

California Farm Link - W hat WeDo

- Sm allFarm Business D evelopm ent
 - Fair Financing
 - Access to Land
 - Education
- Community Development Financial Institution
 - \$20 m illion ban fund, 175 farm ers
 - 60% bcal
 - 60% Latinx
 - 90% use organic practices
- Farm Loan Program
 - Farm operating, infrastructure and land bans
 - Financial incentives for conservation & carbon sequestration
 - RCD and Land Trust Partnerships
 - Farm worker Housing
- Loan Capital from Impact Investors
 - 20+ institutions, includes bcalcom m unity foundations
 - 36 individuals

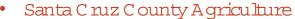


CA Farm Link contd

- Land Access
 - Web Portal
 - Leasing Support
- Education
 - Program a Para Asegurar Su Patrim onio Fam iliar 'W ealth Building"
 - Resilience
 - SmallFarm Business Development: entity formation, tax, legal, insurance, credit, scaling farms to sustainability
 - Succession







- Grossed \$625 m illion (2019)
 - 2017 Ag Census:
- 625 farm s,63,000 acres
- 45% under 10 acres
- 80% under 50 acres
- Median Farm Size: 10 acres



- Grossed \$4.4 billion (2019)
 - 2017 Ag Census:
- 1,104 farm s,13 m illion acres
- 25% under 10 acres
- 46% under 50 acres
- Median Farm Size:80 acres









Santa Cruz County Crops (2019)

- strawberries, \$181 m illion, 2,300 acres
 - allberries = 60% of crop value
- veggies:\$94 m illion
- nursery:\$119 m illion
- others:Brussels sprouts, apples, wine grapes, lettuce, cut flowers, hem p
- Organic:
 - 145 state registered organic growers
 - 8,000 acres, \$147 m illion (24% of County ag sales)

Aq Jobs in Santa Cruz County

- Total jobs in SC County: 95,800 jobs in SC County in (EDD, March, 2021)
 - 6% are "farm jobs" (5,500)
- Ag and Food jobs in Santa Cruz County: 11,350 (2018, SCC Workforce Development Board)
- Ag-related:distribution, aggregation, cooling, processing, inputs, ag m anufacturing



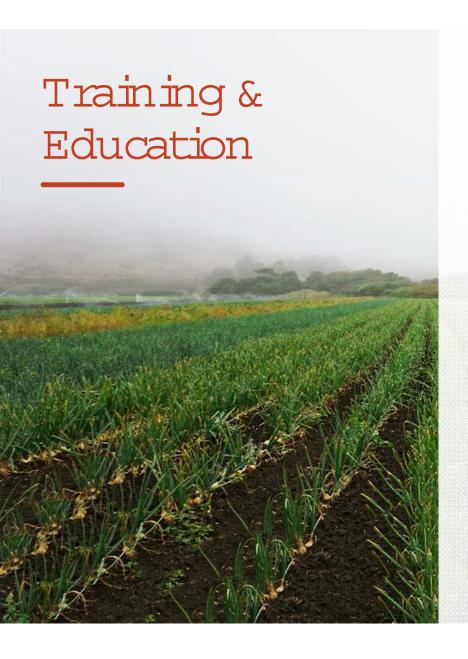




Distribution & Retail - City of Santa Cruz role



- Food Hubs
 - Coke Fam
 - Farm erCo-ops
- Developm ent of direct m arkets for bcal/regional foods
 - Farm to school, farm to institution
 - Direct to restaurant and retail
- Farm ers'M arkets
 - Santa Cruz Farm ers'M arket Association
 - downtown market space
- Food policy councils (e.g.school& agency procurem entpolicies)
- ElPajaro CDC





Exam ples:

- Agriculture and Land Based Training Association,
 Salinas
- Eco-Farm Association
- UCSC Center for Agroecology and Sustainable Food Systems
- · Cabrillo College Horticulture program
- Swanton Pacific Ranch
 - Research (organic, clim ate change, etc.)
- CA Fam Link
- ElPajaro CDC: SmallBusiness Development Coaching

