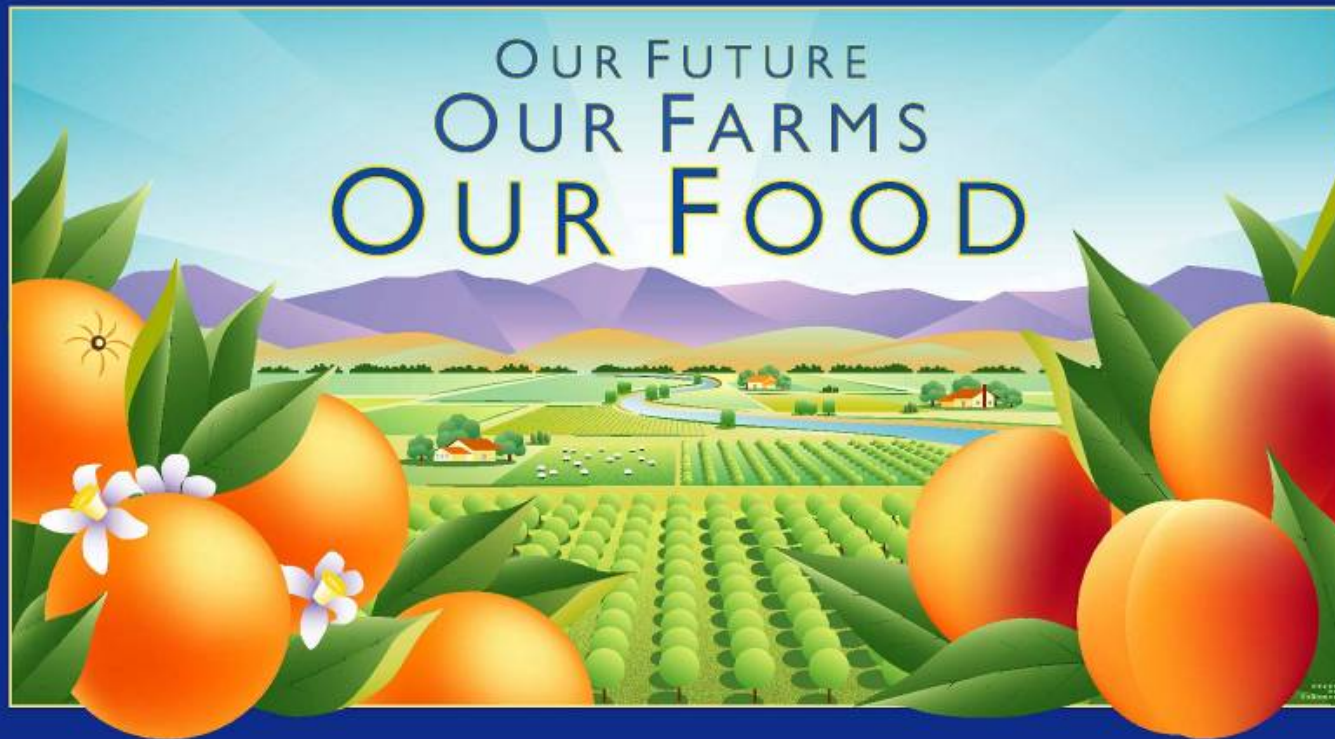


# *From the Tasting of Summer Produce to New Ruralism*



Sibella Kraus, Director  
Sustainable Agriculture Education (SAGE)  
Agriculture at the Metropolitan Edge Program, UC Berkeley



## Sustainable Agriculture Education (SAGE)

- Nonprofit, founded in 2001
- Focus: Urban Edge Agricultural Parks (AgParks)

## Agriculture at the Metropolitan Edge Program

- Seed was *A Call for New Ruralism*
- Initiated in fall 2006 under auspices of UC Berkeley's Global Metropolitan Studies Initiative
- In recognition of agriculture being an integral system for sustaining metropolitan regions
- Driven by student interest in linking the built environment and ecology; design and agriculture

