A Vision for Rhode Island Agriculture:

FIVE-YEAR STRATEGIC PLAN

Learn more about the Rhode Island Agricultural Partnership at www.RhodyAg.com
The mission of the Rhode Island Agricultural Partnership is to foster the economic viability of the state’s agricultural producers, establish a self-sustaining and coordinated delivery of agricultural services and financing to farmers, provide increased food security and access to local food for all Rhode Islanders, and cultivate support among the public and policy makers for the future of agriculture.

Rhode Island Agricultural Partnership Steering Committee:

Jan Eckhart, Sweet Berry Farm (Chair)
Richard Schlüchter, Schluetter Farms (Vice Chair)
Sandra Barden, Barden Family Orchard
Al Bettencourt, RI Farm Bureau
Jim Booth, Aquidneck Farms
Shannon Brawley, RI Nursery & Landscape Association
Kevin Breene, RI Dairy
Sheila Brush, Grow Smart RI
Steve Cotta, Portsmouth Nursery
Eric Eacker, Ledge Ends Farm
Shane Fulmer, Farm Fresh RI
Patrick McNiff, Farm Fresh RI

Administrator: Tom Sandham, RI Agricultural Partnership
Advisor: Ken Ayars, Chief, RIDE Division of Agriculture
Staff Support: Gerard Bertrand, RI Rural Development Council; Kristen Castrataro, URI Cooperative Extension

The RI Agricultural Partnership wishes to acknowledge and thank the van Beuren Charitable Foundation for its generous support that made the development and production of this Strategic Plan possible.

Photos provided by:
Ken Ayars and Marisa Davis, RIDE Division of Agriculture;
Dorothy Braylehy and Kimberly Clark, Kids First RI; Shannon Brawley, RI Nursery & Landscape Association; Julie Brodeur, Rhody Fresh; Kristen Castrataro and Heather Fakheri, URI Cooperative Extension; Noah Fulmer, Farm Fresh RI; Patrick Hogan, Sodco; Bevan Linsley, Coastal and Aquidneck Growers’ Markets; Frank Mullin; Chip Reigel and Carole Topalian, Edible Rhode; Sweet Berry Farm; Stu Nunnery, RI Center for Agricultural Promotion and Education; Sarah Partake, The Farmers Daughter; Michael A. Rice, University of RI; Tom Sandham, RI Agricultural Partnership; Emily Tolton, Greenview Farm; and Everett Zurlinden, Beehavin’ Apiary.
In early 2010, a statewide consortium of agricultural producers and service providers launched an effort to chart a course for Rhode Island agriculture over the next five years. Supported by a grant from the van Beuren Charitable Foundation, this effort—*A Vision for Rhode Island Agriculture: Five-Year Strategic Plan*—is the first project of the newly formed RI Agricultural Partnership, whose mission is to foster the economic viability of the state’s agricultural producers, establish a self-sustaining and coordinated delivery of agricultural services and financing to farmers, provide increased food security and access to local food for all Rhode Islanders, and cultivate support among the public and policymakers for the future of agriculture.

The farmer-directed RI Agricultural Partnership and the van Beuren Charitable Foundation intended that the issues and opportunities, goals and strategies identified in this *Five-Year Strategic Plan* be formed and informed by the state’s farmers. The Plan culminates a year of outreach to the state’s diverse agricultural community—from greenhouse growers to orchardists, livestock farmers to beekeepers, vegetable growers to nurserymen; from producers in urban areas to those in rural communities, on half-acre farms to 500-acre farms; and from those who farm as an avocation to those who farm as their sole occupation. More than 400 attendees participated in the Plan’s development through three listening sessions, an online survey, interviews and a statewide forum at which its draft goals and strategies were shared and discussed. The Partnership’s Steering Committee—composed largely of farmers—provided outreach to the agricultural community and guided the planning process. While too numerous to include in the Plan itself, all of the comments received and made at each of the three listening sessions and the statewide forum were transcribed and can be read on the RI Agricultural Partnership Web site at www.RhodyAg.com. So, too, can notes from interviews with representatives of agricultural and allied organizations who accepted our invitation to comment on opportunities and challenges facing RI agriculture. While forestry and aquaculture are considered agriculture, they are not a major focus of this Plan. A statewide Forest Resources Management Plan was done in 2005 and updated in 2010. 1 Additionally, a major strategic planning effort for aquaculture occurred in 1995–1998 as an initiative of the RI General Assembly, generating a strategic plan that led to an overhaul of the state’s aquaculture laws in 1998. 2

The Steering Committee of the RI Agricultural Partnership would like to thank those who have contributed in many ways to this Plan. We are especially grateful to the service providers, state agency personnel, planners and staff from nonprofit organizations that support agriculture who served on the Plan’s Advisory Committee and to those, both farmers and non-farmers, who participated in the four workgroups that shaped the comments received through the forums into the goals and strategies presented here. We extend a special appreciation to those who helped make the listening sessions and statewide forum a success, including Heritage Hall (Slatersville), Schartner’s Farm (Exeter), St. Barnabas Church (Portsmouth), Kristen Castrataro and Rick Rhodes from the University of Rhode Island, and Garry Berland and Tom Sandham from the RI Rural Development Council. And we recognize the tireless and invaluable efforts of Tom Sandham, who coordinated the planning process, and Cris Coffin and Ben Bowell with American Farmland Trust, who facilitated the Plan’s development. Most of all, we thank the farmers who took the time to share their hopes and concerns about the future of agriculture in the state. Now that the *Five-Year Strategic Plan* is done, governance and goals will continue to be representative of all farms in RI through the Partnership’s farmer-led Steering Committee, which will determine what items of the Plan are emphasized first for completion and will continue to give direction, determine importance and direct outcome. It is without question that the farmer’s voice will be what directs the RI Agricultural Partnership now and in the future.

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1 See www.planning.ri.gov/forestplan/frmp/forestplan.pdf.

2 See House Resolution 1995-199 Special House Commission to Develop a Plan to Promote, Protect, and Stimulate Aquacultural Commerce in Rhode Island, Acted upon by the General Assembly of the State of Rhode Island; and Senate Joint, etc., A Strategic Plan for Rhode Island Aquaculture Prepared for the Rhode Island Legislative Commission on Aquaculture, Department of Natural Resources Economics, University of Rhode Island, 1998.
I. A Vision for Agriculture

By 2016, we envision a Rhode Island in which:

- Officials and citizens understand the critical importance of farms and farmlands to Rhode Island's economy, environment, public health, community character and livability;
- State and local governments support and promote agriculture, recognizing that farms are important cultural, recreational and educational centers in addition to small businesses that produce locally grown farm products such as dairy, fibers, fruits, grains, honey and other agricutural products, horticultural and nursery products, livestock, poultry, seafood, turf grass and vegetables;
- A sustainable and well-coordinated farming and food system encourages profitable farm businesses by providing:
  - A full range of business and technical resources and services for new and existing farmers;
  - Improved state and regional food and farm infrastructure;
  - A secure and affordable land base for agricultural operations;
- The amount of workable farmland in production has increased, and the state has successfully used voluntary and non-regulatory approaches to stop the loss of farmland while respecting and protecting the property rights of farmers and farm landowners;
- Rhode Island's agricultural sector has expanded and diversified production in response to increased demand for Rhode Island-grown farm products;
- Rhode Islanders routinely ask for and purchase Rhode Island-grown farm products in preference over similar products produced elsewhere;
- Rhode Islanders at every income level have improved access to locally grown foods, and a greater percent of the food consumed in-state comes from Rhode Island farms;
- Farmers are recognized as good stewards of 11 percent of Rhode Island's land base and will continue to follow best management practices to ensure both natural resource preservation and food safety;
- Expanded agritourism activities enable Rhode Islanders to experience farms firsthand and provide farmers with additional sources of income;
- Rhode Island farming is profitable, with farmers receiving a fair price for their products and unburdened by unnecessary and costly regulations.

II. The Importance of Agriculture

Agriculture Past and Present

Subsistence farming was the primary occupation of many early colonial Rhode Islanders, and the vast majority of the land area of RI was once farmed. As population levels increased and society and economies developed, so did the market for various agricultural products within RI and New England, other parts of colonial America and beyond. Rhode Island was well situated to take advantage of market opportunities given its proximity to Narragansett Bay, the ocean and trade routes, combined with the moderating climatic effect of the ocean and substantial coastal farmlands; commercial agriculture became an integral and important part of the early RI economy and lifestyle. Rhode Island also was the birthplace of the industrial revolution, and the ascendance of a manufacturing based economy and, later, intense real estate development, were among the causes of a dramatic decline in agriculture, particularly in the 20th century, as evidenced by the decrease in farmland by approximately 80 percent from beginning to end of the century.

After World War II, RI and New England in general became less and less dependent upon local agriculture for food production and more so upon other regions of the United States and world. Rhode Island also became unique within New England in the very high percentage of its agricultural economy attributed to the “green” industry (nursery, ornamentals, turf), which is a reflection in part of many years of a strong housing market, the loss of dependence upon local farming for food needs and the lack of understanding of its economic value in general meant that land and societal development post World War II was often at the expense of local farming.

Various laws and ordinances enacted by state and local agencies often had direct negative effects, intended or not, on agriculture, which for much of the 20th century was marginal economically and therefore highly sensitive to changes in policy or regulations at the federal, state or municipal level. The lack of big picture perspective regarding agriculture and food is exemplified by the fact that in the early 1950s there were over 400 dairy farms in RI; many dairy farmers delivered door to door and sold eggs, fruits and vegetables in season; and homeowners were accustomed to knowing their farmers. A state-enacted prohibition on raw milk sales, while for legitimate public health reasons, offered no corresponding countermeasure of funding or programs to assist farmers in developing pasteurization capabilities or plants. As a result, the number of dairy farms declined dramatically, and homeowners lost long-standing traditional relationships to local farmers.

It was not until 50 years later with the formation of the RI Dairy Farms Cooperative with funding from RI Department of Environmental Management (RIDEM) Division of Agriculture, the RI Economic Development Corporation and later the United States Department of Agriculture (USDA) that the steady decline in the economic viability of the RI dairy industry as a whole began to improve, as the cooperative developed and implemented a business model of marketing and selling local Rhody Fresh milk directly to the public. However, the overall decline in farms and farmers—the dairy industry being one example—resulted in land being available for development, which combined with intense development pressure resulted in farms being converted to residential or commercial use.