California Fam Link | 7

Ag Support Services



- CA Certified Organic Farm ers organic Second Harvest Food Bank certification
- Finance
 - CalCoastalRuralDevelopment Com.
 - California Fam Link
- Aq Tech
- Organic farm inputs:com post production, mulch, insectaries

- Land Trust of Santa Cruz County
 - Buy, Protect, Lease
- UC Coop Extension
- Natural Resource Conservation Service
- · Resource Conservation Districts





- Golf Club Drive
 - CentralCoastWilds
 - Com m on Roots Farm
- Ocean St Extension
- YoungerRanch
- Esperanza Com m unity Farm & Mesa Verde Gardens, Watsonville
- Hom eless Garden Project
- Leam from
 - · Pajaro Valley Futures Project
 - Coyote Valley



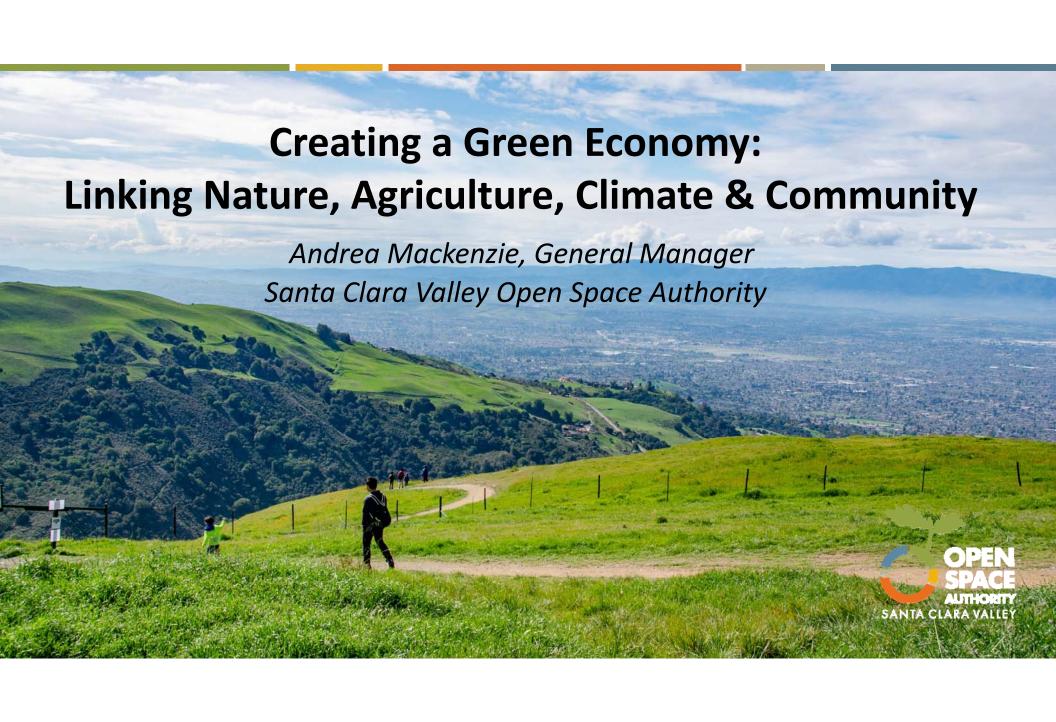
North Coast Farm sRely on the City of Santa Cruz



- Fogline Farm
- Jacobs Farm /DelCabo
- Pie Ranch
- Sea to Sky Farm
- Swanton Berry
- Two Dog Fam
- Historic ag leases, including in Wilder Ranch State Park
- Brussels sprouts
- Tumover of these leases, retirem ent, succession?
- Lim iting factors:housing;water