# Tasting of Summer Produce



Grew out of Farm Restaurant Project,  
Summer 1983

Inspired by the Endangered Harvest Exhibit:  
*The Future of Bay Area Farmland*

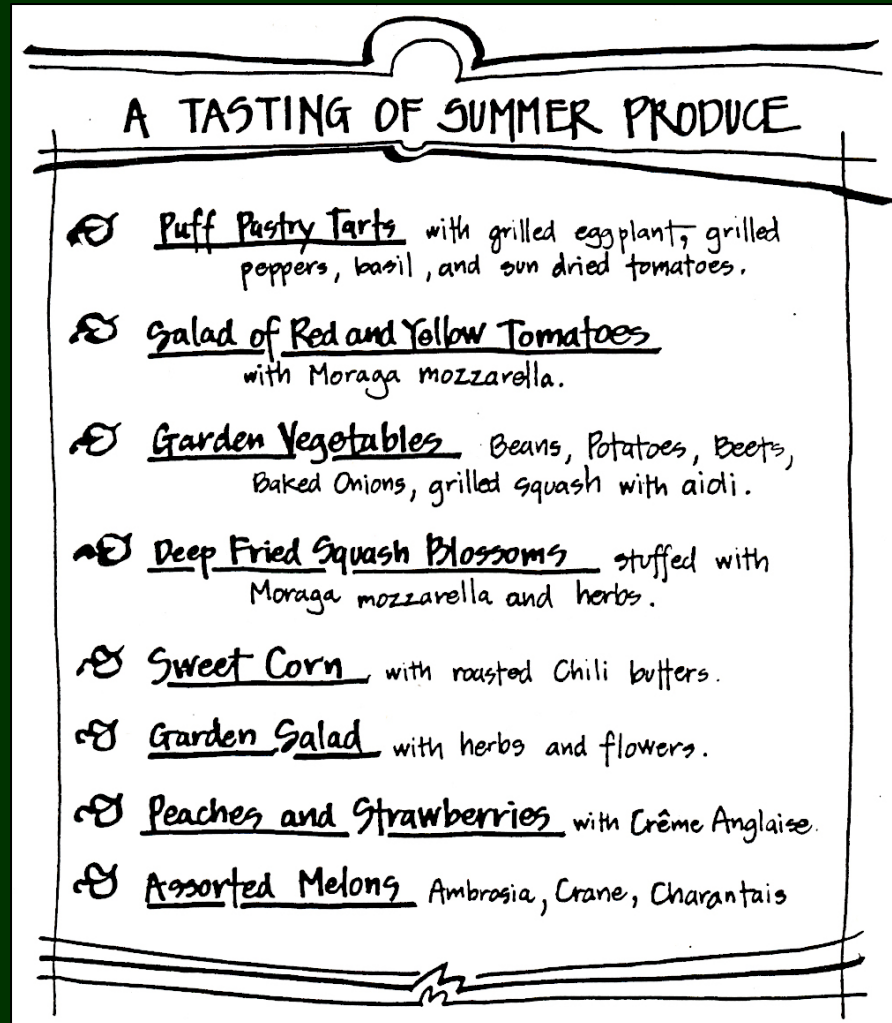
Sponsors:

People for Open Space (now known as the  
Greenbelt Alliance), Steering Committee  
for Sustainable Agriculture, and others

Participating Restaurants:

Chez Panisse, Greens, Bay Wolf, Hayes St.  
Grill, Union Hotel, Mudd's; and K-Paul's  
Louisiana Kitchen, Fourth St. Grill,  
Broadway Terrace

# Tasting of Summer Produce



Event menu from 1983

# Tasting of Summer Produce

Trade show for specialty crop growers and retail and restaurant buyers

Purpose - to show new products, facilitate marketing connections



# Tasting of Summer Produce

*1983-84: gathering at Greens Restaurant*

*1985: hosted by the Robert Mondavi Winery*

*1986-1989: hosted by the Oakland Museum*



# Tasting of Summer Produce

501c4 nonprofit organization

Planning Committee with interests in farming, produce business, culinary arts, regional planning, public health, wine, urban agriculture