A crisis point was reached in the early 1980s, and farmers banded together with help from the RI Farm Bureau and worked with the RI General Assembly to pass several landmark pieces of legislation, such as the RI Right to Farm Act, Farm, Forest and Open Space Act, Farm Land Preservation Act and agricultural exemptions to the Freshwater Wetlands Act. A gradual shift in the industry also began to emerge in the 1980s as farmers moved from dairy, wholesale marketing and mono cropping toward a retail focus that has gathered steam and is now largely the emphasis in RI.

This retail-oriented focus includes emphasis on diversification and value-added products and venues, and initiatives such as farmers markets, roadside stands, cooperative marketing and other local buying initiatives and efforts. These transforming changes in the market-place combined with many other factors and state, local and non-governmental support and initiatives have led to a resurgence in farming. This resurgence has also been bolstered of late by the local food movement, which has its origins in the increasing recognition of vulnerabilities in the current global food system and the need to recreate a more sustainable, healthy and locally based food system. The “green” industry remains vital and the largest contributor to the economy of agriculture in RI, accounting for more than 62 percent of the state’s total agricultural market share. However, shifts within the industry are also occurring with the recent downturn of the housing market as the ornamental industry looks to diversify and adapt to changing markets. Aquitainment and aquaculture have also emerged in recent years as a new and important trend in the state’s agricultural sector.

A Vision for RI Agriculture

www.RhodyAg.com
I. A VISION for AGRICULTURE

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Agriculture Past and Present

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II. The IMPORTANCE of AGRICULTURE

During three listening sessions held in 2010, farmers were asked what is working in RI agriculture, and what more is needed. The quotes you see throughout this document represent a few of the hundreds of comments made during the listening sessions, which, along with the discussions that followed, provided the basis for the goals and strategies contained in the plan. A complete list of comments from the listening sessions can be found on the Partnership’s Web page, at www.RhodyAg.com.
Rhode Island Cash Receipts, 2008

(Thousands of Dollars)

<table>
<thead>
<tr>
<th>Category</th>
<th>Receipts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greenhouse, Seed &amp; Nursery</td>
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<tr>
<td>Vegetables</td>
<td>$492</td>
</tr>
<tr>
<td>Oiler Groups</td>
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<tr>
<td>Fruit</td>
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<tr>
<td>Milk</td>
<td>$428</td>
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<tr>
<td>Other Livestock &amp; Poultry</td>
<td>$101</td>
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<tr>
<td>Aquaculture</td>
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</tbody>
</table>

The advent of agri-tourism, aquaculture and direct marketing and the increasing importance of orchard activities to overall farm viability recently caused the General Assembly to revise the Right to Farm Act (RI General Laws § 2-42-4). The state now defines an agricultural operation as:

Any commercial enterprise which has as its primary purpose horticulture, viticulture, viniculture, floriculture, forestry, breeding of horses, dairy farming, or aquaculture, or the raising of livestock, including for the production of fiber, fur bearing animals, poultry, or bees, and all such other operations, uses and activities as the director, in consultation with the chief of division of agriculture, may determine to be agricultural, or an agricultural activity, use or operation. The misuse of farms and farmland for other forms of enterprise is hereby recognized as a valuable and viable means of contributing to the preservation of agriculture.

In a remarkable turnaround from the prior century, RI is growing new farms and farmers. According to the US Census of Agriculture, the number of farms in the state swelled from 8,581 to 2,119 between 2002 and 2007—the largest of any state in the nation.10

Agriculture’s Contributions

...to RI’s Economy

A sector of small businesses, farms and farmers generate jobs, taxes and revenues. A rough and very conservative estimate of the sector’s contribution to the state’s economy is $160 million.11 Two recent studies indicate that this figure is likely far higher. A 2010 study by the University of Connecticut of the economic contribution of RI’s agricultural industry creates up to an additional $66 million in economic activity, for an average of $13,900 per cow.12

Increasing Local Milk Processing Capacity: Benefitsto Pioneer Valley Consumers and Communities—www.endowedri.com 2011. The study found that the average dairy farm generated $12.5 million in economic activity for an average of $13,900 per cow.

...to RI’s Environment

Rhode Island farms are a diverse mix of livestock, cropland, woodland and wetlands that provide vital environmental benefits. These include carbon sequestration, surface water filtration, groundwater recharge and flood prevention, and improved air quality. Farms also offer feeding and breeding areas for local bird populations and provide stopovers for migrating birds, while providing habitat for many other land and water species. A couple of studies have estimated the economic value of these irreplaceable environmental services. In its 2003 publication Losing Ground: At What Cost? Massachusetts Audubon Society concluded that the annual value of these services provided by cropland and pasture in Massachusetts was $1,381 per acre. A 2004 study, Understanding RI’s Forest Economy, estimated the annual dollar value of ecosystem services from the state’s woodland at $1.659 per acre. Based on these estimates, RI’s 68,000 acres of cropland, pasture and woodlands owned by farmers and representing 1 percent of the land area of the state provide approximately $90 million annually in environmental benefits.

...to RI’s Food Security

Rhode Island’s one million consumers rely on an increasingly global food system. New England produces less than 10 percent of the fruits and vegetables consumed in the region and barely half of its milk and cheese.13 Like the rest of the region, RI has a food supply that is increasingly vulnerable to short and long-term supply and price disruptions. Natural disasters, weather events, terrorist acts, food safety scares, transportation disruptions and energy shocks can cut off food supplies in a short period of time, especially perishable items like fruits, vegetables and milk. Declining global oil reserves, rising energy prices and changing weather patterns are generating increased public support for efforts to improve food system resiliency and grow local food production capacity.

...to RI’s Public Health

RI-grown food is helping to improve the nutritional health of the state’s residents. Over 675 families eligible for the federal Supplemental Nutrition Assistance Program in 2010 spent $3,723 through Farm Fresh RI’s “Fresh Bucks” program at eight farmers markets in 2010. Eligible low-income seniors and handicapped persons of any age living in senior housing redeemed 49,000 coupons totaling $245,000 at farmers markets and roadside stands in RI in 2010 through a program administered by the RODEM Division of Agriculture with USDA funding. The health impact is significant: customer surveys showed that a majority of shoppers who use SNAP benefits at farmers markets eat USDA recommended daily servings of fruits and vegetables, and more than half have increased their daily servings since their initial participation. RI farms and farmers are a growing source of nutritional food for schools around the state. Local farm products available in schools in 2009 included Rhody fresh milk, eggs, peas, plums, eggplant, cantaloupe, blueberries, spinach and summer squash. These local foods are helping school districts meet new state nutrition requirements aimed at increasing daily consumption of fruits, vegetables and whole grains among kids.

...to RI’s Municipal Budgets

Farms are important fiscal contributors to the communities’ tax bases. More than 1.95 Cost of Community Services (COCs) studies around the country have found that farmland, forestland and privately owned open space pay more in property taxes than required in local services. COCS studies use a case-study approach to determine a community’s public services costs versus revenues based on current land use. Three studies conducted by the Southern New England Forest Consortium in the communities of Hopkinton, Little Compton and West Greenwich found on average that farmland required $0.38 in services per $1.00 paid in taxes while residential land required $1.07 in services per $1.00 paid. This was true even of lands taxed under the state’s Farm, Forest and Open Space Act. While residential development can increase a community’s tax base, it also imposes costs on the community—schools, roads and social services—that eclipse the added revenues.

...to RI’s Society

Farms and farmers attract tourists and retain residency. This is critical for a state as small as Rhode Island—9 percent of its population between 1991 and 2009. According to a 2010 national Gallup poll, the top three indicators of “community attachment”—what causes residents to be attached to their community—are social offerings, openness and aesthetics.14 Farms provide all three. Agricultural activities such as apple picking, corn mazes, wine-tasting, farmers markets and wagon/sleigh rides offer recreation and social opportunities. Farms and related venues like farmers markets are “open” places where people of all ages, genders, economic backgrounds and life histories can unite in their common enjoyment of sights, sounds, tastes and experiences. For many people, few sights are more moving than grazing animals, well-tended crops, historic barns and stone walls. People like living in proximity to farms.

By fostering an active agricultural community, Rhode Islanders are also fostering their state’s community, creating a place that people love and are reluctant to leave.

1 USDA National Agricultural Statistics Service. 2011 Census of Agriculture

2 USDA National Agricultural Statistics Service. 2011 Census of Agriculture

3 Estimate provided by the RI Department of Environmental Management


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8 New England Forest Foundation; Turfgrass Foundation; Rhode Island Agricultural Partnership.

9 See wenagroup.com/pdf/1447/Social-Effects-of-Open-space-Key-Community-Welfaredoc.pdf
A Vision for RI Agriculture

The advent of agritourism, aquaculture and direct marketing and the increasing importance of ancillary activities to overall farm viability recently caused the General Assembly to revise the Right to Farm Act (RI General Laws § 2-24-47). The state now defines an agricultural operation as:

“Any commercial enterprise which has as its primary purpose horticulture, viticulture, viniculture, floriculture, forestry, staging of horses, dairy farming or aquaculture, the raising of livestock, including for the production of fiber, fur-bearing animals, poultry, or bees, and all such other operations, uses and activities as the director, in consultation with the chief of division of agriculture, may determine to be agricultural, or an agricultural activity, use or operation. The mixed-use of farms and farmland for other forms of enterprise is hereby recognized as a valuable and viable means of contributing to the preservation of agriculture.”

In a remarkable turnaround from the prior century, RI is growing new farms and farmers. According to the US Census of Agriculture, the number of farms in the state swelled from 858 to 2,119 between 2002 and 2007—an increase of 142 percent. These farms, however, produce less than 0.1 percent of the value of the state’s agricultural products. The majority of the state’s agricultural market value is produced by 167 farms with annual sales of between $50,000 and $1 million. Thirteen percent of these farms produced less than $1 million and account for 35 percent of market share, while the 419 farms with sales between $5,000 and $50,000 constitute the remainder.

Interest in farming is coming from all ages. The College of the Environment and Life Sciences at the University of Rhode Island (URI) reports a 23 percent increase from 2006 in students majoring in what would be considered traditional agriculture-related fields.

