

Opportunities for El Dorado County Food and Ag through AgPlus

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Trish Kelly, Senior Vice President, Valley Vision



About Valley Vision

- ▶ Regional civic leadership organization serving 16 counties in Northern California
- ▶ **Convene, connect and partner** with local and regional leadership and networks to address cross-cutting economic, social and environmental issues
- ▶ **Provide independent research and initiative support** on regional issues
- ▶ **Collaborate** to take action

Areas of Focus

- ▶ Next Economy: Regional Prosperity Strategy
- ▶ Food and Ag: AgPlus (IMCP), Regional Food System Action Plan
- ▶ Education and Workforce Development: Skills Gap Action Plan,
- ▶ SlingShot: Regional Innovation and Entrepreneurship



An Action Plan to Boost Food and Beverage Manufacturing in the Central Valley



What is IMCP (Investing in Manufacturing Communities Partnership)?

- Major federal initiative to strengthen and accelerate the growth of U.S. manufacturing
- Collaboration of 11 federal agencies, coordinated by the Economic Development Administration (EDA)
- Designation granted to the **Central Valley AgPlus Food and Beverage Manufacturing Consortium** by EDA in July 2015; one of 24 consortia nationally



- **4 Co-Lead organizations:**
 - Office of Community and Economic Development, CSU Fresno (overall lead) - San Joaquin Valley
 - Valley Vision - Sacramento Capital Region
 - Center for Economic Development, CSU Chico - North Sacramento Valley
 - Tuolumne County Economic Development Authority - Central Sierra
- **27 Consortium members** (El Dorado County/SACOG)
- **21 partner organizations**

Our Region...

- **More than 1,600 companies** in the food and beverage manufacturing ecosystem in the 28-County Central Valley
- Only 4 IMCP regions nationally are focused on the food/beverage manufacturing industry



The Benefits of IMCP

- Federal agencies administer **over \$1 Billion** in funding opportunities
- Preferential funding consideration and programmatic support
- Information on new funding and policy initiatives from federal points of contact

Implementation Plan

- Identifies 8 integrated strategies and proposed catalytic investments that address the 6 pillars of our manufacturing ecosystem:
 - Workforce Development
 - Supply Chain
 - Capital Access
 - Infrastructure
 - International Trade
 - Innovation

Process

- ▶ Six Work Groups for each Pillar of the Ecosystem, with partners throughout the Valley who identify potential projects and funding resources
- ▶ Federal partners assist with identifying resources, supporting the partners
- ▶ Region need to develop strong collaborative proposals

El Dorado County Highlights

- ▶ Gross crop value of almost \$58.7 million in 2014, 2.5%+ from 2013
- ▶ Apples and apple products the leading crop - \$16.8 million, 14.8%+ from 2013
- ▶ Impact of ag to El Dorado County economy: \$433 million in 2014 - Apple Hill and value-added, \$235 million (54%), and wine industry \$168 million (39%)
- ▶ Slight increase in total acres in other fruit and nut crops
- ▶ Increase in livestock value; timber sales impacted by fire

Source: El Dorado County Ag Commissioner, 2014 Agricultural Crop and Livestock Report

El Dorado County Highlights

- ▶ More than 750,000 visitors to Apple Hill each year
- ▶ More than 1,360 farms; 125,365 acres in farms
- ▶ Average size of farm - 95 acres; median size of farms - 12 acres; more than 1,000 farms are under 50 acres (78%); more than 40 farms over 500 acres

Source: 2012 Census of Agriculture, USDA

El Dorado County Highlights

- ▶ Farming as principal occupation (52 %)
- ▶ 2,290 operators in 2012; 2,077 in 2007
- ▶ Average age of farmer/rancher - 60.7, 2012; 59.0 in 2007
- ▶ Of the 1,154 farmers with Internet access (101 with dial up and 443 with satellite service)

Source: 2012 Census of Agriculture, USDA

Sacramento Capital Region Cluster Workforce Action Plan

- ▶ Research on job growth and occupational demand for Next Economy business clusters
- ▶ Working with employers, education, economic and workforce development partners to identify critical skills and education and training gaps, resources
- ▶ Cluster priorities = overall regional workforce action plan
- ▶ Partnership with Los Rios Center of Excellence and Burris Service Group, supported by JPMorgan Chase and Co.



Next Economy Clusters

- ▶ *Advanced Manufacturing*
- ▶ *Agriculture & Food - Forum March 30th*
- ▶ *Clean Energy Technology*
- ▶ *Education & Knowledge Creation*
- ▶ *Information & Communication Technologies*
- ▶ *Life Sciences & Health Services*

Some Common Workforce Issues

- ▶ Need replacement workers for aging workforce, help with experience gap
- ▶ Need more/expanded career technical education programs
- ▶ Need more employer involvement, partnerships, mentorships, apprenticeships
- ▶ Need more communications and career awareness about career pathways/CTE

Cap to Cap

- ▶ Metro Chamber Food and Ag Committee is carrying AgPlus as one of key priority issues (April 9-13th)
- ▶ Valley Vision developing a list of projects from across the region and across the six pillars of the manufacturing ecosystem

El Dorado County AgPlus Opportunities

- ▶ Legacy farming, retain and expand next generation of food and ag entrepreneurs and businesses
- ▶ Water reliability, support, affordability, resource efficiency
- ▶ Build/expand regional market capacity – processing, distribution, production, support, given capacity – e.g., procurement of local products by schools hospitals, restaurants, etc. (i.e., mobile bottling operation)
- ▶ Career pathways – e.g., a viticulture program

Resources

- The [AgPlus IMCP strategy](#) available online
- www.cvagplus.org - project information, resources, events, contacts
- <http://www.manufacturingcommunities.org/> - updated federal funding opportunities, regional IMCP news
- Possible follow up on partnerships and projects to fill critical skills gaps <http://valleyvision.org/projects/next-economy-cluster-update-workforce-action-plan>
- Trish Kelly - trish.Kelly@valleyvision.org