



# Santa Clara Valley

AGRICULTURAL PLAN

**INVESTING IN OUR WORKING LANDS FOR REGIONAL RESILIENCE**







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# THE VALLEY OF HEART'S DELIGHT

Until the 1960s the  
Santa Clara Valley  
was the largest fruit  
production and packing  
region in the world.

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“  
Conservation  
means  
development  
as much  
as it does  
protection.”

~Theodore Roosevelt



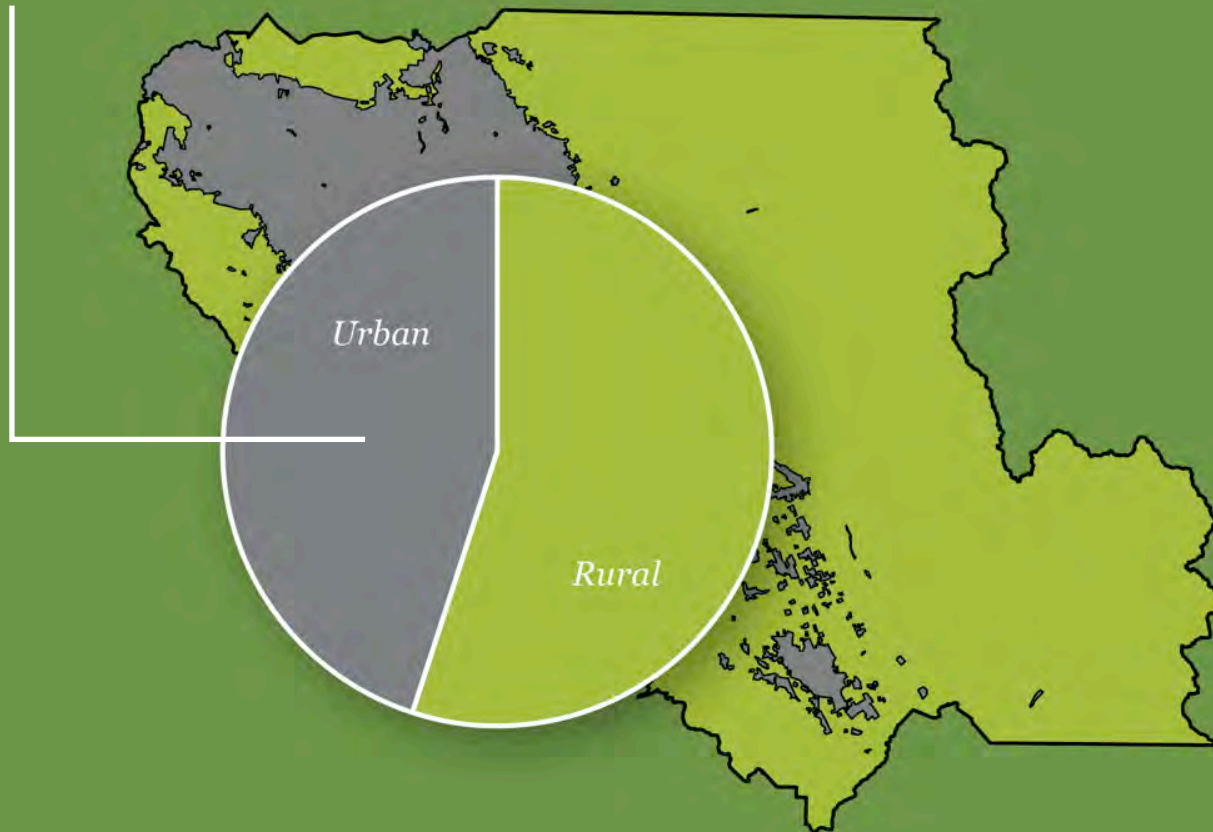
An aerial photograph of Silicon Valley, showing a dense urban landscape with numerous high-rise buildings in the center, surrounded by suburban areas with houses and green spaces. In the background, rolling hills and mountains are visible under a clear blue sky. The image is split into two main sections: a white text area on the left and a full-width aerial view on the right.

# SILICON VALLEY

**Silicon Valley is  
the world's leading  
hub and startup  
ecosystem for high  
tech innovation today.**

# 45%

of farm and ranch lands in  
Santa Clara Valley have been  
lost in the last 20 years alone







What if we could  
support a vibrant  
economy for both  
agriculture and  
technology?