Many beginning farmers are not young but transitioning to agriculture as a second career or rearing farming as a part-time enterprise in addition to off-farm employment. More farms are being operated by women as well; the number of farms with women as the primary operator more than doubled from 2002 to 2007, to 297. Despite this new interest in agriculture, however, the state’s farm population continues to age: The average age of an RI farmer is 56 years old, and 28 percent of the state’s farmers are over 65 years old.

Agriculture’s Contributions

...to RI’s Economy

A sector of small businesses, farms and farmers generate jobs, taxes and revenues. A rough and very conservative estimate of the sector’s contribution to the state’s economy is $1.00 million. Two recent studies indicate that this figure is likely far higher. A 2010 study by the University of Connecticut estimated the economic contribution of agriculture in Connecticut at $2.5 billion in annual activity, according to an analysis done by American Farmland Trust of dairy farms and processing in western Massachusetts.1 Business generators need part-time and summer jobs, while farms stand, farms and farm stores and farm attractions attract customers whose purchases recycle through the local economy.

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RI-grown food is helping to improve the nutritional health of the state’s residents. Over 875 families eligible for the federal Supplemental Nutrition Assistance Program (SNAP) spent $3,723 through Farm Fresh RI’s "Fresh Bucks" program at eight farmers markets in 2010. Eligible low-income seniors and handicapped persons of any age living in senior housing redeemed 49,000 coupons totaling $245,000 at farmers markets and roadside stands in RI in 2010 through a program administered by the RIDEM Division of Agriculture with USDA funds. The health impact is significant; customer surveys showed that a majority of shoppers who use SNAP benefits at farmers markets eat more fruits and vegetables than those who do not participate in SNAP.

Eligible low-income seniors and handicapped persons may use their SNAP benefits to purchase fresh fruits and vegetables at farmers markets. A 2010 national Gallup poll, the top three indicators of “community attachment”—what causes residents to be attached to their community—are social offerings, openness and aesthetics.3 Farms provide all three. Agricultural activities such as apple picking, corn mazes, winery tours, farmers markets and wagon/sleigh rides offer recreation and social opportunities. Farms and related venues like farmers markets are “open” places where people of all ages, genders, economic backgrounds and life histories can unite in their common enjoyment of sights, sounds, tastes and experiences. For many people, few sights are more moving than grazing animals, well-tended crops, historic barns and stone walls. People like living in proximity to farms.

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1 USDA National Agricultural Statistics Service, 2007 Census of Agriculture

2 Ibid.

3 Estimate provided by the RI Department of Environmental Management


6 USDA National Agricultural Statistics Service, 2007 Census of Agriculture


11 USDA National Agricultural Statistics Service, 2007 Census of Agriculture


To achieve our vision for RI agriculture in 2016, we will need to address the opportunities and challenges facing the industry today. The opportunities are exciting: Agriculture is on the upswing, thanks to growing consumer interest in local farm products and the entrepreneurial skills of the state’s farmers, who, assisted by a number of new support entities, are employing new market and business strategies to meet demand. However, like other southern New England states, RI must overcome significant challenges in order to ensure the future viability of family farms and to enable future generations to enjoy the many benefits that family farms provide.

III. OPPORTUNITIES and CHALLENGES

Opportunities

Consumer demand for fresh, local foods has increased markedly.

The first decade of the 21st century saw a marked shift in American attitudes toward food. Until recently, most Americans shopped solely in supermarkets for their foods and were generally unaware of, and uninterested in, their foods’ origins. However, a rise in incidences of food contamination, both domestic and foreign, has heightened awareness of food safety issues and of American dependence on imported foods. Concern about the sharp increase in obesity has focused public attention on food security and nutritional health. A growing interest in cooking has also sparked demand for fresh foods, ethnic cuisines and new products. This shift in attitudes has been clearly evident in RI. Even the recent recession did not appear to slow rising consumer demand for locally sourced farm products.

In response, farmers are increasing production and broadening their product mix to include things such as sweater varieties of carrots, heirloom vegetables and livestock, mushrooms, and wheat and rye for local flour processing. Farms and start-up farmers and nursery growers are experimenting with a wide variety of new value-added products—from canned salsas and pastas and sauces, to specialty goat and cow cheeses, to chocolates flavored with local horey, herbs and fruit, to dried teas. The renewed interest in local food is fueling new market opportunities and new jobs in the agricultural sector.

Environmental remediation and green infrastructure hold promise for the state’s horticultural sector.

Bioremediation—a type of environmental remediation—uses microbes and plants (trees, shrubs and grasses) to restore soil health. A highly cost-effective way to decontaminate abandoned and often toxic industrial and commercial sites, its use is growing on brownfields in many urban areas in the Northeast. Similarly, RI communities are recognizing the value and cost-effectiveness of green roofs, bio-retention systems and permeable pavements in managing stormwater runoff; especially after the state’s catastrophic flooding in 2010. Green roofs retain 40–60 percent of the stormwater that hits them. They also lower air temperature and can provide communities with roof-top parks, farms and natural habitats for wildlife. This new emphasis on plant materials in environmental remediation and green infrastructure offers market potential for RI nurseries and sod farms.

A renewed focus on the state’s forest health through invasive species management is also generating demand for locally sourced native plant materials for wildlife habitat restoration. The RI Nursery and Landscaping Association sees potential for business expansion among nursery growers and garden centers to meet the needs of the state’s restoration community, as well as homeowner interest in plant materials for rain gardens and green and edible landscaping.

Direct-to-consumer sales are improving farm profits.

Once driven almost exclusively by wholesale markets, today’s agricultural industry is more diverse, with greater emphasis on direct-to-consumer sales. While many farmers continue to sell through wholesale markets, more than 27 percent of farms in the state are selling at least some of their product directly to consumers. In 2002, direct-to-consumer sales of agricultural products for human consumption totaled $3.7 million; by 2007, it had grown to $6.3 million, or nearly 10 percent of all agriculture market sales in RI. Similarly, from 1998 to 2009, the number of horticultural operations with over $10,000 in annual sales marketing directly to consumers rose from 77 to 88, with retail sales rising from $6.12 million to $7.2 million. In 2010, RI now leads the country in the percentage of agricultural market sales derived from direct marketing. Eliminating the middle man is helping to improve farm profits. According to the 2007 Census of Agriculture, the 281 RI farms that are marketing raw foods directly to consumers had, on average, more than double the annual net cash farm income in 2007 that farms were not involved in these types of ventures.

The number of farmers markets is growing, bringing local farm products to communities of urban and rural consumers. There are now more than 40 markets statewide, and at least three—In Pawtucket, North Kingstown and South Kingstown—operate year-round. Consumers are also flocking to farm stands, pick-your-own operations and community supported agriculture, or CSA, farms. To build their retail operations, many farms and nurseries with direct-to-consumer sales are adding additional attractions, like corn mazes, hayrides and butterfly houses, which are helping to improve profitability.

RI farmers are finding new and profitable ways to aggregate their farm products and brand and market products as locally grown. One of the most successful efforts to aggregate and market local farm products has been the RI Dairy Farms Cooperative, which began marketing Rhody Fresh branded milk in 2004. Gross sales revenues in 2009 reached $2 million, and the cooperative repaid a $125,000 start-up loan in full to the RI Economic Development Corporation. Rhody Fresh has spawned a number of other collaborations, including the RI Raised Livestock Association, which was founded in 2005 and contributes over $300,000 to the state economy annually. RI Sheep Cooperative, which connects and supports sheep producers while promoting alternative markets for the state’s wool supply; RI Royal Potatoes, a new cooperative marketing venture among several of the state’s potato growers; and Farm Fresh RI’s Market Mobile. Started in 2009, this pooled farm-to-business delivery service has facilitated $1 million in new sales in its first two years and expects to grow to $2.5 million in annual sales within four years. These collaborative efforts to aggregate, brand and distribute RI farm products are helping to improve profitability.

Institutional purchases of RI-grown farm products are also on the rise. Rhode Island is the only US state in which every school district serves some foods grown in the state. Through the RI Farm to School Project, a successful collaboration between state agencies, public and independent schools and several nonprofit organizations...
To achieve our vision for RI agriculture in 2016, we will need to address the opportunities and challenges facing the industry today. The opportunities are exciting: Agriculture is on the upswing, thanks to growing consumer interest in local farm products and the entrepreneurial skills of the state’s farmers, who, assisted by a number of new support entities, are employing new market and business strategies to meet demand. However, like other southern New England states, RI must overcome significant challenges in order to ensure the future viability of family farms and to enable future generations to enjoy the many benefits that family farms provide.

**Opportunities**

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A Vision for RI Agriculture

coordinated by Kids First RI, schools are purchasing everything from local milk to grass-fed beef to eggs and offering students new options like fruit and vegetable bars. To meet new state school food nutrition requirements, schools are continuing to expand the amount and variety of locally grown, healthy foods offered in their cafeteria.

RI restaurants, too, have become important buyers. Over 200 culinary and hospitality businesses now buy from local farms, both directly and through Farm Fresh RI’s Market Mobile. The commercial custom base for local food is diverse and runs the gamut from major hotel chains to boutique inns, from high-end restaurants to no-frills diners to the cafeterias in RI’s hospitals, workplaces and colleges. Fresh, local food produced by RI agriculture complements the state’s strength in the tourism, culinary, healthcare and higher education sectors. The success in promoting local foods to public school systems, restaurants and institutions suggests further opportunities to encourage more institutions and businesses to buy local. These opportunities could be enhanced through full implementation of the state’s current procurement preference for RI farm products and expansion of that preference, including a preference for RI-grown plant materials for state and municipal landscaping and green infrastructure.

Greater access to healthy, local food is improving the nutritional health of RI residents. The expansion of farmers markets into traditional food deserts, along with new Electronic Benefit Transfer (EBT) technology, new policy innovations and new partnerships, is improving access to healthy local foods for RI seniors and low-income families. At the same time, farmers benefit from a broader customer base and food dollars can recycle in the local economy.

Like other states, RI uses EBT to distribute federal Supplemental Nutrition Assistance Program (SNAP) benefits (formerly known as food stamps) via debit cards. The installation of EBT machines at almost half of the state’s farmers markets has enabled SNAP recipients to use EBT cards to purchase fruits, vegetables, food-producing plants and food products at participating markets. With “bonus bucks,” a program offered by Farm Fresh RI and several partners, SNAP recipients at eligible markets in Providence, Pawtucket and Woonsocket can receive up to $5 more for food products when they use their EBT cards. SNAP recipients can also use EBT cards to purchase a seasonal Community Supported Agriculture (CSA) farm share through Farm Fresh RI’s “market basket” program.