# Tasting of Summer Produce

## Major Sponsors:

Small Farm Center, Bay Area Wineries,  
Safeway, and Greenleaf Produce Company



# Tasting of Summer Produce

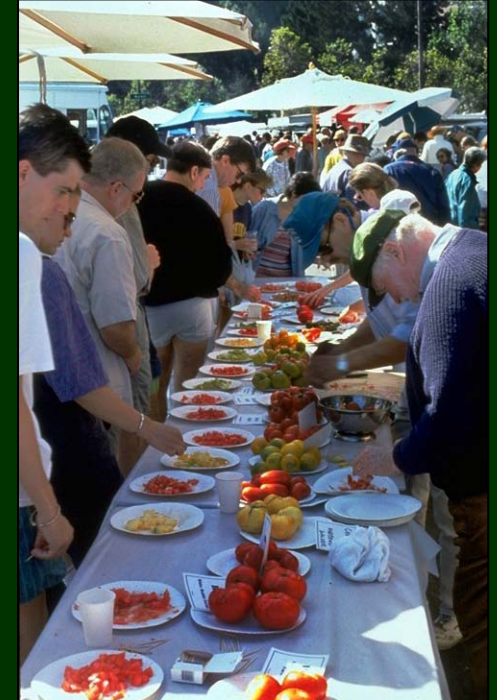
Professional Preview, 10am - 2pm

- Meeting growers, comparative tasting

Public Viewing and Farmers' Market, 2pm - 4pm

Gala Reception, 6pm

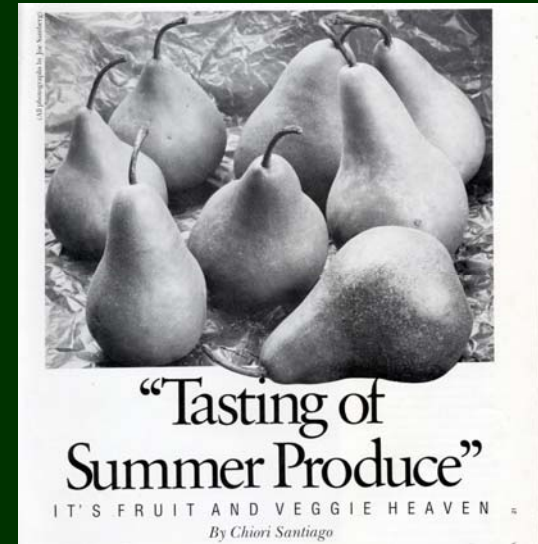
-For Growers, Sponsors, and Speakers



# Tasting of Summer Produce

*"Most important food event in the country..."*

Alice Waters  
Chez Panisse



*"We support the Tasting because it gives us an opportunity to meet the producers of the product face-to-face and to see what new or unusual products are coming up. We can spot trends here that may be just beginning."*

Louie Gonzalez  
Safeway Stores



# Tasting of Summer Produce

Tasting of Summer Produce becomes part of the Festival at the Lake

Taste of Sacramento takes the Tasting on the Road

2002-04 Agricultural Roots Fair returns to the Oakland Museum



# Farmer to Consumer Movement

*Celebrated the connections of cultures to the land*

Featured California's diverse agricultural and culinary traditions

Emphasized sustainability and health

Fostered community between urban and rural groups and partners

Sponsored by the CDFA Division of Fairs and Expositions and the City of Oakland

AGRICULTURAL ROOTS FAIR

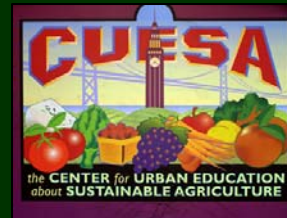


# Farmer to Consumer Movement

Farmers Markets become a downtown amenity

CSA movement takes off

Urban Agriculture grows community



# Farmer to Consumer Movement

Support for a Garden in Every School

The Edible Schoolyard becomes a nationally inspiring example

Curriculum: Center for Eco-literacy, Life Lab, *Kids Cook Farm Fresh Food*



# Farmer to Consumer Movement



## Place-based Agriculture

### Goals

- Present agriculture in a regional context: interdependence and shared identity between city and countryside
- Link value of place to value of products
- Combine agriculture protection with agriculture promotion

### Strategies:

- Legal recognition of agricultural products unique to geographical regions
- Design guidelines to preserve unique rural character
- Agrotourism for many audiences: rural trekking, B & Bs, farm trails, u-pick ...



# Local Food Systems Movement

## Drivers:

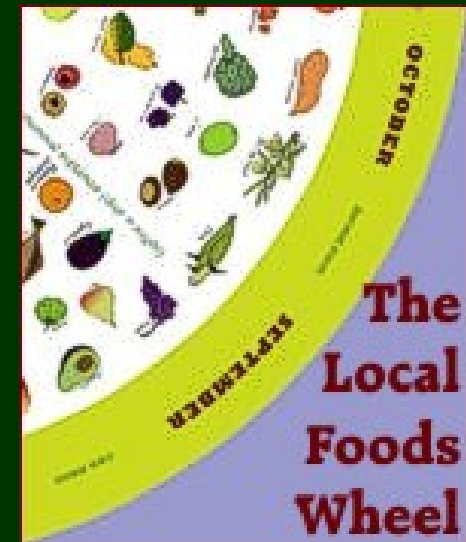
- Crisis in human health
- Limits to natural resources: land, water, and fossil fuel
- Climate Change
- Concerns about social justice