**What if we  
do nothing?**

# SUSTAINABLE AGRICULTURAL LANDS CONSERVATION PROGRAM (SALCP)



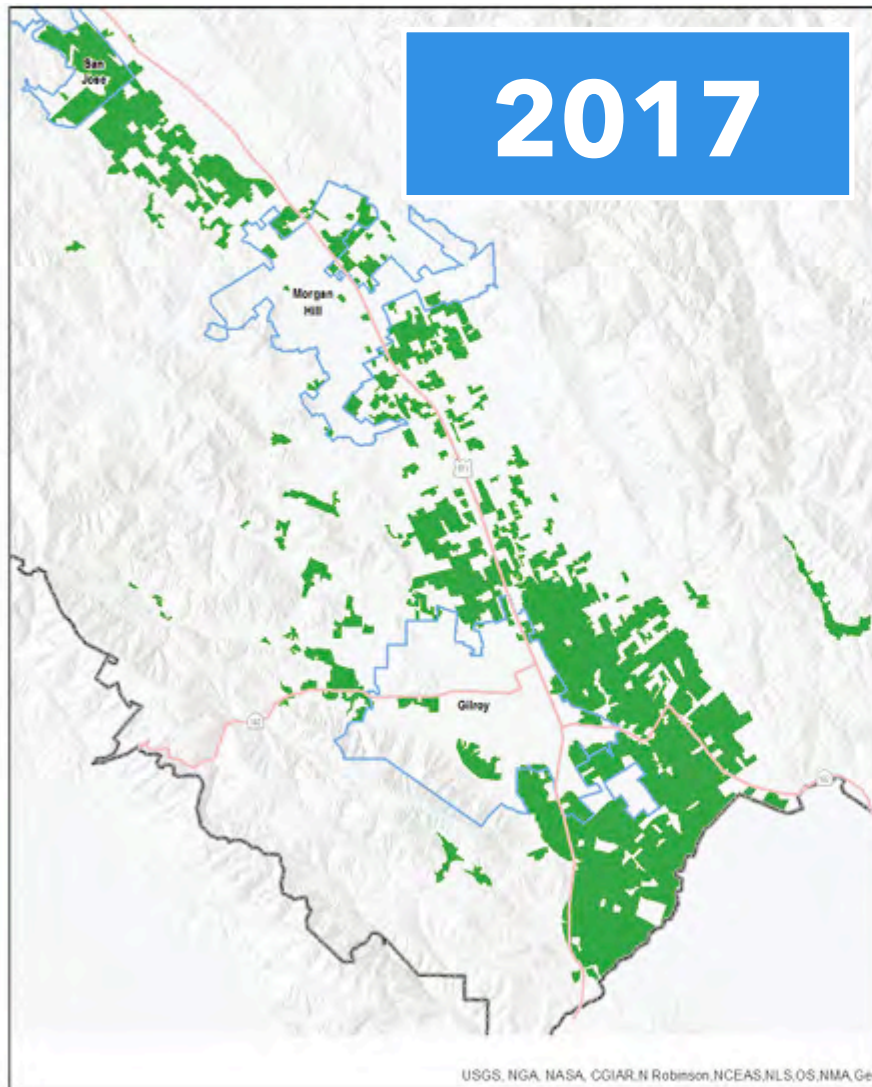
## Climate Agriculture Protection Program (CAPP)

CAPP's mission is to shift the planning paradigm and create a comprehensive regional framework in order to preserve the remaining working lands, support a vibrant agricultural economy and mitigate and reduce further effects of climate change.