Another successful program has expanded access to local foods for seniors. In 2009, nearly 20,000 income-eligible seniors were given Senior Farmers Market Nutrition Program coupons that could be redeemed at any of 36 farmers markets, 16 farm stands or a mobile farmers market that visited 14 different senior meal sites. According to the RI Division of Agriculture, which administers the program, the program had an 86 percent redemption rate and has been a win-win for seniors and farmers—helping seniors stretch limited food budgets while expanding market opportunities for the 120 farmers who participated. A similar farmers market coupon program exists for the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) program.

Farms have become destinations.

No longer just places where farm products are grown and sold, farms and nurseries across the state are developing new recreation, entertainment, hospitality and educational offerings that have made them popular destinations for Rhode Islanders and tourists alike. Between 2002 and 2007, the number of farms offering “agritourism” activities increased seven-fold, and sales generated through agriculture increased from $23,000 to $689,000. From bed and breakfasts and farm stays, educational tours and hands-on learning programs, corn mazes and hayrides, weddings and harvest dinners with locally produced wines and foods, agritourism is a growing segment of RI’s economically important tourism sector.

In 2006 the RI Center for Agriculture Promotion & Education (RICAPE) launched “RI FarmWays” to create a hub for marketing support, technical assistance and training for destination farm operators and a promotional and event hub for the public. Since then, the initiative has re-launched as “New England FarmWays,” incorporating farms in nearby CT and MA.

New nonprofit organizations are joining with the old to provide services and advocacy support for RI Farmers.

Long-standing farm organizations like the RI Farm Bureau and established commodity groups like the RI Nursery and Landscape Association have been joined by new organizations such as Farm Fresh RI, Kids First RI and the RI Center for Agricultural Promotion and Education, and by new commodity associations. Cumulatively, these organizations support farmers with a wide range of technical assistance and training in the areas of marketing and business development and also work directly to develop markets for agricultural products and establish new distribution systems. The nonprofits have also identified sizable new private and public resources and opportunities for RI agriculture. Because they work outside the government realm, they can be very effective in mobilizing expertise and funding from multiple state departments and agencies and streamlining public and private efforts to achieve common goals.

RI Farmers and the organizations that support them are coordinating efforts to identify needs, mobilize resources and deliver services. The newly created, farmer-driven RI Agricultural Partnership offers a valuable coordination of efforts within the agricultural industry to identify needs, mobilize resources and deliver services. Representing farms and farmers of all types and scales, the Partnership intends to be a voice of and for all farmers and to encourage public and private sector investments and collaborations in the industry.
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Right to farm should not just be a nuisance law but an actual right of a Rhode Island citizen to farm their property in all zones and sell the products of their farm on their farm.

Challenges

Land availability and affordability are significant obstacles to expanding or starting farm operations. The land base needed to sustain and expand RI’s agricultural production faces continued threat from residential and commercial development pressures. In the 25 years between 1982 and 2007, RI lost 13,900 acres, or 22 percent, of its agricultural land to development. In that same period of time, the state converted to development a higher percentage of its prime agricultural land—the most productive of its farmland—than any other state: nearly 30 percent.

Today, RI’s working farms comprise approximately 68,000 acres, of which about 40,000 acres are used for crops and pasture. (The remaining acreage is woodland, wetlands and land containing farmhouses, barns and other outbuildings, roads and irrigation ponds.) As of January 2010, only 10,000 of those 40,000 acres of cropland and pastureland were permanently protected. The other 30,000 acres—many located in some of the most attractive areas of the state—remain vulnerable to development.

Farmland protection involves many partners, including the state, the USDA, the Department of Agriculture (USDA) and other federal agencies, municipalities, private foundations and conservation organizations, and more than 40 municipal and private land trusts now operating in RI. Of the state’s 10,000 protected acres, more than half have been protected through the state’s Agricultural Lands Preservation Program, with a state investment of $26.1 million. Since 1996, the USDA Natural Resources Conservation Service has contributed approximately $17 million through the Federal Farm and Ranch Lands Protection Program toward the permanent protection of 2,300 acres of some of the state’s most productive farmland. The remaining 4,000 acres of cropland and pastureland are protected by state, municipal and/or other conservation organizations.

Fortunately, public support for permanent farmland protection remains strong. The 2008 statewide open space bond, promoted as a way to protect the state’s farmland, passed with 88 percent voter approval. A May 2010 public opinion poll showed that the strongest voter support for any statewide bond options was for farmland protection. Another statewide open space bond was approved by voters in 2010.

Preventing the further loss of workable farmland, using voluntary and non-regulatory approaches, must be a high priority over the next few years, as should efforts to identify and bring additional land into agricultural production. Continued public education will be needed to remind elected officials and taxpayers about the benefits of investing in farmland protection, and policy innovators will be required to ensure that protected farmland stays in agricultural production and remains affordable to farmers when it transfers from one owner to the next.

The cost of farmland also continues to rise, and farmers identify the lack of access to affordable farmland as a key challenge to agricultural growth and stability. At $13,600 per acre, the value of RI’s farm real estate is the highest in the country.

Finding ways to keep farmland affordable for current and new farmers will require innovative new state policy tools that do not disincentivize the rights, and equity that current farmers and farmland owners have in their property.

Regulatory issues challenge farm profitability.

A web of overlapping, complex regulations at the local, state and federal levels constrains what, where and how farmers may grow, process and market their products. Given the nature of their business, farmers deal with a larger number of federal, state and local regulations than most other small business owners. Regulations range from those that govern farm operations—including livestock vaccination and care, pesticide storage and use, water use, environmental compliance, workforce housing and farm labor standards—to those that govern marketing, health, and food safety standards. Redundant or inconsistent regulations among municipalities and state and federal agencies often increase compliance costs.

Another regulatory area that has tremendous impact on farm viability is municipal land regulation. While most RI municipalities have indicated an interest in supporting agriculture and retaining the open space that working agricultural lands provide, many have not updated their land use and zoning regulations to allow the variety of on-farm activities and ancillary uses that are vital to continued farmland viability and profitability.

Streamlining local, state and federal regulations and permitting processes is a high priority for the state’s farmers, just as it is for other small businesses. Also needed are periodic trainings for farmers on regulatory compliance.

Lack of processing, marketing and distribution equipment and infrastructure limits the ability of RI’s farms to meet the demand for their products.

Development of the production, processing, marketing and distribution infrastructure required to respond to new consumer demand is still in the early stages. The entities responsible for infrastructure development will need continued organizational and capital support until self-sustaining business models mature.

Custom farm equipment is expensive and outside the financial reach of many farm operations; creating a cooperative or other entity to purchase and share equipment would allow more farms to grow crops not currently viable because of equipment limitations. Similarly, scaling up production of RI livestock will require additional slaughter and processing capacity. Shared mobile slaughter and processing units may provide a cost-efficient option for smaller-scale growers.

Additional processing and kitchen facilities are needed to enable the state’s farmers and start-up food processing businesses to develop value-added products. These products increase employment and revenue in the state’s agricultural sector, and the additional wages and profits retained in state then have a “multiplier” effect in the local economy.

The state must expand its light processing capacity—to cut, chop, wrap and freeze fruits and vegetables—and develop a better system for tracking and identifying RI-grown food products through the distribution chain. At the same time, while continuing to ensure food safety, the complex state health regulations that challenge the viability of young food processing businesses should be reviewed and streamlined.

Farmers markets have developed rapidly, and different markets are experiencing uneven balances of supply and demand. Farmers selling at some markets are restricted in what they can sell from other farms to supplement their own product, making it difficult for them to meet the needs and demands of customers. The number, locations and operating guidelines for farmers markets around the state need to be carefully reassessed.

Aggregation and distribution services and support are needed to facilitate purchase of local product by restaurants and institutions. One model with potential for expansion or replication is Farm Fresh RI’s successful Market Mobile—a pooled food-barn-to-delivery service that compiles orders from and delivers local farm products to chefs, grocers, hospitals and schools. The more mature and clearly successful farmer cooperative entities, such as the RI Dairy Farm Cooperative, are required technical and financial support in their formative stages, and new cooperative and other collaborative ventures will require support as well. Coordination and continuation of statewide marketing, branding and promotion activities, such as the RIDEM Division of Agriculture’s Get Fresh Buy Local campaign, are also necessary and require financial support. Efforts to educate consumers about where and how to find RI-grown farm products, such as Farm Fresh RI’s comprehensive online guide, must also be supported.

The nonprofit organizations that have launched programs to support agriculture and expand access to local foods would not have been able to do so without the support of private RI philanthropies. In many cases—particularly the new marketing and distribution systems on which many of the state’s farmers now depend—the long-term goal of these organizations is to develop programs with self-sustaining business models. However, until these programs can expand sufficiently, funders who are willing to provide “patient capital” will continue to play an essential role in fostering growth in RI’s agricultural sector.

Insufficient business and technical support challenge the stability and growth of RI agriculture.

Like other small-business owners in RI, farmers need business and technical support to grow their businesses and increase profitability. While farmer-based cooperatives and nonprofit entities provide some business and technical support, their work does not and cannot substitute for the essential services offered by the RI Division of Agriculture and the agricultural research and extension activities of the University of Rhode Island (URI). Decimated by years of budget cuts, these entities are severely understaffed and underfunded. This lack of resources is a major challenge to RI agriculture’s stability and growth. With the newly revitalized agricultural sector growing...
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Farmland protection involves many partners, including the state, the U.S. Department of Agriculture (USDA) and other federal agencies, municipalities, private foundations and conservation organizations, and more than 40 municipal and private land trusts now operating in RI. Of the state’s 10,000 protected acres, more than 60 have been protected through the state’s Agricultural Lands Preservation Program, with a state investment of $26.1 million. Since 1996, the USDA Natural Resources Conservation Service has contributed approximately $17 million through the Federal Farm and Ranch Lands Protection Program toward the permanent protection of 2,300 acres of some of the state’s most productive farmland. The remaining has been protected by municipalities, private and municipal land trusts and other conservation organizations. Fortunately, public support for permanent farmland protection remains strong. The 2008 statewide open space bond, promoted as a way to protect the state’s farmland, passed with 68 percent voter approval. A May 2010 public opinion poll showed that the strongest voter support for any statewide bond options was for farmland protection. Another statewide open space bond was approved by voters in 2010.

