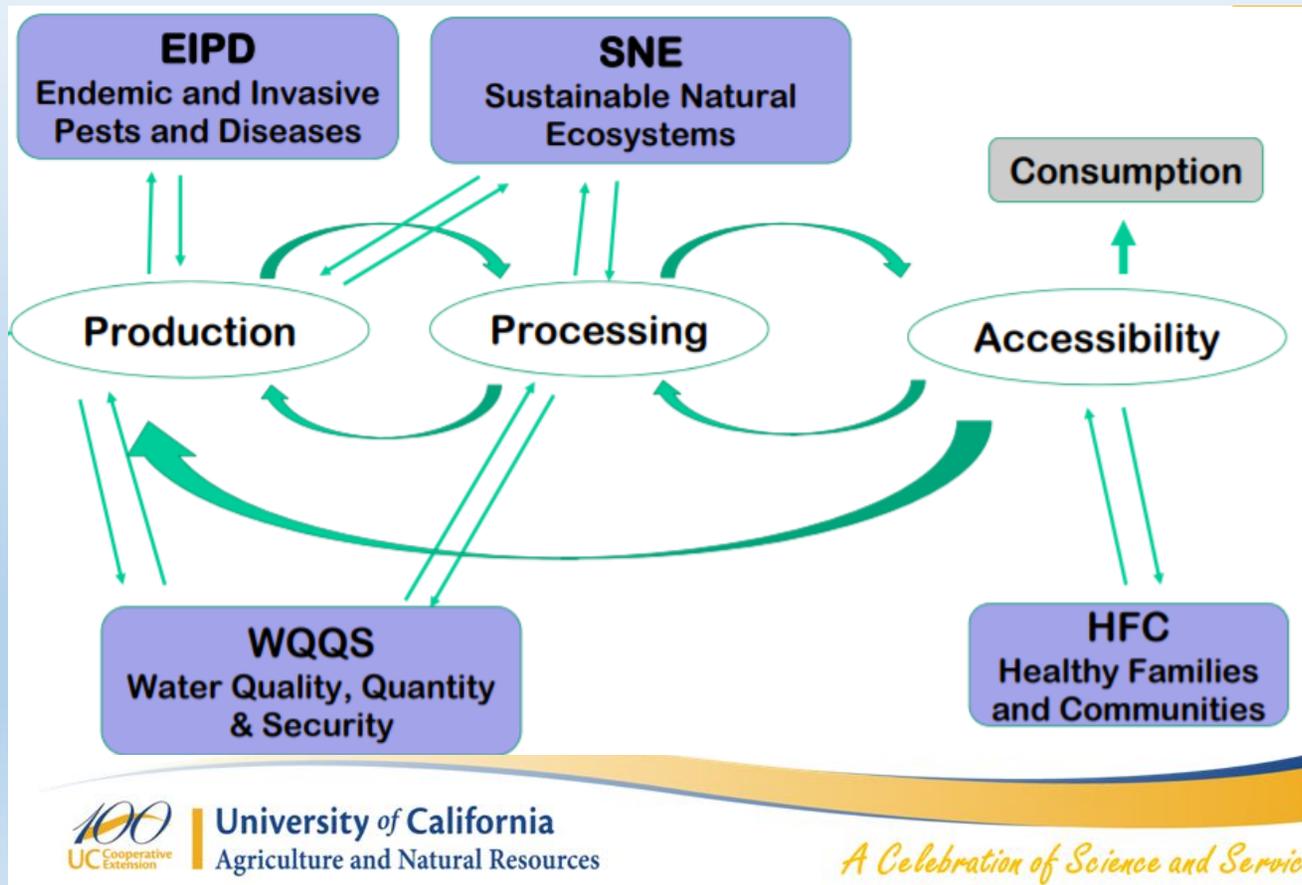


# The UC ANR “Spotlight” Webinar series

<https://ucanr.edu/sites/StrategicInitiatives/>



University of California  
Agriculture and Natural Resources

*A Celebration of Science and Service*



## UC ANR: Our Public Value

The difference we make...

- Promoting economic prosperity in California
- Developing a qualified workforce for California
- Safeguarding abundant and healthy food for all Californians
- Protecting California's natural resources
- Building climate-resilient communities and ecosystems
- Promoting healthy people and communities
- Developing an inclusive and equitable society



## SI Spotlight Webinar

# Extension Programming for California's Urban Farmers: Lessons from the UC ANR Statewide Urban Agriculture Workshop Series



### Presented by

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# ANR Urban Ag Team

<https://ucanr.edu/sites/UrbanAg/>

- Rob Bennaton
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- Gail Feenstra
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- Ramiro Lobo
- Jennifer Sowerwine
- Rachel Surls
- Julia Van Soelen Kim
- Cheryl Wilen



*Special thanks to funding from the UC ANR Competitive Grants Program*

- 🍅 UC ANR: A Resource for Urban Agriculture
- 🍅 Building Success in California's Urban Agriculture: Managing Risk and Leveraging Opportunities

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## Urban Agriculture



Contact Us | What is Urban Agriculture? | Urban Ag Stories | Urban Agriculture Blog | UC ANR Urban Ag Workshops

### Welcome!

Are you interested in [starting an urban farm](#)? Seeking details on how to [raise backyard chickens and bees](#)? Looking for information on [laws, zoning and regulations](#) that relate to urban agriculture? We offer resources on small-scale [production](#), including [soil](#), [planting](#), [irrigation](#), [pest management](#), and [harvesting](#), as well as information on the [business of farming](#), such as how to [market](#) urban farm products.

