

THE GOVERNOR'S COUNCIL FOR AGRICULTURAL DEVELOPMENT

CONNECTICUT
GROWN
Working to

Grow Connecticut Farms

and

***Develop, Diversify, and Promote
Connecticut Agriculture***

THE LOCAL FLAVOR.

CONNECTICUT DEPARTMENT OF AGRICULTURE

ABOUT THE COUNCIL

- Reshaped through Public Act 11-189
- Streamlined to 15 members appointed by Governor Malloy and legislative leaders

ABOUT THE COUNCIL

CHAIRMAN

Commissioner Steven K. Reviczky
Connecticut Department of Agriculture

VICE CHAIRMEN

Executive Director Henry Talmage
Connecticut Farm Bureau Association

Dean Gregory J. Weidemann, Ph.D.
UCONN College of Agriculture and Natural Resources

CONNECTICUT DEPARTMENT OF AGRICULTURE



ABOUT THE COUNCIL

MEMBERS

- **Allyn L. Brown, III**, Maple Lane Farms/Connecticut Currant
- **Winter Caplanson**, Coventry Regional Farmers' Market
- **James F. Guida**, Guida's Dairy
- **George Hindinger**, Hindinger Farm
- **Jason Hoagland**, Connecticut Agricultural Education Foundation
- **Herb Holden Jr.**, Double H Acres/Broad Brook Beef
- **Jamie Jones**, Jones Family Farms
- **Michael T. Keilty**, Maple Spring Farms
- **Shelly Oechsler**, Botticello Farms
- **Peter Orr**, Fort Hill Farms
- **Kevin Sullivan Jr.**, Chestnut Hill Nursery
- **Greg Veneziano**, Bozzuto's Inc.

ABOUT THE COUNCIL

- Public Act 11-189 gave the council two specific charges:

ABOUT THE COUNCIL

1. Make recommendations to the Department of Agriculture on ways to **increase the percentage of consumer dollars spent on Connecticut Grown** fresh produce and farm products, including, but not limited to, ways to increase the amount of money spent by residents of the state on locally-grown farm products, **by 2020, to not less than five per cent** of all money spent by such residents on food.

ABOUT THE COUNCIL

2. Make recommendations concerning the **development, diversification and promotion** of agricultural products, programs, and enterprises in this state and shall provide for an **interchange of ideas** from the various commodity groups and organizations represented.

ABOUT THE COUNCIL

- Convened in new form for the first time in early January 2012
- Resolved to develop the first-ever holistic strategic plan for Connecticut agriculture, *Grow Connecticut Farms*

THE STRATEGIC PLAN

- Researched models used successfully in other states
- Developed strategy for Connecticut's unique and diverse industry, incorporating food and non-food sectors

THE STRATEGIC PLAN

COMPONENTS

- Stakeholder Input
- Recommendation Development
- Research
- Drafting/Presentation of the Plan

STAKEHOLDER INPUT

INTERVIEWS

- A 3-person panel conducted 55 interviews
- 110 hours of interviews included producers, producer associations, related businesses, service providers, nonprofits, and agency leaders
- Involved an additional 75-80+ hours of scheduling, preparation, coordination, and follow-up by the panel

STAKEHOLDER INPUT

ONLINE SURVEY

- Survey posted August 24 – October 7, 2012
- 232 completed
- Majority of responders were Connecticut farmers/agricultural producers

STAKEHOLDER INPUT

LISTENING SESSIONS

- September 19, 2012, in Norwich
- September 20, 2012, in Windsor
- September 27, 2012, in New Haven
- October 4, 2012, in Torrington

STAKEHOLDER INPUT

- Top opportunities for strengthening Connecticut agriculture:

TOP OPPORTUNITIES

OPPORTUNITIES	Rank	# Times Selected
Market demand	1	180
Consumer knowledge of Connecticut Grown products	2	157
Geography	3	153
Market supply	4	48
Access to credit/financing	5 (tie)	46
Land availability	5 (tie)	46

STAKEHOLDER INPUT

- Top obstacles to strengthening Connecticut agriculture:

TOP OBSTACLES

OBSTACLES	Rank	# Times Selected
Input costs	1	164
Regulations	2	148
Land availability	3 (tie)	98
Infrastructure gaps	3 (tie)	98
Market competition	5	89

TOPIC IDEAS FOR RECOMMENDATIONS

- **Farm to Institution** (WG: Farm to Institution)
- **Infrastructure** (WG: Agriculture/Food Infrastructure)
- **Marketing** (WG: Marketing)
- **Consumer Education/Training** (WG: Consumer Training /Education)
- **Input Costs** (WG: Agricultural Business Environment)
- **Labor** (WG: Agricultural Business Environment)
- **Regulatory Environment** (WGs: Ag Business Env., Planning/Coordination)
- **Farmland Resources** (WG: Agricultural Resources and Investments)
- **Producer Education/Training** (WG: Producer Education/Training)
- **Urban Agriculture** (WG: Food Security)

RECOMMENDATION DEVELOPMENT

- First day of topic-focused meetings held November 7, 2012
- Panel of experts invited to examine findings to date and propose recommendations for key topic areas identified by stakeholders:
 1. Farm-to-institution markets and infrastructure
 2. Marketing and consumer education/training
 3. Input costs, labor, and regulatory environment

RECOMMENDATION DEVELOPMENT

- Council reviewed suggestions from topic-focused meetings and developed first set of recommendations for *Grow Connecticut Farms*

RESEARCH

- Research team assembled from UCONN College of Agriculture and Natural Resources, Department of Agricultural and Resource Economics
- Has been determining baselines and other key data points to allow measurement of outcomes

DRAFTING/PRESENTATION OF PLAN

- First year's findings, recommendations, and narrative were assembled in November and December 2012
- The first annual report of *Grow Connecticut Farms* will be presented to Governor Malloy in early 2013
- The report will then be distributed to stakeholders and posted at www.CTGrown.gov/GovernorsCouncil

COUNCIL'S NEXT STEPS

- A second day of topic-focused meetings will be held in March 2013 to address three additional key topic areas:
 1. Farmland resources
 2. Producer education/training
 3. Food security and urban agriculture
- Council will review suggestions and develop additional recommendations

COUNCIL'S NEXT STEPS

- *Grow Connecticut Farms* will serve as framework for council's work going forward
- Council will be structured into two subcommittees:
Demand, Education, and Research
Production, Investment, and Infrastructure
- 12 working will focus on key topic areas identified in *Grow Connecticut Farms*

COUNCIL'S NEXT STEPS

- Additional findings, recommendations, and narrative will be assembled as work continues
- The second annual report of *Grow Connecticut Farms* will be completed by the end of 2013, presented to Governor Malloy, then distributed to stakeholders

FOR UP-TO-DATE COUNCIL INFO

- Department of Agriculture Website:
www.CTGrown.gov/GovernorsCouncil
- Department of Agriculture Email/Print Publication:
Connecticut Weekly Agricultural Report