Preventing the further loss of workable farmland, using voluntary and non-regulatory approaches, must be a high priority over the next few years, as should efforts to identify and bring additional land into agricultural production. Continued public education will be needed to remind elected officials and taxpayers about the benefits of investing in farmland protection, and policy innovations will be required to ensure that protected farmland stays in agricultural production and remains affordable to farmers when it transfers from one owner to the next.

The cost of farmland also continues to rise, and farmers identify the lack of access to affordable farmland as a key challenge to agricultural growth and stability. At $13,600 per acre, the value of RI’s farmland is the highest in the country. Finding ways to keep farmland affordable for current and new farmers will require innovative new state policy tools that do not diminish the rights and equity that current farmers and farmland owners have in their property.

Regulatory issues challenge farm profitability.

A web of overlapping, complex regulations at the local, state and federal levels constrains what, where and how farmers may grow, process and market their products. Given the nature of their business, farmers deal with a larger number of federal, state and local regulations than most other small business owners. Regulations range from those that govern farm operations—including livestock vaccination and care, pesticide storage and use, water use, environmental compliance, workforce housing and farm labor standards—to those that govern marketing, health, and food safety standards. Redundant or inconsistent regulations among municipalities and state and federal agencies often increase compliance costs.

Another regulatory area that has tremendous impact on farm viability is municipal land regulation. While most RI municipalities have indicated an interest in supporting agriculture and retaining the open space that working agricultural lands provide, many have not updated their land use and zoning regulations to allow the variety of on-farm activities and ancillary uses that are vital to continued farm viability and profitability.

Streamlining local, state and federal regulations and permitting processes is a high priority for the state’s farmers, just as it is for other small businesses. Also needed are periodic trainings for farmers on regulatory compliance.

Lack of processing, marketing and distribution equipment and infrastructure limits the ability of RI’s farms to meet the demand for their products. Development of the production, processing, marketing and distribution infrastructure required to respond to new consumer demand is still in the early stages. The entities responsible for infrastructure development will need continued organizational and capital support until self-sustaining business models mature.

Custom farm equipment is expensive and outside the financial reach of many farm operators; creating a cooperative or other entity to purchase and share equipment would allow more farms to grow crops not currently viable because of equipment limitations. Similarly, scaling up production of RI livestock will require additional slaughter and processing capacity. Sharing mobile slaughtering and processing units may provide a cost-efficient option for smaller-scale growers.

Additional processing and kitchen facilities are needed to enable the state’s farmers and start-up food processing businesses to develop value-added products. These products increase employment and revenue in the state’s agricultural sector and the additional wages and profits retained in state then have a “multiplier” effect in the local economy. The state must expand its light processing capacity—to cut, chop, wrap and freeze fruits and vegetables—and develop a better system for tracking and identifying RI-grown food products through the distribution chain. At the same time, while continuing to ensure food safety, the complex state health regulations that challenge the viability of young food processing businesses should be reviewed and streamlined.

Farmers markets have developed rapidly, and different markets are experiencing uneven balances of supply and demand. Farmers selling at some markets are restricted in what they can sell from other farms to supplement their own product, making it difficult for them to meet the needs and demands of customers. The number, locations and operating guidelines for farmers markets around the state need to be carefully reassessed.

Aggregation and distribution services and support are needed to facilitate purchase of local product by restaurants and institutions. One model with potential for expansion or replication is Farm Fresh RI’s successful Market Mobile—a pooled farm-to-business delivery service that compiles orders from and delivers local farm products to chefs, grocers, hospitals and schools. The more mature and clearly successful farmer cooperative entities, such as the RI Dairy Farm Cooperative, all required technical and financial support in their formative stages, and new cooperative and other collaborative ventures will require support as well. Coordination and continuation of statewide marketing, branding and promotion activities, such as the RIDEM Division of Agriculture’s Get Fresh Buy Local campaign, are also necessary and require financial support. Efforts to educate consumers about where and how to find RI-grown farm products, such as Farm Fresh RI’s comprehensive online guide, must also be supported.

The nonprofit organizations that have launched programs to support agriculture and expand access to local foods would not have been able to do so without the support of private RI philanthropies. In many cases—particularly the new marketing and distribution systems on which many of the state’s farmers now depend—the long-term goal of these organizations is to develop programs with self-sustaining business models. However, until these programs can expand sufficiently, funders who are willing to provide “patient capital” will continue to play an essential role in fostering growth in RI’s agricultural sector.

Insufficient business and technical support challenge the stability and growth of RI agriculture. Like other small-business owners in RI, farmers need business and technical support to grow their businesses and increase profitability. While farmer-based cooperatives and nonprofit entities provide some business and technical support, their work does not and cannot substitute for the essential services offered by the RI Division of Agriculture and the agricultural research and extension activities of the University of Rhode Island (URI). Decimated by years of budget cuts, these entities are severely understaffed and underfunded. This lack of resources is a major challenge to RI agriculture’s stability and growth. With the newly revitalized agricultural sector growing...
The goals and strategies developed through the Plan have been segmented into three broad areas:

- **Building markets**
- **Business and technical support to farmers**
- **Agricultural land availability, protection and regulation**

A note on terminology: "Farm products" as used in this Plan encompasses food and non-food agricultural products, including (but not limited to) fruit, vegetables, livestock, dairy products, aquaculture, apiculture, agriculture enterprises, fiber products from vineyards, sod, nursery and other horticultural products.

**IV. GOALS and STRATEGIES**

**GOAL I.1: Production and consumption of RI farm products will increase concurrently.**

The long-term sustainability of RI’s agricultural sector depends on balanced growth in both supply and demand. Policies and actions to encourage and facilitate additional consumption of RI farm products must be paired with policies and actions that enable farmers and growers to increase production accordingly.

**GOAL I.2: Rhode Islanders will increase consumption of RI farm products.**

Rhode Island residents spent an estimated $2.65 billion on fresh, prepared and processed food from supermarkets, restaurants and other sources in 2009. At most, 1 percent of this, or $25.2 million, was spent on RI-grown food. Increasing this number to 3 percent or more would have a significant impact on the state’s economy and help to support new farms and farmers.

Even though out-of-state sales make up a significant portion of total sales for RI sod and nursery products, increasing in-state consumption of these products while maintaining out-of-state sales could have an equally important impact on the economy and improve the profitability of the largest sector of RI agriculture. Agricultural production is true production and is wealth-creating for all RI citizens, with a high economic multiplier effect.

**1.2 STRATEGIES**

A. Establish a baseline estimate of current in-state consumption of all RI farm products

Estimate should examine percent of RI farm products that are identified as such through distribution channels.

B. Recommend state-level programmatic and policy changes and/or initiatives needed to increase in-state consumption of RI farm products

C. Calculate the estimated economic benefit to the state associated with specific levels of increase in in-state consumption of RI farm products

D. Increase access to RI-grown farm products for low-income residents

Work with programs that are purchasing and serving food to low-income residents to assist them in connecting with RI-grown foods and promoting these foods to their participants (as public schools are doing)

Increase federal Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) Program coupon usage at farmers markets

Continue use of double coupon programs for the Federal Supplemental Nutrition Assistance Program (SNAP) and expand to Senior Farmers Market Program and WIC Program

Expand acceptance of SNAP and WIC at farm stands, Community Supported Agriculture (CSA) farms and farmers markets

Encourage additional farm stands and farmers markets along public transportation routes to increase access for low-income, elderly and disabled people

Expand use of local foods by Meals on Wheels and other programs that use state and federal dollars to purchase food, such as prisons, congregate senior dining sites, and adult day centers

E. Support establishment of a state-wide RI Food Council
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- Business and technical support to farmers
- Agricultural land availability, protection and regulation

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**[We need] better advertising for the state that farms are alive and producing in Rhode Island.**

**Promote farm kitchens as a cottage industry—provide education, training, and supervision.**

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- www.RhodyAg.com
While some of the public benefits of the state’s farms and farmland are readily apparent, many are not—including ways in which farms improve the environment through carbon sequestration and water recharge and filtration, contribute to local quality of life, and help balance municipal budgets. A better understanding of RI residents of the value and importance of farms to the state’s economy, environment and quality of life will help strengthen public support for local agriculture. Consumption of RI farm products is also likely to increase with heightened public awareness of where to purchase local farm products.

1.3 STRATEGIES

A. Coordinate a statewide, broad-based marketing effort for RI farms, agriculture and RI farm products

Improve coordination of existing marketing efforts and initiatives being conducted by various agricultural partners.

Create a team of marketing specialists from within and outside the agricultural community to develop a long-term marketing strategy that employs and supports multiple players (rather than a single agency or public relations marketing firm) and is sustained via multiple funding channels

• Identify priority concepts, themes, products, program and services to promote RI farms and products
• Identify first target audiences such as consumers, legislators, schools, restaurants and supermarkets
• Identify first priority promotional mechanisms
• Encourage use of www.RhodyAg.com
• Conduct pilot multi-dimensional and multi-themed marketing campaign(s) to a broad range of potential customers
• Evaluate results; refine campaign(s) accordingly and replicate on broader scale

B. Create a series of public messages around RI farms, agriculture and RI farm products

Highlight the benefits/value of RI farm products to local economy (including multiplier effect), public health, environment, food quality and flavor; sense of place and local quality of life

Educate consumers to look for RI farm products and brands and to ask questions about where the food and farm products they purchase are produced

Educate consumers about diversity and availability of RI farm products and ways to use them at home

Showcase institutions and businesses that increase purchase/consumption of RI farm products

• Help build positive publicity for institutions and businesses that engage in purchasing practices that support local farmers and practices transparency from farm to the end user

Highlight importance of farmland protection and value of farm conservation to the state and communities

Highlight importance of agricultural land being passed on from one generation to the next and need for changes to state and federal inheritance tax laws

C. Create a series of public messages around RVs “destination farms”

Recognize and support RI farms for their historic, educational and recreational value as destinations for the public (agritourism)

Recognize and support current and new efforts to grow and promote agritourism

Ensure that state and local tourism officials recognize and promote the connections between RI farms and agritourism, ecotourism and nature-based tourism

• Encourage use of www.RhodyAg.com
• Convene multi-dimensional and multi-themed marketing campaign(s) to a broad range of potential customers
• Evaluate results; refine campaign(s) accordingly and replicate on broader scale

D. Support and promote existing and new training and professional development programs to farms and enterprises on farm site development, effective marketing and sales techniques, and the importance of branding and farm product differentiation

E. Increase funding for RI Division of Agriculture’s Farm Viability Program

F. Work with State Aquaculture Coordinator at the RI Coastal Resources Management Council to better integrate aquacultural marketing initiatives as part of the RI farm marketing program.

