

Specialty Crops Program Logic Model

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THEMES:

**Ongoing
Needs Assessment
& Advising**

**Sustainable Specialty
Crops Production
Programming**

**UC Master
Gardener Program
Leadership**



PROJECTS:

Individual Advising,
Group Discussions,
Local Partnerships



Outreach,
Extension Education,
& Applied Research
on Key Needs

Academic &
Administrative Oversight
of the Sonoma Master
Gardener Program

**INTENDED
IMPACTS:**

- Increased specialty crop system resilience, innovation & climate adaptation
- Increased implementation of sustainable farming approaches:
 - Sustainable Integrated Pest Management (IPM)
 - Sustainable soil, water & nutrient management
 - Appropriate crop & variety selection
- Increased plant health, crop production, yield & contribution to food system

**ANTICIPATED
UC ANR
CONDITION
CHANGES:**

Increased
ecological
sustainability of
agriculture

Increased
agricultural
efficiency &
profitability

Increased preparedness
& resilience to extreme
weather & climate change

CLIENTELE:

- Specialty crop growers: rural & peri-urban orchards, vegetables, berries, flowers, etc.
 - Most are commercial, some are nonprofits, others are exploring viability
 - Most use organic/agroecological practices & are small to mid-scale
 - North Bay Region: Sonoma, Marin, & Napa counties

PARTNERS:

- Community Alliance with Family Farms (CAFF)
- Kitchen Table Advisors (KTA)
- Resource Conservation Districts (RCDs)
- North Coast Soil Hub
- Conservation Works
- FEED Cooperative
- Agriculture Institute of Marin (AIM)
- Santa Rosa Junior College Shone Farm
- Sonoma County Farm Trails
- Natural Resources Conservation District (NRCS)
- Local processors
- Local Pest Control Advisors & consultants
- County Staff
- Local Tribes & Tribal Organizations
- Local Spanish Interpreters
- County Farm Bureaus
- UCCE Advisors & Specialists
- UC Master Gardeners
- UCANR Organic Agriculture Institute
- Southwest Regional Food Business Center
- UC Sustainable Agriculture Research & Education Program (SAREP)
- California Farm Demonstration Network
- County Agricultural Commissioners Offices