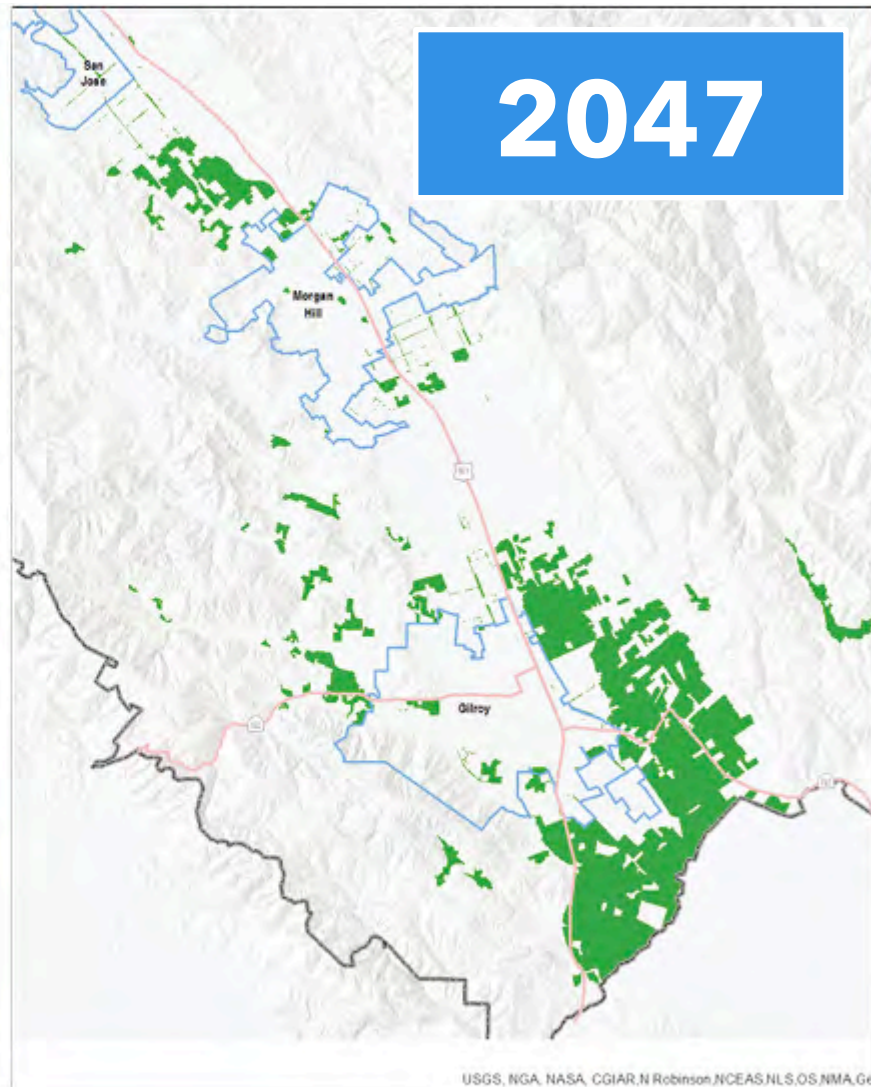


# CONVERSION TREND OF AGRICULTURAL LANDS

2017



2047



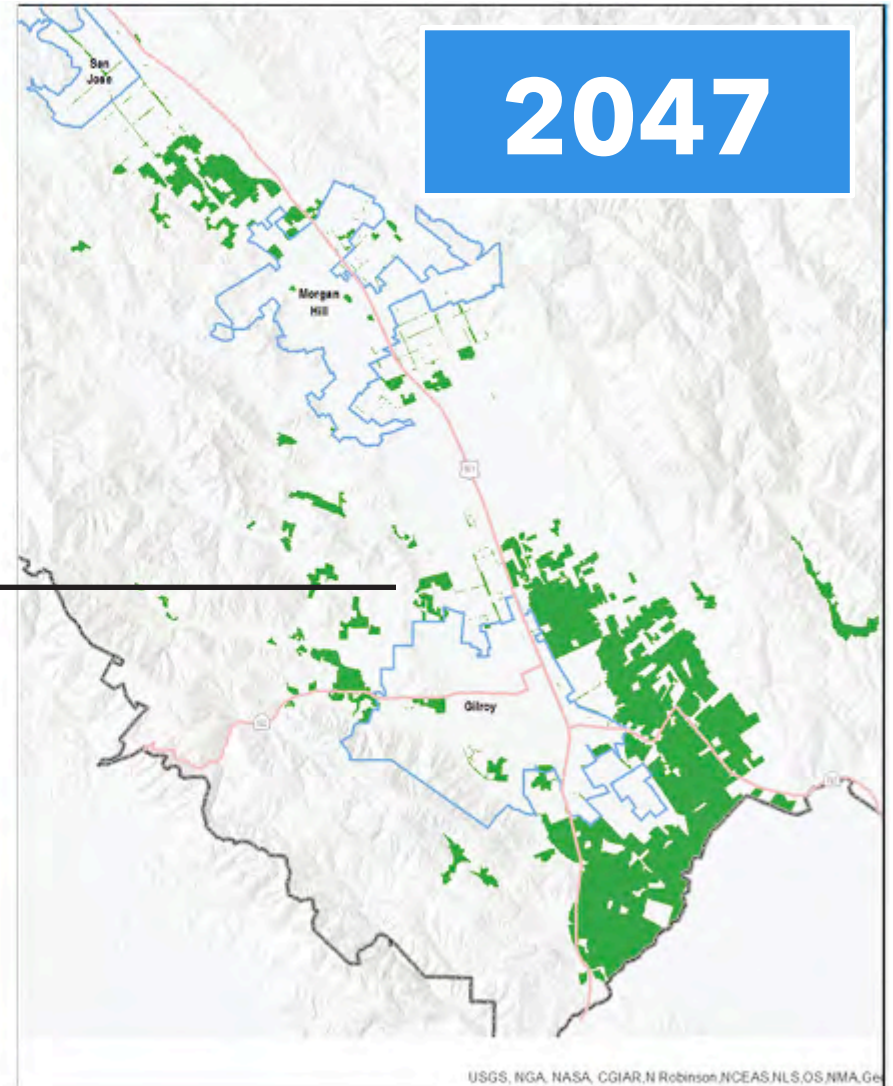


# CLIMATE AGRICULTURE PROTECTION PROGRAM (CAPP)

BUSINESS AS USUAL

# 36%

of remaining farm and  
ranch lands in Santa  
Clara Valley will be lost  
over the next 30 years