G. Clarify marketing terms such as “local,” “natural” and “sustainable”

GOAL 1.4: Rhode Island farmers will increase production of RI farm products to meet increased in-state consumption.

Strategies included in the Business and Technical Assistance and Land sections of the Plan will serve to increase production of RI farm products through such approaches as expanded access to affordable farmland, a more supportive regulatory environment for farm businesses and an increase in business and technical support services to current and new farmers to better meet new market opportunities and expand direct-to-consumer sales.

GOAL 1.5: Rhode Island farmers will have the ability, the infrastructure and the regulatory support to add value to their products.

Even as demand increases for locally grown farm and food products, a number of barriers limit farm businesses from expanding or scaling up. Infrastructure gaps limit the ability to expand both processing and distribution capacity and the infrastructure at the local, state and federal levels continue to challenge farm enterprises as they seek to diversify and capture greater market share.

1.5 STRATEGIES

A. Conduct a statewide, comprehensive needs assessment and feasibility study related to agricultural processing and distribution infrastructure

Infrastructure would include fixed and mobile, on- and off-farm:
• Processing facilities
• Distribution facilities
• Farm equipment and servicing
• Marketing/communication

Highlight the benefits/value of RI farm products and ways to use them at home

Identify the needs of supply chain partners and facilitate face-to-face meetings

B. Develop partnerships between farmers and existing entities with certified kitchens and other facilities and equipment for making value-added products

C. Reduce regulatory and permitting barriers to processing and sales of local products

Develop templates for quicker municipal, state and federal permitting processes
• Work with RI Department of Health and/or US Department of Agriculture (USDA) to create lists of acceptable materials/practices that meet construction codes for design of processing/value-added facilities

D. Support training for farmers in product quality control for the marketplace (such as ServSafe trainings)

E. Encourage adoption of consistent food safety and handling practices

GOAL 1.6: More RI farm products will be available for purchase at multiple retail points of sale and wholesale and distribution outlets, and clearly identified as RI produced through the product/distribution channel.

Expanding the number of outlets where RI farm products are sold—especially at schools and other institutions—is important to increasing consumption of RI farm products. Equally important, however, is ensuring that RI farm products are identifiable through the distribution chain, so that consumers can be assured that their purchases are supporting the state’s farms and farmers. More focus is needed on product identification, as well as on development of distribution models and relationships that offer producers a greater share of the consumer dollar.

1.6 STRATEGIES: Retail

A. Conduct a needs assessment/financial review of existing farmers markets to consider whether markets might be realigned or consolidated to better serve both farmers and consumers

B. Improve capacity of farmers markets and farm stands to offer more RI farm products

Assist farmers and farmers market purveyors to supplement RI farm products with other (to be defined) products in order to expand retail offerings; encourage source identification of off-farm products

C. Reduce regulatory and permitting barriers to processing and sales of local products

D. Support training for farmers engaged in or interested in selling on-line (e.g., through Facebook, Web sites, etc.)

E. Encourage adoption of consistent food safety and handling practices

GOAL 1.7: Rhode Island farmers will have the ability, the infrastructure and the regulatory support to add value to their products.

E. Identify needs of supply chain partners and facilitate face-to-face meetings among all parties benefit and get what they need from the relationship/transaction

F. Review state policies to reduce/eliminate barriers to increased sales of RI farm products to state institutions and state and municipal agencies

Implement existing state law regarding state procurement preference for RI farm products and consider expansion of that legislation to include other programs for which state and federal dollars are used to purchase food, such as Meals on Wheels

Require state and municipal agencies to prioritize use of RI-produced and non-food agricultural products

G. Provide education, training and technical assistance to buyers and suppliers of institutions to facilitate purchase of more RI farm products

Work with state institutions to require wholesalers that do business with to provide food and farm product origin information. Help buyers, distributors and producers to develop BFP language that creates product sourcing and pricing transparency

Develop and disseminate “best practices” manuals for buyers and institutions and businesses to buy RI farm products

H. Explore opportunities with other New England states to increase regional demand for New England identified farm products

I. Provide technical assistance and marketing support for farmers marketing product outside of RI, including export markets

6. STRATEGIES: Distribution

J. Support new and existing efforts and other current and emerging outlets and mechanisms to expand distribution of RI farm products

Identify one or more sustainable funding sources for these types of economically sustainable distribution initiatives

K. Assist farmers in cultivating better value chain distribution relationships and in differentiating/branding their RI farm products through the distribution channel

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- Identify priority concepts, themes, products, program and services to promote RI farms and products.
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- Conduct pilot multi-dimensional and multi-themed marketing campaign(s) to a broad range of potential customers.
- Evaluate results; refine campaign(s) accordingly and replicate on broader scale.

**GOAL I.3: Rhode Islanders will have greater appreciation of the benefits of RI farms and agriculture and increased awareness of how to find RI farm products.**

Highlight the benefits/value of RI farm products to local economy (including multiplier effect), public health, environment, food quality and flavor, sense of place and local quality of life. Educate consumers to look for RI farm products and brands and to ask questions about where the food and farm products they purchase are produced. Educate consumers about diversity and availability of RI farm products and ways to use them at home. Showcases institutions and businesses that increase purchase/consumption of RI farm products.

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- Educate consumers about diversity and availability of RI farm products and ways to use them at home.
- Showcases institutions and businesses that increase purchase/consumption of RI farm products.

**I.4 STRATEGIES: Wholesale and Institutional**

**A. Provide education, training and technical assistance to buyers and suppliers of institutional and wholesale businesses to purchase RI farm products.**

Work with state institutions to require wholesale buyers to purchase RI farm products. Develop a best practices model for farmers and buyers to engage in supply chain relationships with transparency, where distributors and buyers purchase RI farm products.

- Identify new and existing efforts and other barriers to increased sales of RI farm products to state institutions and state and municipal agencies.
- Implement existing state law regarding state procurement preference for RI farm products and consider expansion of that preference to include other programs for which state and federal dollars are used to purchase food, such as Meals on Wheels.
- Require state and municipal agencies to prioritize use of RI-grown food and non-GMO agricultural products.

**B. Support new and existing efforts and other barriers to increased sales of RI farm products to state institutions and state and municipal agencies.**

- Projected to increase sales of RI farm products to state institutions and state and municipal agencies.
- Proceed with state institutions to require wholesale buyers to purchase RI farm products. Develop a best practices model for farmers and buyers to engage in supply chain relationships with transparency, where distributors and buyers purchase RI farm products.

**I.5 STRATEGIES:**

**A. Conduct a statewide comprehensive needs assessment and feasibility study related to agricultural processing and distribution infrastructure.**

- Include other programs for which state and federal dollars are used to purchase food, such as Meals on Wheels.
- Proceed with state institutions to require wholesale buyers to purchase RI farm products.

**I.6 STRATEGIES:**

**A. Conduct a needs assessment and pro forma financial review of existing farmers markets to consider whether markets might be realigned or consolidated to better serve both farmers and consumers.**

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**B. Improve capacity of farmers markets and farm stands to offer more RI farm products.**

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**C. Reduce regulatory and permitting barriers to processing and sales of local products.**

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**D. Improve support services for farmers engaged in or interested in selling on-line (e.g., through Facebook, Web sites, etc.).**

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**B. Support farmers markets based on findings of needs assessment.**

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**C. Provide ongoing technical assistance to farmers developing or expanding on-farm sales.**

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**GOAL I.5: Rhode Island farmers will have the ability, the infrastructure and the regulatory support to add value to their products.**

Even as demand increases for locally grown farm and food products, a number of barriers limit farm businesses from expanding or scaling up. Infrastructure gaps limit the ability to expand both production and distribution. In addition, efforts to improve coordination of existing efforts at the local, state and federal levels continue to challenge farm operations as they seek to diversify and capture greater market share.

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GOAL II.1: State agencies will formally recognize and encourage agriculture as a valuable and important business sector.

Agriculture is generally undervalued in terms of its impact on the RI economy, and opportunities for agricultural economic development are often overlooked. Yet farming is a vital primary tier sector that supports the existence of many other businesses such as farm equipment stores, wholesale fuel suppliers, and garden centers as well as many packaging, marketing and distribution businesses. State agencies should recognize farms as important small businesses and provide economic development support to the agricultural sector.

II.1 STRATEGIES

A. Work with RIDEDC and other state and independent agencies to have agriculture identified as a specific business sector and work with state agencies to fully incorporate agriculture into state economic development planning.

B. Work with RIDEDC and other state agencies to increase their business support services to the agricultural sector and to coordinate these services.

II.2 STRATEGIES

A. Study feasibility of RIDEM Division of Agriculture’s retaining the licensing and registration fees that it collects and using those fees to support its programs and to leverage federal funding.

B. Develop a coordinated campaign among agricultural entities and stakeholders to promote an increase in the Division’s annual budget.

C. Periodically quantify and compare the economic and non-economic contributions of the agricultural sector to the state’s economy and public information broadly.

Establish mechanisms to measure income and job growth in the agricultural sector. The RI Division of Labor and RICEDC should have better methods to measure growth in agricultural sector beyond nursery and landscapes, and use a broad definition of agriculture that encompasses forestry, aquaculture and small-scale and urban food production.

D. Review and consider the role of the RI Agricultural Council.

Conduct a planning meeting of the Agricultural Council’s Executive Committee to reassess the mission of the Agricultural Council.

II.3 STRATEGIES

A. Establish mechanisms for the agricultural community and land grant programs (RI Agricultural Experiment Station and RI Cooperative Extension Service) to work cooperatively to identify current production challenges and research and extension needs.

