, regional & state incentives & initiatives
- Local pilot programs and process revisions
- *Related:*
  - *New farmer “recruitment”*
  - *Land prioritization*

### 3. INVEST IN **TECHNOLOGIES AND CAPITAL PROJECTS** THAT IMPROVE OPPORTUNITIES FOR FARM-RELATED BUSINESS CREATION, RETENTION, AND EXPANSION

- Improved workflow / communications
- Cost reduction
- Shared / pooled risk
- Closing gaps in the value chain
- *Related:*
  - *Inter-agency cooperation*
  - *Educational / outreach programming*

## 4. RECRUIT THE **NEXT GENERATION** OF FARMERS TO ESTABLISH NEW OPERATIONS IN BROOME COUNTY

- Strengthen partnerships with educators
- New or existing “connection” platforms
- Expand the target audience
- New product research & development
- *Related:*
  - *Development programs and incentives*
  - *Succession planning / education / outreach*

## 5. PRIORITIZE AGRICULTURAL USES ON THE COUNTY'S MOST FERTILE AND PRODUCTIVE **LANDS**

- Identify priority areas for programming
- Reduce regulatory barriers
- Facilitate greater density in developed areas
- Support revisions of local ordinances
- *Related:*
  - *New product research & development*
  - *Producer education & incentives*