## Campaigns:



## Locavores

2007 Word of the Year for the Oxford American Dictionary



# Local Food Systems Movement

## Policy shifts

The National Standards on Organic  
Agricultural Production and  
Handling

Farm Bill becomes a *food bill*

APA Policy Guide on Community and  
Regional Food Planning, 2007

CA Climate Action Team recognizes  
land use as a key strategy for  
reducing greenhouse gasses



# New Ruralism

## New Ruralism

- Systems- and place-based framework
- Bridges sustainable agriculture/local food systems and Smart Growth/New Urbanism



*Vision: New Ruralism is the preservation and enhancement of urban edge rural areas as places that are indispensable to the economic, environmental, and cultural vitality of cities and metropolitan regions.*

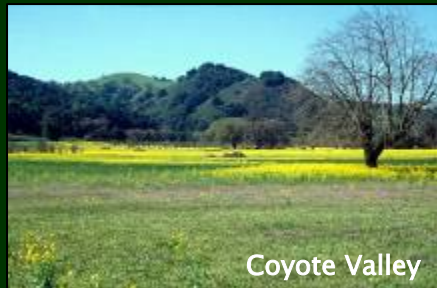
# New Ruralism

## Characteristics

- Geography - rural lands within urban influence
- Interface location - in the transect sense - fosters multifunctionality
- Well suited for organic, sustainable ag, and wildfarm practices
- As an ecotone, opportunity for multiple environmental services
- Form: foodbelts, buffers, permanent agricultural preserves
- Draws from past models



# New Ruralism



## Principles/Attributes

- Place-making for urban-influenced rural lands
- Agricultural heritage
- Opportunities for new farmers
- Visitors, even non-farmer landowners, welcomed
- Integration of farms, habitat, and recreation
- Urban-rural connectivity
  - Equity (farmers' viability and public health)
  - Environment (resource flows and values)
  - Economy (direct and indirect)
- Developed/managed by a comprehensive plan

## Pending Research: Ag at the Metro Edge

Development of framework and evaluation method to assess multifunctional urban-influenced agriculture

- Purpose is to qualify and quantify contributions to urban areas from nearby agriculture
- Focus on environmental services and public health benefits
- Designed to be linked with existing urban growth frameworks
- How do cities, counties and regions plan for agriculture and food systems? What are the links with health, energy, climate change, and the economy?

Next AME Symposium

- Case studies of places that demonstrate urban-rural synergy

## San Francisco Sustainable Foodshed Project

*A feasibility study of the potential for the City of San Francisco to feed itself locally*