B. The land grant programs will cooperate and collaborate with the agricultural community to address identified needs by dedicating resources, including personnel, to extension activities.

C. Encourage the General Assembly to provide the University’s land grant programs with the mandated 1:1 (federal:non-federal) cash match.

D. Continue to expand RI Cooperative Extension Service collaborations with other land grant institutions and agricultural service providers.

Where there is no in-state expert at RIDEM Cooperative Extension Service for a specific agricultural need, URI will:

• Seek to identify an appropriate provider
• Identify and collaborate with other universities in the region who have expertise for which there is identified need
• Identify and collaborate with other universities on distance learning opportunities.

GOAL II.4: All RI students will have age-appropriate opportunities to learn about agriculture and to receive academic and vocational preparation for agricultural careers.

Many students and adults today are disconnected from farms and food and therefore know very little about this vital industry. Students of all ages should have opportunities to learn about agriculture and become more educated consumers. Elementary, middle and high schools and colleges should also offer programs to encourage and educate the next generation of farmers in the state.

II.4 STRATEGIES

A. Incorporate agriculture, aquaculture, horticulture and gardening into education at the elementary, middle and high school levels.

Increase school garden education programs coupled with agriculture, aquaculture, horticulture and nutrition education.

Offer continuing education courses (with credit) to teachers and administrators about using an agricultural context to meet educational standards.

Expand opportunities for participation in 4-H and FFA.

B. Expand/revitalize agricultural programming in high schools.

Align vocational agricultural courses to the State Educational Standards in required subject areas so that college-bound students can take these courses while fulfilling college pre-requisites, not just as electives.

Include farmers and other agricultural related professionals in Career Days.

 Invite students to attend Agriculture Day at the State House and request that presenters inform students about job opportunities in their field.

Provide speakers from agricultural community to make in-school presentations.

Secure funding for students to attend farm tours.

Expand provide support for FFA.

Direct some federal funds for vocational programs to agriculture programs in non-vocational public high schools.

Establish a formal vocational agricultural program at one or more of the RI vocational-technical schools.

C. Provide access to post-secondary academic preparation for agricultural careers.

The College of the Environment and Life Sciences at URI should offer majors in areas of agricultural production, including but not limited to food production (including live-stocks), aquaculture, turf and ornamental production.

• In circumstances in which the URI does not offer certain agricultural-based majors, provide access for the state’s students to programs offered by other New England land grant institutions through the New England Board of Higher Education (NEBHE) Program

• Partner with other state university systems to ensure students have access to a full range of majors through distance learning

Encourage farm groups to meet regularly with URI officials to voice their support for agricultural programs at URI.

Encourage private colleges and universities in RI to offer agricultural-related opportunities and support services for agriculture.
II. BUSINESS AND TECHNICAL SUPPORT TO FARMERS

GOAL II.1: State agencies will formally recognize and encourage agriculture as a valuable and important business sector.

Agriculture is generally undervalued in terms of its impact on the RI economy, and opportunities for agricultural economic development are often overlooked. Yet farming is a vital primary tier sector that supports the existence of many other businesses, such as farm equipment stores, wholesale fuel suppliers, and garden centers as well as many packing, marketing and distribution businesses. State agencies should recognize farms as important small businesses and plan economic development support to the agricultural sector.

II.1 STRATEGIES

A. Work with RIEDC and other state and independent agencies to have agriculture identified as a specific business sector and work with state agencies to fully incorporate agriculture into state economic development planning

RIEDC should identify a staff person to liaison with the agricultural sector.

B. Work with RIEDC and other state agencies to increase their business support services to the agricultural sector and to coordinate these services

Business planning directed at agricultural businesses

Labor recruitment, retention, training, management, and system for informing farmers about new labor regulations

Bookkeeping for farm businesses (including software training)

Basic financial management training for new/incoming farmers, especially around small business management

C. Periodically quantify and qualify the economic and non-economic contributions of the agricultural sector to the state’s economy and public information broadly

Establish mechanisms to measure income and job growth in the agricultural sector. The RI Department of Labor and RIEDC should have better methods to measure growth in agricultural sector beyond nursery and landscape, and use a broad definition of agriculture that encompasses forestry, aquaculture and small-scale and urban food production

Continue efforts between the RI Agricultural Partnership, URI Institute and Landscape Association and others to assess the economic impact of agriculture in the state

D. Review and consider the role of the RI Agricultural Council

Conduct a planning meeting of the Agricultural Council’s Executive Committee to revitalize the mission of the Agricultural Council

Assist Agricultural Council in creating and implementing definable goals

GOAL II.2: The RI Department of Environmental Management’s (RIDEM) Division of Agriculture will have sufficient financial resources to fulfill its federal and state-mandated responsibilities regarding agriculture, public health and the environment, and to coordinate with other state agencies and agricultural service providers to deliver needed business and technical support to the agricultural industry.

The Division of Agriculture is highly regarded among state’s farmers and growers for the services and support it provides. However, the Division continues to suffer from budget cuts and is severely understaffed. From a staff of near 30 in the 1980s, the Division had been reduced by 2010 to a staff of 15, including three additional federals and state-mandated regulatory responsibilities and the increased number of farms in the state. Without additional resources the Division will be unable to meet current responsibilities or the increased demand for services from an expanding agricultural sector.

GOAL II.3: URI will engage and assist the agricultural community by providing relevant, research-based, extension activities.

As the number of farms and farmers in the state declined in the 20th century, so too, did the resources devoted to agriculture by URI, the state’s land grant university. Home to the RI Agricultural Experiment Station (research) and RI Cooperative Extension Service (outreach), URI serves farmers, consumers and even global—and even global—marketplace, URI agricultural research and extension services are needed more than ever. To fully meet the needs of the agricultural sector, research and outreach endeavors must be expanded. While most states provide one-to-one cash match for federally funded agricultural experiment station and extension service efforts, RI does not. With access to state matching funds, agricultural research and outreach efforts by the RI Agricultural Experiment Station and RI Cooperative Extension Service will be increased, with emphasis on services for commercial agricultural producers. Additionally, meeting the needs of RI stakeholders will also be enhanced by fostering collaborations with other agricultural service providers, and land-grant universities in the region to increase access to research, technology, learning and empowerment opportunities.

II.2 STRATEGIES

A. Study feasibility of RIDEM Division of Agriculture retaining the licensing and registration fees that it collects and using those fees to support its programs and to leverage federal funding

The Division takes in $2 million to $3 million annually in pesticide and fertilizer registration fees. These fees should be retained by the Division and dedicated to Division programs rather than deposited in the state’s General Fund

B. Develop a coordinated campaign among agricultural entities and stakeholders to promote an increase in the Division’s annual budget

Group could develop materials that:

• Showcase importance of the Division to state’s food safety and security
• Educate state lawmakers and public about services the Division provides and how those services are helping a sector that has a significant impact on the state’s economy

• Encourage private entities to contribute a fund designated for use by the Division to accomplish specific goals for the agricultural sector

C. Provide access to post-secondary academic preparation for agricultural careers

Many students and adults today are disconnected from farms and food and therefore know very little about this vital industry. Students of all ages should have opportunities to learn about agriculture and become more educated consumers. Elementary, middle and high schools and colleges should also offer programs to encourage and educate the next generation of farmers in the state.

II.3 STRATEGIES

A. Establish mechanisms for the agricultural community and land grant programs (RI Agricultural Experiment Station and RI Cooperative Extension Service) to work cooperatively to identify current production challenges and research and extension needs

B. The land grant programs will cooperate and collaborate with the agricultural community to address identified needs by dedicating resources, including personnel, to extension activities

C. Encourage the General Assembly to provide the University’s land grant programs with the mandated 1:1 (federal:non-federal) cash match

D. Continue to expand RI Cooperative Extension Service collaborations with other land grant institutions and agricultural service providers

Where there is no in-state expert at RICoop Extension Service, URI will:

• Seek to identify an appropriate provider

• Encourage and collaborate with other universities in the region who have expertise for which there is identified need

• Identify and collaborate with other universities on distance learning opportunities

EO: A Vision for RI Agriculture

www.RhodyAg.com
As an aspiring farmer who will be looking for farmland, access and affordability are my top concerns. I hope in the next five years more land will be preserved through Farmland Trusts and other conservation efforts.

II.5 STRATEGIES

A. Recognize that for many farmers land is the major source of collateral and prevent planning and zoning actions that reduce the non-farm, developable value of the land (see also Goal II.3, Strategy D)

B. Implement commercial lenders that have not traditionally made agricultural loans that will run farms are credit-worthy businesses

C. Establish relationships with local banks and credit unions and help create options for agricultural loans

Encourage financing of agriculture activities in addition to traditional farm activities

D. Identify barriers to accessing USDA lending and grant programs and develop strategies to minimize those barriers

E. Ensure programs are in place to offer credit to beginning farmers

F. Work with the RIECD and private funders to explore creation of a new agricultural business start-up grant program and/or revolving fund

G. Explore the potential to use equity financing to provide new sources of capital for farmers

H. Work with the RIECD, the Small Business Development Center and others to provide farmers with technical assistance in evaluating financing options, developing business plans and improving the farm

GOAL II.6: RIfarmers will have on-going access to education and training.

To remain competitive in changing local and global markets, farmers, nurserymen and sod growers need continuing education and training in market and product development, promotion and sales, and labor, environmental, biosecurity and food safety standards. Learning opportunities, including mentoring and apprenticeships, and business planning services are especially important for the many beginning farmers seeking to enter and those looking to expand in the marketplace.

II.6 STRATEGIES

A. Provide formal training for beginning farmers

Create a formal farmer apprentice program to increase farmer-to-farmer training (the RI Agricultural Partnership, URI and the RI Farm Bureau could partner). Establish a farm incubator program that includes assistance in moving farmers onto new sites

Expand new farmer courses such as the Exploring the Small Farm Dream course

B. Ensure that all RI farmers will have access to multiple training opportunities each year

Increase support, coordination and advertising of existing state and regional trainings

Coordinate training topics among RI agricultural groups

Facilitate networking/trainings among and between farmers

Existing agricultural groups should be encouraged and supported in providing training to their membership

Local agricultural service providers should advertise notice of regional trainings to RI farmers

Statewide farmer mailing/email list should be compiled and updated to ensure timely, comprehensive communication and limit redundancy. List could also be used for policy updates and action alerts

Expand URI “Lending Library”

C. Provide regular training to farmers on biosecurity, food safety and other health-related agricultural topics

Facilitate awareness of current and pending biosecurity concerns

Continue and encourage increased participation in RI Good Agricultural Practices (GAP) program

D. Make available education and assistance in acquiring the newest technology in water distribution (irrigation) systems

Coordinate custom farm work opportunities

Promote sharing of high-cost specialized equipment

C. Develop solutions for current difficulties in obtaining affordable supplies and services due to a limited market

Assist agricultural groups and associations to form buying groups and negotiate with in-state and out-of-state providers

Hire a statewide coordinator for group buying, classified posting, etc.