**LOSS OF FARM + RANCH LANDS**

**1,959,995**

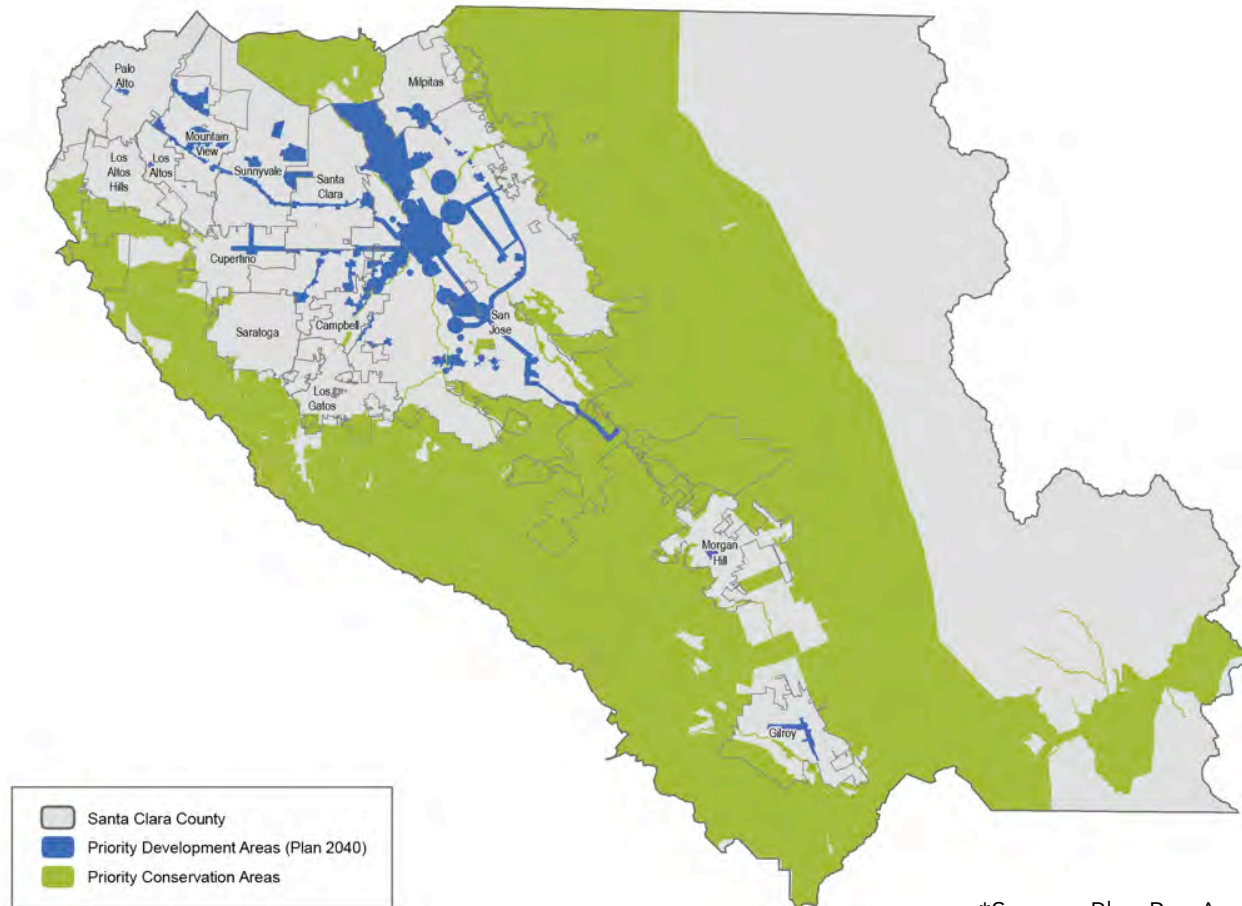
**Metric tons of CO<sub>2</sub>**

**1,600,000**

**Vehicle Miles Traveled/Year**



# PLANNING FOR FUTURE GROWTH IN SANTA CLARA COUNTY



\*Source: Plan Bay Area

**Prioritizing new development in the County in urban areas, close to jobs and transit.**



# WHY AG IN THE VALLEY?

- » Fertile soils
- » Temperate climate
- » Abundant groundwater
- » Proximity to urban markets







# CURRENT AG ECONOMY

- » Over 1,000 farms
- » Over 8,000 employed
- » \$1.6 billion annual output value
- » \$832 million annual contribution to County economy





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# **SANTA CLARA VALLEY GROWN**

- » **Sixth in California, land productivity per acre.**
  - » **Over 20 different crops grown exceed \$1,000,000 in output value.**
  - » **Top three crops are nursery crops, mushrooms, and bell peppers.**
  - » **Over 30 wineries, with half a million annual visitors.**
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LANDSCAPES AT WORK

# WORKING LANDS

- » Actively managed for agricultural production
- » Passively providing public co-benefits including recreation, wildlife habitat, scenic corridors and ecosystem services





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## LANDSCAPES AT WORK

# ECOSYSTEM SERVICES

- » Aquifer recharge
  - » Fire breaks
  - » Erosion control
  - » Wildlife habitat
  - » Carbon sequestration
  - » Flood risk reduction
  - » Traffic and sprawl mitigation
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LANDSCAPES AT WORK

**\$45  
billion**

Annual contribution  
of Working Lands to  
Santa Clara County

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## LANDSCAPES AT WORK

**Enhancing  
the quality  
of life, health  
and well-  
being for all.**

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**How do we  
grow a vibrant  
ag economy?**