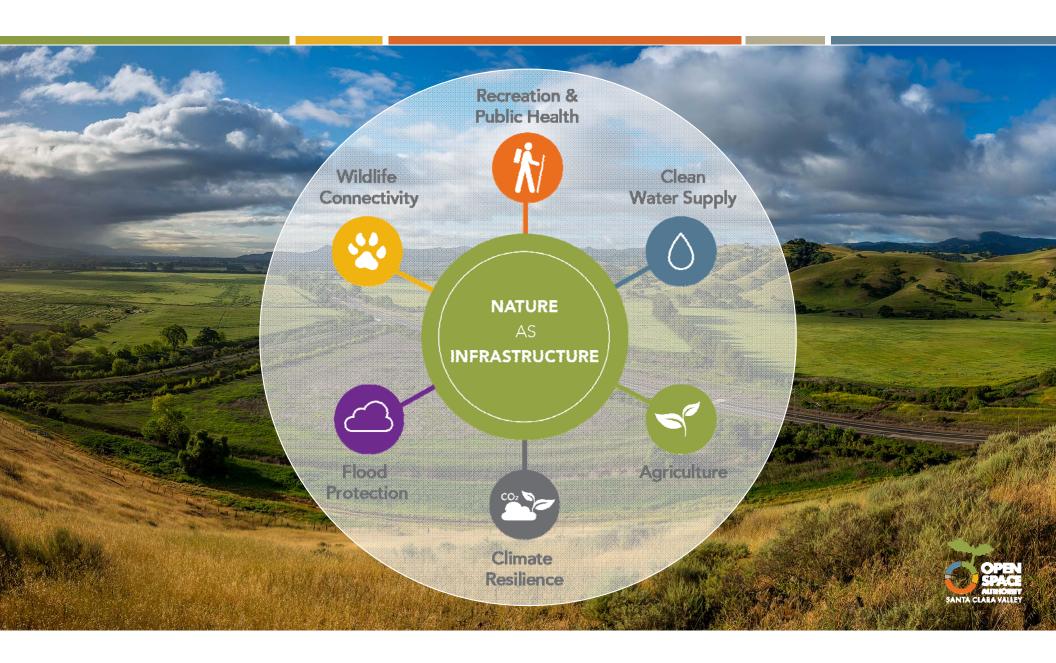




President Biden's American Jobs Plan 2021

"We have an opportunity now to maximize the resilience of land and water resources as nature-based infrastructure to protect our communities and the environment, develop new methods for carbon capture, mobilize the next generation of conservation and resilience workers, and advance environmental justice."







