

An Overview for Mendocino County

Emerging Opportunities in Agriculture for Economic Development

Questions

1. What is Roots of Change?
2. What are current conditions?
3. What are the opportunities?
4. Given opportunities, what could Mendocino County do?

1. Roots of Change

- Mission: formation of sustainable food system in CA by 2030
- Supporting a statewide network with meetings, grants, contracts & fellowships
- Coordinating *California's Campaign for A New Mainstream in Food, Farms & Fisheries*

3 Collaborating Spheres

Business

Capital
Labor
Producers
Processors
Distributors
Retailers
Media

Government

State Agencies:

CDFA, Resources,
Health, Education,
Trade & Commerce,
CALEPA
University of California

Federal Agencies:

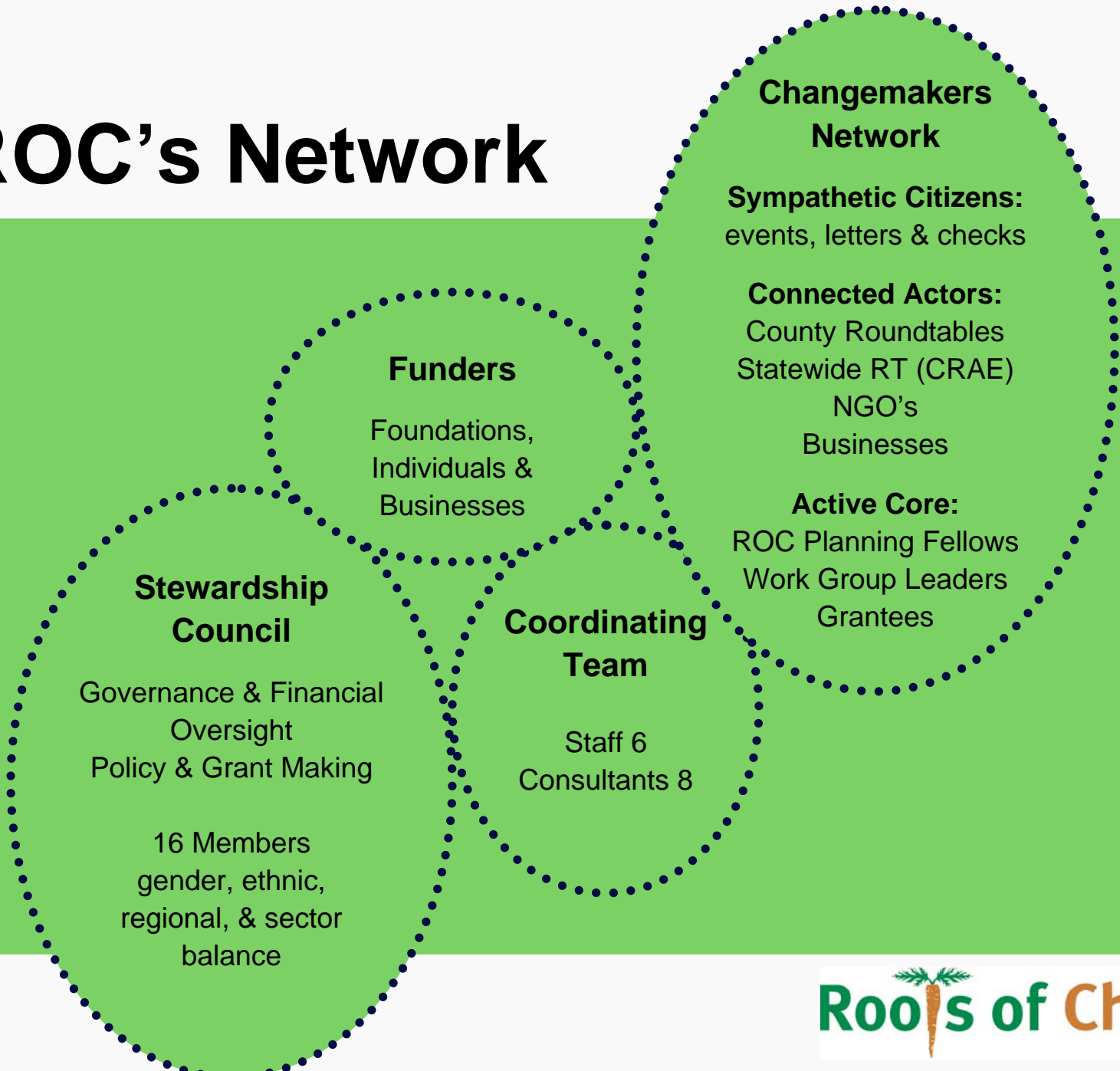
USDA
HHS
EPA
Commerce

Foundations & NGOs

*Great Valley Center,
Slow Food, CAFF,
EFA, FIELD, NRDC,
CRLA, Farm Bureau...*

*Annenberg, Columbia,
Google, Heller,
Kellogg, Newmans,
Packard, Panta Rhea,
RSF Social Finance*

ROC's Network



Problem Statement

Result = dis-integration of old system

- Mass public lost contact with agriculture
- Epidemic of food-related illness
- Labor force vanishing
- Degraded environment
- Loss of producers due to economic challenges

ROC Strategic Change Framework

PURPOSE

ROC will provide resources and opportunities to a diverse alliance of leaders and their institutions who are unified by a strategy and who collaborate in pursuit of a sustainable food system in CA by 2030.

CORE STRATEGIES

Build a ROC Community with network infrastructure & strategic thinking processes: convene & connect parts

Build diverse long-term funding base to feed the Community resources

Make grants & link capital to support network

2012 PRIMARY GOALS

8 commodities committed to sustainability & tracking impacts on 3 Es

10 value chains operational and linked to 8+ commodities

6 major cities building accessible food sheds via urban rural partnerships

Revised farm policy that creates framework for transformation

LEVERS

1. **Leadership:** Link & empower a diverse leadership network unified by purpose, principles & strategy

2. **Value Chains:** Inject sustainable principles & practices into the production & distribution system

3. **Reframe Consumption:** community health & food system