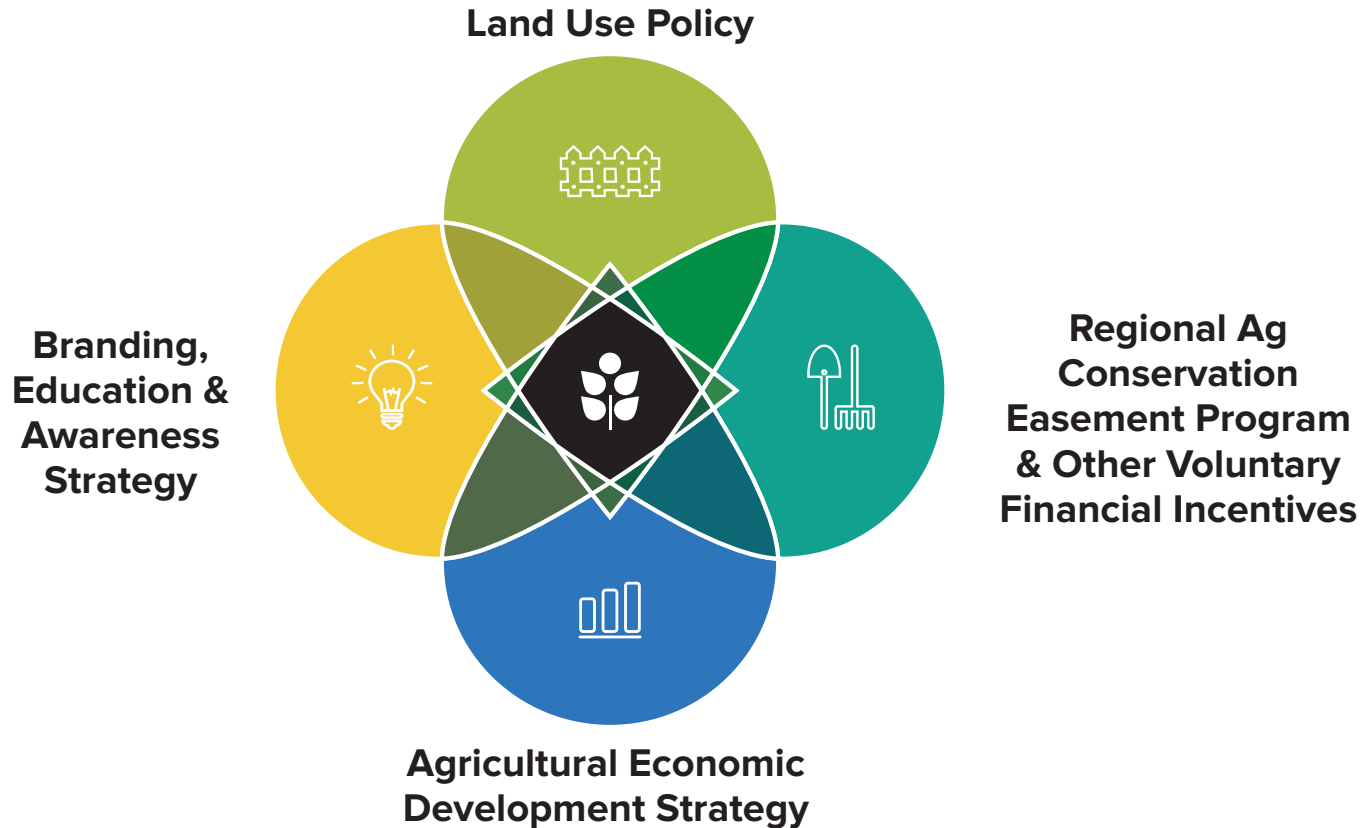
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# **FOUNDATIONAL GOALS**

- » **Keep Working Lands at Work**
  - » **Honor the Importance of Agriculture to Santa Clara Valley**
  - » **Craft a Unified Regional Land Use Policy Framework for the Future**
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# AGRICULTURAL PLAN FRAMEWORK



**Growing a vibrant ag economy  
requires an integrated approach.**

# AGRICULTURAL RESOURCE AREA



**A priority area that focuses all policies and programs.**





**PROTECTING LANDS + SUPPORTING  
THE PEOPLE WHO MANAGE THEM.**



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## FARMERS AS STEWARDS

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The farm products coming out of our Valley are better than the rest because we have better soil, water and climate than anywhere else.

## CHRIS & MARY BORELLO

3rd generation farmers,  
Borello Farms


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# CHALLENGES FOR FARMERS + RANCHERS

- » **LAND ACCESS** Fallow land held for speculation; Lots are not contiguous, often too small, too spread out; Land is too expensive to buy, unavailable to lease; Cost of living is too expensive for ag workers and appropriate housing is unavailable.
  - » **URBAN INTERFACE** Neighbor complaints are growing; Traffic/ Commuters are increasing; Red tape and regulations are cumbersome and ill-fitting for agriculture to succeed.
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A photograph of a cornfield with rows of corn plants. The corn cobs are visible on the stalks. In the background, there are trees and a small building under a hazy sky.

## **OPPORTUNITIES FOR INVESTMENT + SUPPORT**

- » **Affordable and available land for sale and rent**
  - » **Affordable and available water for irrigation**
  - » **Affordable and available seasonal workforce**
  - » **Contiguous lots and understanding neighbors**
  - » **Access to infrastructure - equipment, packing, processing, warehousing, distribution and markets**
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- A decorative horizontal line with a repeating zigzag pattern in a light green color.