After you explore the site, please complete our [survey](#)! We'd like to know if you found what you were looking for and hear your suggestions.

#### Benefits of urban agriculture

Urban agriculture can positively impact communities in many ways. It can improve access to healthy food, promote community development, and create jobs. A number of cities in California, including San Francisco, Los Angeles, and San Diego have recently updated municipal policies to facilitate urban agriculture, due to strong community interest.

#### UPCOMING EVENTS



#### What is urban agriculture?

It means different things to different people (See our working definition [here](#)). From backyard chicken-raising and beekeeping, to small-scale commercial farming on the edge of cities, urban agriculture is increasingly popular and is often in the news.

#### UC ANR Urban Agriculture Blog

#### Healthy Animals, Healthy People Survey

If you have backyard livestock or poultry or are a small-scale producer of livestock or poultry, this survey is for you. This questionnaire asks about the specific practices and perceptions that you apply to your animals' health, husbandry, and...

[Continue Reading](#)



## Did you know?

- Several cities in CA have set up Urban Ag Initiatives and passed Urban Ag policies
- State of CA has passed laws that facilitate Urban Agriculture
- Farm Bill 2018 sets up funding and a census for Urban Agriculture



## What is Urban Agriculture?

- School and community gardens
- Livestock in your backyard
- Growing healthy food for your family
- Growing and selling farm products
- All of the above



“Urban agriculture includes production (beyond that which is strictly for home consumption or educational purposes), distribution and marketing of food and other products within the cores of metropolitan areas and at their edges.”



### **THE GERMINATION PROCESS**

- UC ANR Urban Ag Team formed in 2012/2013
- 2014 needs assessment
- Visited/interviewed 30+ CA urban farmers



# Products First Grant



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## Urban Agriculture



Contact Us What is Urban Agriculture? Urban Ag Stories Urban Agriculture Blog UC ANR Urban Ag Workshops

### Welcome!

- Starting an Urban Farm?
- Business Management
- Production
- Food Safety, Handling, and Processing
- Community and School Gardens
- Laws, Zoning and Regulations
- Research
- Resources and Help

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### UPCOMING EVENTS



What is urban agriculture?

# What we learned...

- Most urban farmers are beginning farmers
- Farms are very small (<3 acres)
- Many urban farmers are part of non-profit organizations
  - Many also host volunteers



# They face unique challenges

- Competition
- Distribution
- Zoning
- Resources
- Community Issues
- Insecure land tenure
- Financing



# They're often difficult for UCCE staff/farm advisors to reach

- Not part of MG program “non-commercial” purview
- Many crops, many questions.

“Commercial producers need help on a specific item. Urban people do not know where to start so you need to explain the process of raising an animal from start to finish.” UCANR CE Advisor



# “Building Success in California’s Urban Agriculture: Managing Risk and Leveraging Opportunities” 2016-2018

- **Four-part workshop series, held in:**
  - **Bay Area**
  - **Los Angeles**
  - **San Diego**
  - **Sacramento**
- **16 workshops, 581 participants**



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**SAVE THE DATE!** *Are you an urban farmer in the San Diego area? This low-cost series is for you!*

March 23, 2018: Legal Basics of Urban Farming  
April 5, 2018: Production Issues & Urban Farms  
April 19, 2018: Marketing & Business Management for Urban Farmers  
April 26, 2018: Food Safety Basics for Urban Farmers

Registration will be available soon. Contact Mary Redlin  
[mvredlin@ucanr.edu](mailto:mvredlin@ucanr.edu) to be placed on the mailing list.



## Lessons learned...

- Co-sponsorships with local food policy councils and other organizations are effective!
  - Help with publicity
  - Co-branding
  - Speakers



Participants appreciated seeing urban farms and meeting urban farmers



## Unintended benefit-participants really appreciated networking at the workshops

- “Networking and hearing others’ experiences was very valuable.”
- “I met someone there who runs a farmers’ market and later applied to her market.”
- “This workshop series connected us to the many organizations and individuals involved in this work not only in CA but LA. Very helpful!”



A mix of UC ANR speakers and local farmer/practitioners was effective



# Challenges most often mentioned by urban farmers

- **Economics of urban agriculture**-- financing, marketing, sales, business planning, financial sustainability
- **Land**--Access, tenure, and leasing
- **Specific production issues**--pests and water



# The impact

Surveyed after 2-3 months, participants\* had used what they learned to:

- Improve their soil management (50%)
- Connect with an organization they learned about at the workshop (63%)
- Develop a new or improved marketing plan (54%)
- Identify food safety risks on their farm (68%)

\*(N=90 survey responses)



If you remember one thing,  
remember this....

Urban agriculture bridges the gap between the Master Gardener Program and typical farms in California.

Urban agriculture is an opportunity to reach these smaller growers and their customers.





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Water quality, quantity and security



Endemic and Invasive Pests and Diseases



Sustainable Natural Ecosystems



Sustainable Food Systems

*UC ANR*  
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Healthy Families and Communities



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