15 counties building accessible food sheds & farmworker support systems

\$10 million in patient capital injected into network businesses, begin scaling towards billions

40,000 residents in the network: core, connected & sympathetic

\$5 million per year flowing through ROC & \$10 million in parallel public funds per year

Commodity: Merriam Webster

- 1: an economic good: as a: a product of agriculture or mining b: an **article of commerce** especially when delivered for shipment <commodities futures> c: **a mass-produced unspecialized product** <commodity chemicals> <commodity memory chips>
- 2 a: something useful or valued <that valuable commodity patience>; also : thing, entity b: **convenience**, advantage
- 3 **obsolete** : quantity, lot
- 4: a **good or service whose wide availability typically leads to smaller profit margins and diminishes the importance of factors other than price**
- 5: one that is **subject to ready exchange or exploitation within a market**

2. Current Conditions

- Commodity agriculture was dying until energy and global food crises began to emerge
- 2 markets exist: cheap versus quality food
- CA producers seeking to feed low end market generally have very tough time: land, water, labor & environmental costs higher than others
- Differentiated, quality products can thrive

Current Conditions, cont.

- Energy crisis will persist
- Moderate to severe economic downturn likely
- Rising demand for healthy, local, sustainable food will continue
- Food producers exporting or feeding those working in export industries will be more resilient

3. Opportunities

- Networks: consumers, producers, suppliers
- Clusters: agricultural producers and symbiotic businesses

- Differentiation
- Targeted markets

4. Mendocino County

Strengths

- Winegrapes & wine
- Pears & pasture
- Organic & biodynamic acreage
- Bay Area market
- Collaborative institutions
- Network of active residents
- Alternative & renewable energy
- Specialty meat

Mendocino County, cont.

Needs

- More winegrape processing
- Higher prices for pears
- Higher profile in Bay Area & other high end markets
- Value chain formation
- More renewable energy
- Specialty meat processing
- More investment in agriculture
- Focus on net price per unit, not volume of crop