Urban Agriculture - Veggielution

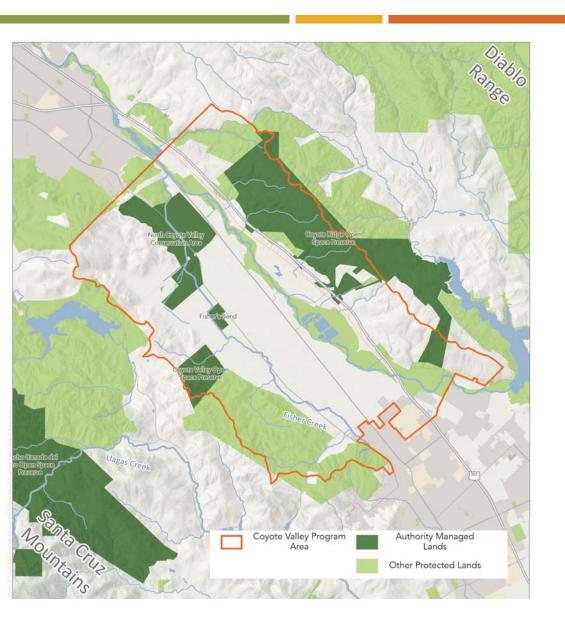




Urban Forestry and Park Rx Programs







Coyote Valley Conservation Program Area

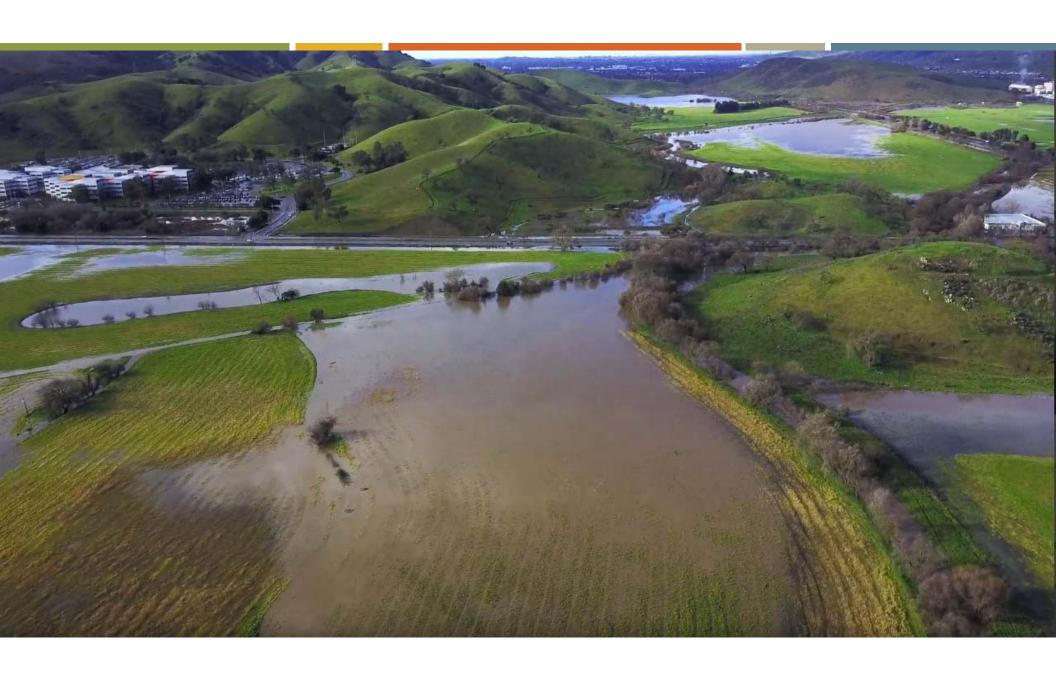
AB 948 (Kalra) - 2019

- 17,500 acres
- Multi-Benefit Area
- Landscape of State
 Significance



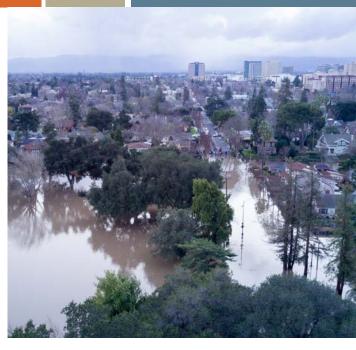












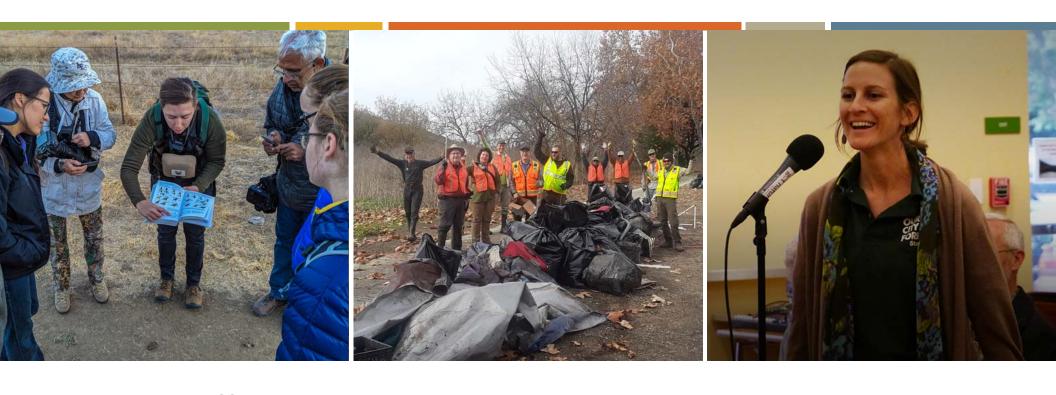
Natural Floodplains, Water Resources & Flood Protection