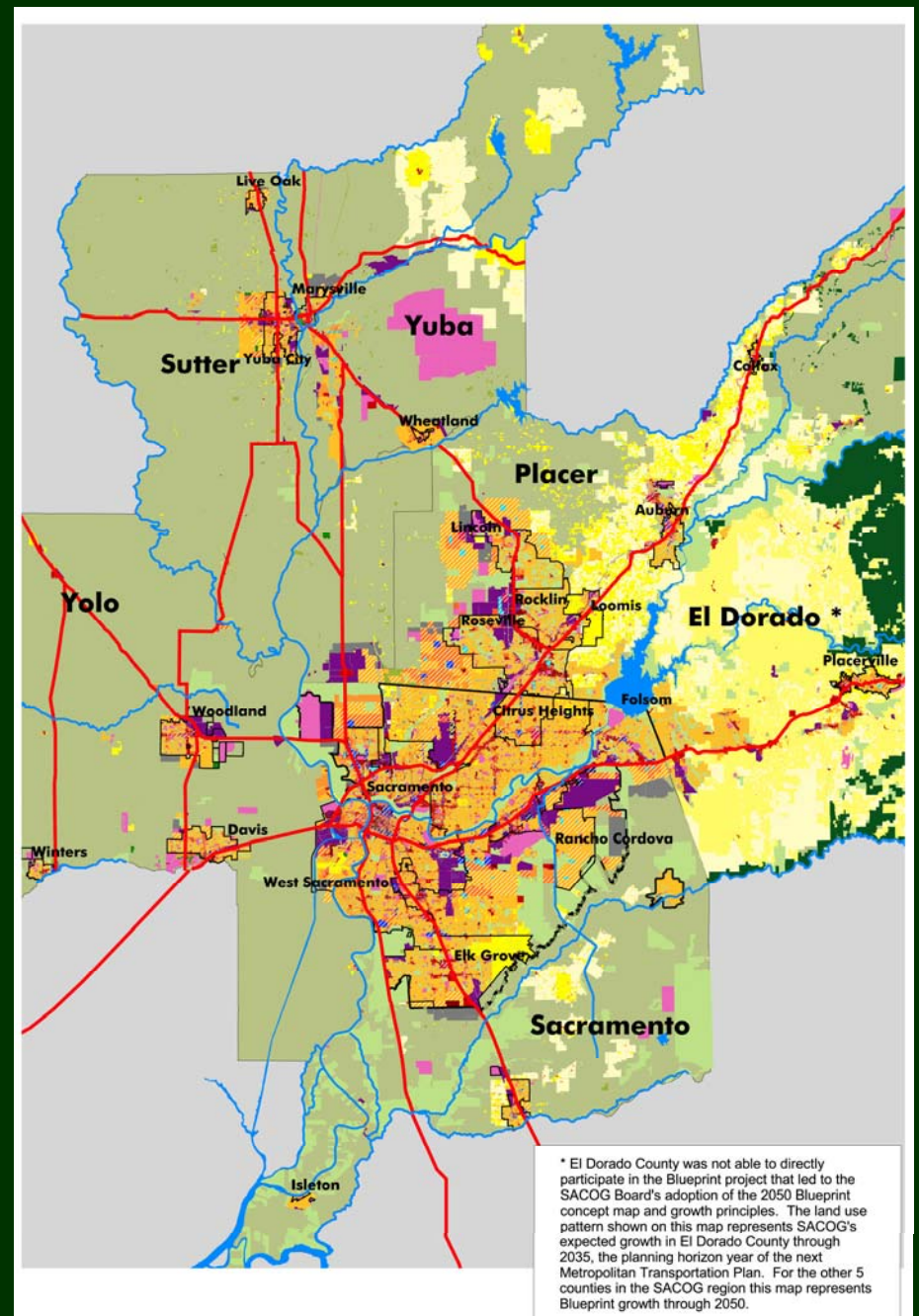
### *Questions:*

1. How much of what kinds of food does San Francisco now consume?
2. How much of what kinds of food are produced in counties within 100 miles of the Golden Gate?
3. What efforts are now being made, or are planned, to connect local food producers and consumers, to promote the consumption of locally-grown food by San Franciscans (residents, commuters, and visitors), and to promote the local production of food for consumption in the city?

# New Ruralism

AME collaboration with the Sacramento Area Council of Governments (SACOG)

*Develop a Rural Landscape Typology for the PLACE3S modeling tool  
SACOG used to develop the Sacramento Region Land Use and Transportation Blueprint*



# New Ruralism

## Ideas that hold promise

- Strategic Agricultural Land Use Plan for California
- Agricultural Enterprise Zones
- Agricultural Heritage Districts
  
- California Agricultural Atlas
- Agricultural Parks (AgParks)



### Urban Edge Agricultural Parks Toolkit

Produced by:  
SAGE: Sustainable Agriculture Education

In Partnership With:  
The USDA Risk Management Agency  
Community Outreach and Assistance Partnership Program

Additional Partners:  
Agriculture and Land-Based Training Association  
Bay Area Economics  
Wallace, Roberts & Todd, LLC

December 2005



# New Ruralism



## ANGWIN ECOVILLAGE – Angwin, CA

**Scale** 70 acres

**Tenure** Angwin Agricultural Conservancy

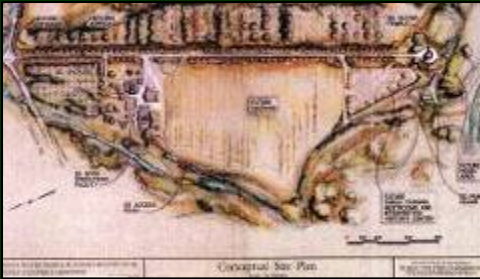
**Ag viability** High soil fertility rates; proximity to several types of local markets

**Public good** Passive recreation; demonstration of sustainable and economically viable agricultural techniques; new source of locally-grown food for grocery store and Pacific Union College Cafeteria; permanent preservation of ag land