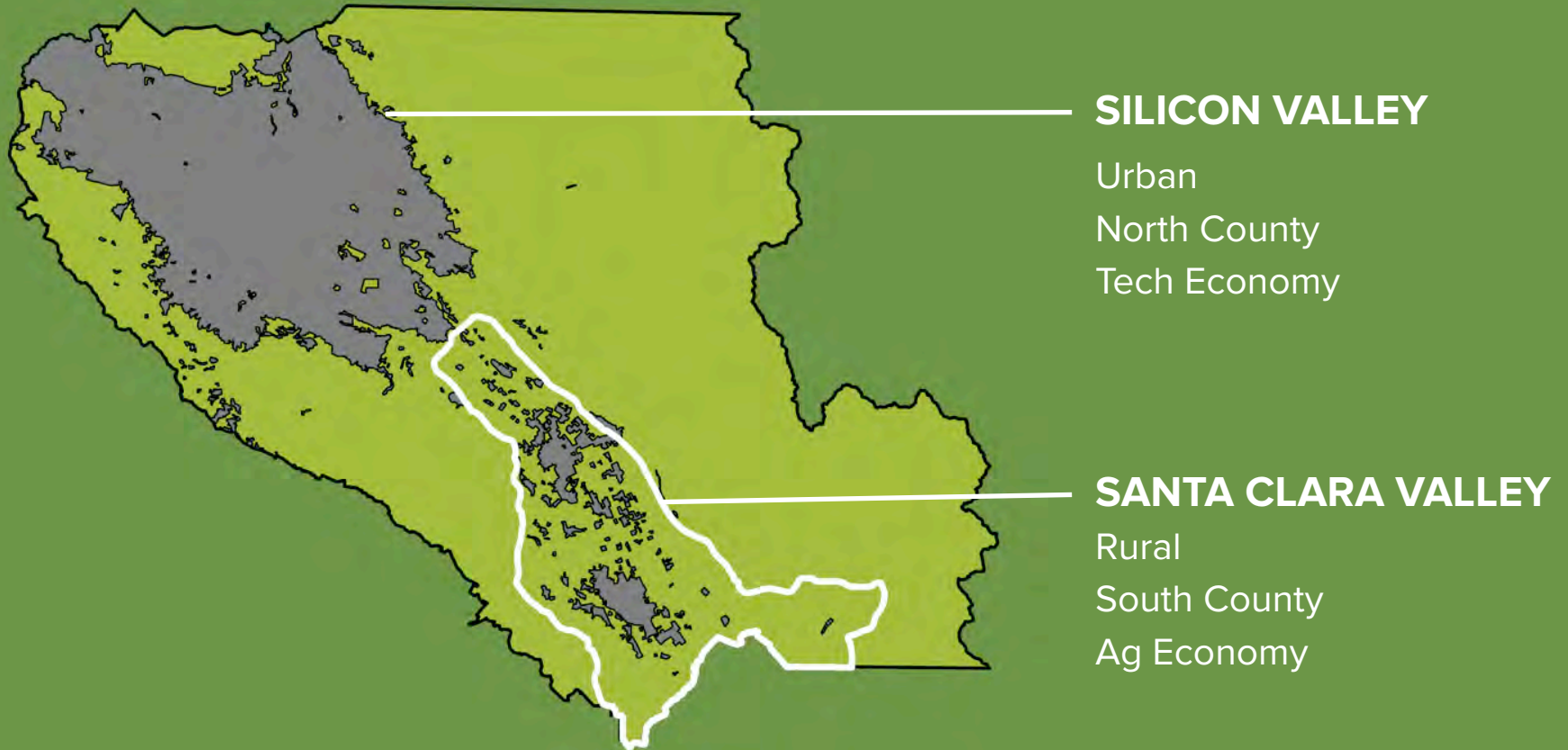
**How do we make  
this happen?**



**WORKING TOGETHER**




A primary goal of this campaign is to connect Silicon Valley with Santa Clara Valley, in part through matching the supply and demand sides of our regional food system.





# DEMAND FOR LOCAL FOOD

Hundreds of thousands  
of meals are served every  
day in Silicon Valley, with  
a high demand for local,  
sustainably sourced foods







**What will  
success  
look like?**







# Santa Clara Valley

YOUR LANDS AT WORK

#santaclaravalley