Agriculture & Local Food Systems





Coyote Valley Conservation Areas Master Plan

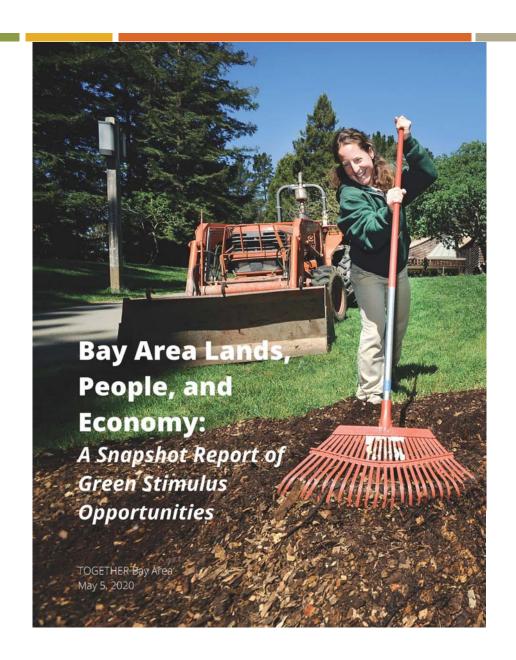
openspaceauthority.org/cvcamp





San Jose Conservation Corps

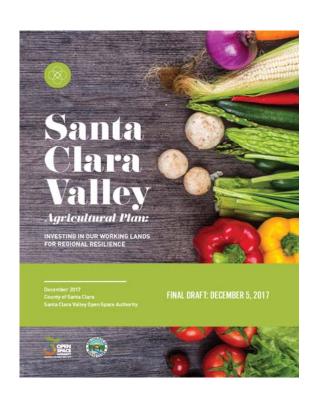








Agriculture, Climate and Planning











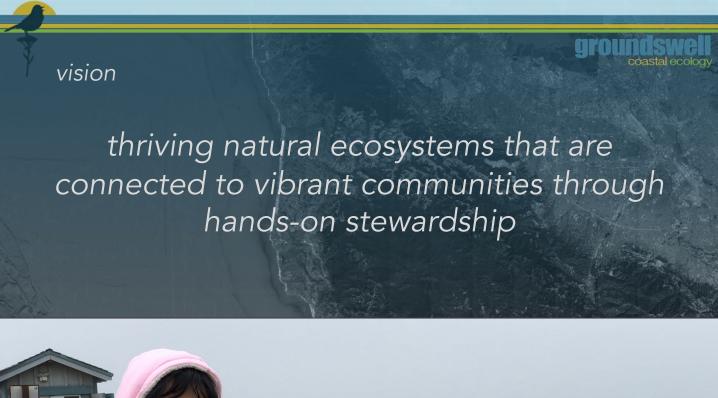
Legislation: Climate, Agriculture and Food Security













Santa Cruz

- We are endowed with incredible natural resources.
- Head of the Monterey Bay, a highly productive marine ecosystem.
- Have rich agricultural lands, forests, abundant open space and coastline.

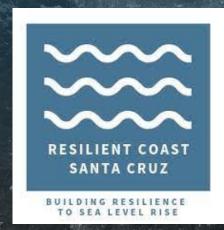


- Coastal Adaptation
- Wildfire
- Water security
- Visitorship
- Homelessness
- Low tax base



coastal resilience

- Resilient Coast Santa Cruz Initiative
 - Updating City's Local Coastal Plan
 - West Cliff Adaptation and Management Plan
 - Beaches Plan



coastal resilience Building Living Shorelines Nature based adaptation Landscape Design Building habitat · Nature – plants & animals People Art





wildfire

- Prescribe burning
 - The tool for landscape level management
 - Santa Cruz District of State Parks Model
 - Central Coast Prescribed Burn Association







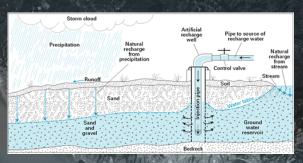




water security

- Water
 - Re-watering streams
 - Multiple biodiversity benefits
 - · Reduce water use
 - Water efficiency
 - · Landscape conversion
 - Recycle water
 - · Aquifer injection
 - Reuse









path forward

- Densification
 - Our way to Biden Admin's 30% goal
 - Cities critical to reducing impact
 - Integrate ecology into built environment
 - · Living infrastructure incentives
 - Partnerships
 - Engineers
 - Landscape Designers
 - Horticulturalist
 - Ecologists