**Master Plan** Agricultural uses; passive recreation; educational programs; community events and activities; direct marketing



# New Ruralism



## SUNOL AgPark – Sunol, Alameda County

**Scale** 19 acres of 241-acre parcel  
(part of a 40,000-acre watershed)

**Land tenure** San Francisco Public Utilities  
Commission (SFPUC)

**Ag viability** Prime agronomic conditions  
Rich agricultural history

**Public good** Sunol Landscape/Recreation Plan:  
public education, recreation,  
resource restoration, and ag goals;  
Willis Polk Water Temple; land  
access for several farming groups

**Master Plan** Agricultural uses; passive  
recreation; educational programs;  
community events and activities

# New Ruralism



## MARTIAL COTTLE PARK – San Jose, CA

**Scale** 289.9 acres

**Tenure** Santa Clara Co. Parks & Recreation  
CA State Parks & Recreation

**Ag viability** Farmed by Cottle/Lester families since 1864; donation terms include requirement for continued agriculture and education; good soils, four wells, barns, corrals, etc.

**Public good** Passive recreation (trails, picnic areas), equestrian facility, interpretive programs, community gardening; huge potential for partnerships

**Master Plan** Agricultural, passive recreation uses; public access; opportunity for stewardship and curation of agriculture as a dynamic land use

# New Ruralism

## SONOMA STATE HISTORIC PARK – Sonoma, CA



**Scale** 30 acres

**Tenure** CA State Parks & Recreation

**Ag viability** Farmed by General Vallejo in 19<sup>th</sup> century as only ag experiment station in the American West; site of introduction of significant CA crops



**Public good** Passive recreation (trails, picnic areas); interpretive programs explaining General Vallejo's pioneering role in California agriculture; demonstration of historic and contemporary sustainable agricultural techniques



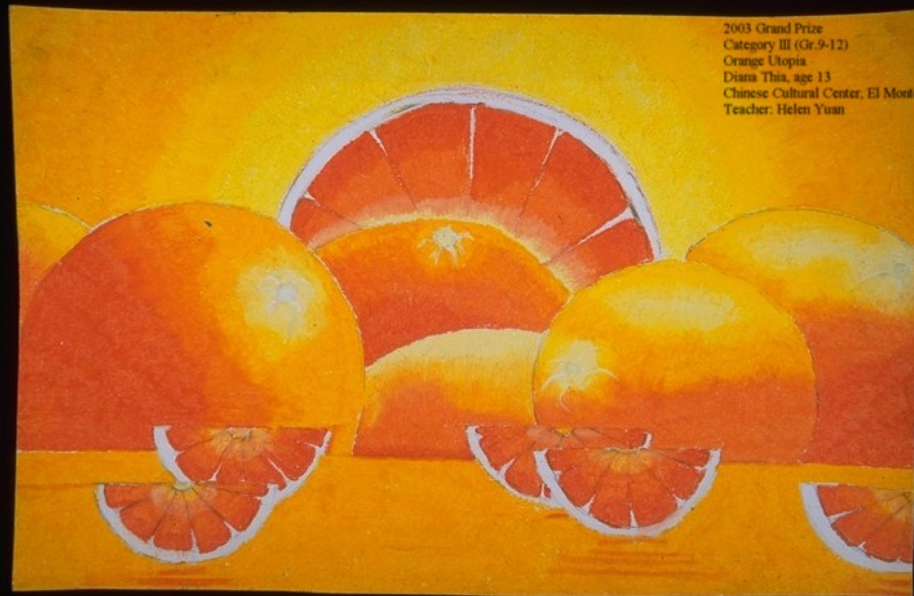
**Master Plan** Agricultural, passive recreation uses; public access; opportunity for stewardship and curation of agriculture as a dynamic land use

# Tasting of Summer Produce to New Ruralism

## Create Resilient City-Regions

- Can adapt to and interact with global forces
- Contribute toward climate change mitigation
- Advance public health
- Promote community
- Promote the synergy between smart growth and sustainable agriculture





2003 Grand Prize  
Category III (Gr.9-12)  
Orange Utopia  
Diana Thin, age 13  
Chinese Cultural Center, El Monte  
Teacher: Helen Yuan

[www.sagecenter.org](http://www.sagecenter.org)



2003 Honorable Mention  
Banana Boat  
Shawn Wong, age 9  
Chinese Cultural Center, El Monte  
Teacher: Helen Yuan

<http://metrostudies.berkeley.edu/agmetroedge>