building green economy

Parks as models

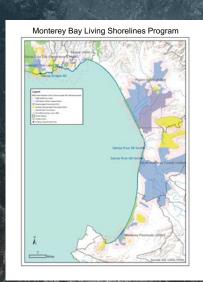
- Utilize local and native materials
- Increase dialog between Federal, State, County,
 City and NGO property owners
- Develop MOUs for share resources
- Increase connectivity between parks
- Create and interpret examples of green infrastructure that can be replicated on private lands



building green economy

Team with emerging regional programs

- It's about scaling
 - Central Coast Prescribed Burn Association
 - Monterey Bay Living Shorelines Program
 - · Re-Oak California
 - Amah Mutsun Relearning
 Program
 - Apply agricultural model





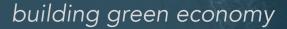
building green economy

Invest in the next generation

- Schools and Education
- Create Living Infrastructure Models on School Campuses
- Support thematic learning on
 - Outdoor spaces with functional habitat
 - Engage students in hands-on design-thinking
 - Build in evaluation of project effectiveness

Stewardship

Support stewardship programs.





Work together

- Support multifunctional public works projects
 - Designate flat % funds for ecological elements that integrate local/native materials
- Bonds Funding for Schools and Coastal Enhancement
- Compensatory Mitigation
- Form partnerships on funding opportunities
 - Engage local organizations that have boots on the ground and are familiar with the landscape.

groundswell coastal ecology





























groundswell



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groundswellecology.org



Our 'mission 'is 'to 'protect 'surf'' ecosystems 'around 'the'' globe.





Mobilized 'Constituency"
+"

Effective 'Stewardship"
+"
Legally 'Protected"! reas"
="
Healthy%Protected 'Surf 'Ecosystem







STEW! RD. "Tech "+ 'projects for 'stewardship

Photo: Nikki Brooks



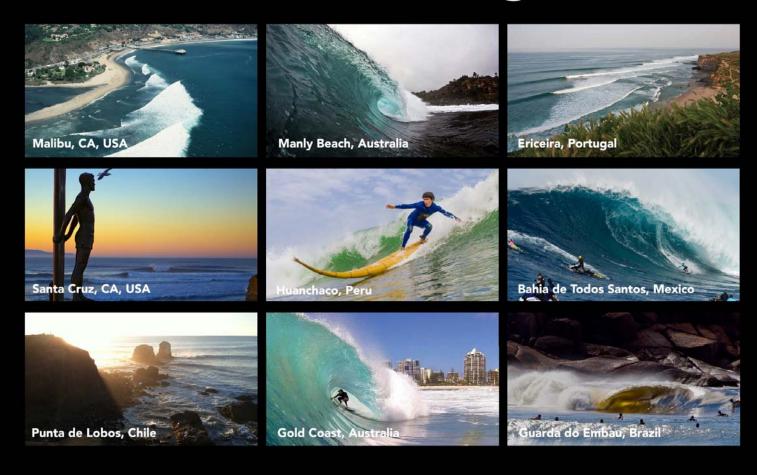


DEFEND. 'Campaigns '+' 'stories 'to 'mobilize.

Photo: Plinio Bordin



Current World Surfing Reserves





Tweet by Costa Rican President Carlos Alvarado Quesada about the World Surfing Reserve.





Playa Hermosa de Garabito, en Puntarenas, fue designada como la próxima Reserva Mundial de Surf. Así se convierte en la primera playa en Centroamérica y la undécima a nivel global, en obtener el galardón de la organización @SaveTheWaves



Playa Hermosa seleccionada como Reserva Mundial de Surf Gobierno del Bicentenario de Costa Rica, 2018-2022 & presidencia.go.cr





Economic Impact of Surfing*

- Findings derived from the largest survey of international surfers (n=2,199).
- Annual international surf tourism expenditure estimated between \$31.5 to \$64.9 billion USD.
- 92% of surfers are willing-to-pay more for sustainable tourism.
- Surf tourism deserves greater attention in the sustainable development discourse.

Thank you.

Nik 'Strong-Cvetich nik@savethewaves.org