Bring a large animal veterinarian to RI

• Train farmers on the importance of providing safe handling facilities so more veterinarians feel comfortable treating large animals

• Educate large animal producers on the necessity of performing routine herd health practices

• Support the Large Animal Veterinarian Working Group headed by the State Veterinarian. Facilitate communication between livestock farmers in specific regions to make it financially feasible for vets to do routine vaccinations, etc.

• Provide training for farmers and veterinarians on holistic herd health (e.g., mineralization, nutrition, parasite control)

D. Provide technical assistance to farmers in developing collaborative entities or joint ventures related to marketing, equipment, land, labor and/or distribution

E. Provide technical assistance to farmers on energy efficiency and renewable energy options

F. Ensure options to provide farmers, their families and employees with access to affordable health insurance

Explore opportunities for farmers to access group rates for health insurance (possibly around commodity or associations)

G. Review use and availability of farm plates, especially for beginning farmers

K. Coordinate/organize information and links to available resources in one centralized online location

Compile resources, grants, guides, online training modules and service providers to one central online location—RhodyAg.com—for use by RI farmers

Establish a perpetual funding stream for maintenance of the RhodyAg.com Web site

Develop or improve “enhanced” capabilities on RhodyAg.com and/or other existing and frequently-used sites:

• Online land linking (perhaps in coordination with New England Small Farm Institute and Southeast Massachusetts Agricultural Partnership)

• Online “Guided Decision-Making Tool” to help farmers work through farm planning issues and direct them to the correct resource the first time

• Online Agricultural Classifieds (Help Wanted, Equipment Wanted, etc.)

• Online Farmer Networking (blogs, social networking sites, etc.)

• Resources designed specifically for beginning farmers

• Calendar of Events with regional and statewide training opportunities across the agricultural sectors

Identify one person to serve as point of contact and coordinator of all above services

GOAL II.7: Business and technical support services will be easily accessible and available to farms of all types and scales.

A. Address shortages of skilled and seasonal labor

Provide technical training to farm workers

Provide labor management training courses

Facilitate partnerships between farmers and other seasonal businesses so that employees can have better access to year-round employment (e.g., nursery in spring, fruit/vegetable farm in summer/fall, snow plowing in winter)

Provide internship opportunities for high school and college students that include community service hours, lab hours or practical credit

Develop a statewide farm apprentice and training program, such as the Collaborative Regional Alliance for Farmer Training (CRAFT) program as is in place in New York, Vermont and Massachusetts

B. Explore feasibility of creating statewide Equipment Bank and Custom Operator Network with specialty items and infrequently used equipment that can be rented by farmers

Conduct a feasibility study and needs assessment to determine the financial feasibility as well as the items most likely needed

Develop a business plan that includes a schedule/operator as well as funds for equipment maintenance

Approach URI and RIDEM for facility space to house the equipment

Greatly expand curriculum in public schools to demonstrate the importance of local farms and to teach/expose kids to this potential career path.

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II.5 STRATEGIES

A. Recognize that for many farmers land is the major source of collateral and prevent planning and zoning actions that reduce the non-farm, developable value of the land (see also Goal III.3, Strategy D)

B. Educate commercial lenders that have not traditionally made agricultural loans that well-run farms are credit-worthy businesses and those looking to expand in the marketplace.

C. Establish relationships with local banks and credit unions to help create options and access for agricultural loans

Encourage financing of agriculture in additional to traditional farm activities

D. Identify barriers to accessing USDA lending and grant programs and develop strategies to minimize those barriers

E. Ensure programs are in place to offer credit to beginning farmers

F. Work with the RIEDC, Small Business Development Center and others to provide farmers with technical assistance in evaluating financing options, developing business plans and improving access to financial services

Goal II.6: RI farmers will have on-going access to education and training.

To remain competitive in changing local and global markets, farmers, nurserymen and sod growers need continuing education and training in market and product development, promotion and sales, and labor, environmental, biosecurity and food safety standards, learning opportunities, including mentoring and apprenticeships, and business planning tools are especially important for the many beginning farmers seeking to enter and those looking to expand in the marketplace.

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Facilitate awareness of current and pending biosecurity concerns

Continue and encourage increased participation in RI Good Agricultural Practices (GAP) program

D. Make available education and assistance in acquiring the newest technology in water distribution (irrigation) systems

Goal II.7: Business and technical support services will be easily accessible and available to farmers of all types and scales.

A gradual decline in agricultural support services over the past few generations has left farmers with fewer choices and limited access to farm equipment sales and repairs, and to large animal veterinarians. In some cases, resources may exist but are difficult to find either for farmers or for other users. Lack of access to farm equipment and parts can be a barrier to using the right equipment for the job and can affect the efficiency and profitability of operations.

Provide training for farmers and veterinarians on the importance of providing safe handling facilities so that farmers and veterinarians can feel comfortable treating large animals.

D. Develop technical assistance to farmers in developing collaborative entities or joint ventures related to marketing, equipment, land, labor and/or distribution

Provide technical assistance to farmers on energy efficiency and renewable energy opportunities

F. Ensure options to provide farmers, their families and employees with access to affordable health insurance

Explore opportunities for farmers to access group rates for health insurance (possibly through an association or collaboration)

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Train farmers on the importance of providing safe handling facilities so that many of today’s farmers, nursery and sod business owners can feel comfortable treating large animals.

Educate large animal producers on the necessity of performing routine herd health practices

Support the Large Animal Veterinarian Working Group headed by the State Veterinarian. Facilitate communication between livestock farmers in specific regions to make it financially feasible for vets to do routine vaccinations, etc.

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• Resources designed specifically for beginning farmers

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Identify one person to serve as point of contact and coordinator of all above services

Goal III.8: RI small farms will have training and technical support services available to farmers on a regional and statewide basis.

The largest increase in RI farms has been in small farms—those with sales of under $25,000 annually. Most of these farms are operated by farmers, often with limited time and resources to devote to their farm businesses. Helping these farms flourish will create new opportunities for the state’s economy and expand the availability of RI farm and food products. These farms may benefit from collaborative opportunities where economies of scale may be achieved.

II.8 STRATEGIES

A. Provide formal training on different collaborative structures and their associated costs/benefits

B. Assist in developing collaborative entities
“The Division of Agriculture has done a tremendous job in bringing attention to agriculture in Rhode Island.”

III. AGRICULTURAL LAND AVAILABILITY, PROTECTION AND REGULATIONS

GOAL III.1: Using voluntary and non-regulatory strategies that protect the property rights of farmers and other farmland owners, stop the loss of workable farmland and increase the amount of farmland in production.

Land is a finite resource, and as a resource-based industry, agriculture depends heavily on produc-
tive land and soils. Yet over the past 30 years, RI has converted over 22 percent of its agricultural land to development. This is the highest percent loss of the best agricultural land of any state in the country. Access to affordable farmland is a significant concern to farmers of all ages and sectors across the state.

One of the most effective means of preserving farmland is to ensure that farming remains profit-
able, and the goals and strategies discussed are made possible through the New England Farm, Forest, and Open Space to Communities program. Programs that can help achieve this include:

A. Establish a state-wide or regional land linking program (using inventory from Goal III.1, Strategy F) to match farm land seekers with farmland owners.

B. Develop the amount of permanently pro-
tected farmland in RI by protecting 10,000 acres of farmland over the next 10 years through the voluntary participation in pur-
chase of development rights, transfer of de-
velopment rights, donation of development rights and other voluntary mechanisms.

C. Limit or defer state and federal inher-
tance taxes on farmland provided the far-
mland remains in agricultural use.

D. Ensure that state and municipally owned farmland is permanently protected from development and put inactive public farmland into production by leasing to farmers who need land.

E. Build broader support for farmland preser-
vation by expanding advocacy outreach to
important audiences, such as the economic development community, legislators, farm
industry, restaurants and chefs, local food
providers, historic preservationists, land
trusts and others.

F. Develop and maintain an inventory of all agricultural soils, working and inactive farms in RI and their current protection status and agricultural use.

G. Develop a state-wide farmland preserva-
tion strategy to offset any loss of prime agri-
cultural soils or working farms converted to
development.

H. Work with municipalities to increase far-
mland protection efforts

Enact enabling legislation for all RI communi-
ties to allow additional transfer taxes to fund land protection efforts, provided the transfer tax is approved via financial town meeting or referendum.

Encourage municipalities to enact voluntary transfer development rights programs that protect farmland, natural resources and open space.

Provide technical assistance regarding far-
mland protection strategies, such as model easement language.

Work with the RI Division of Planning on re-
visions to the Comprehensive Planning and Land Use Act to include Strategic Plan’s agri-
cultural issues within municipal comprehen-
sive plans.

Work with and encourage municipalities to pass municipal bonds for farmland, open space and natural resource protection.

I. Create and fund a statewide program to in-
crease outreach to landowners around land protection options and farm transfer and succession planning. (Program should include land linking efforts described in Goal III.2, Strategy A).

Landowner education about land protection options should include:

- Guidance on working with land trusts.
- Guidance on easement language
- Coaching through the state Agricultural Lands Preservation Commission and NRCS application process.

Farmland transfer and succession planning should include:

- A coordinator who can coach farm families and landowners through succession and farm transfer options.
- Regular workshops on farm transfer options.
- Information on farm transfer options.
- Development of a dynamic database of available farmland, and vacant urban lots.

• Provide incentives for owners of protected farmland to sell to farmers, such as reduced capital gain or reduced estate tax transfer fees on sale of land.

J. Work with the State Conservation Commit-
tee and RIDEM to review and strengthen the
existing state Farm, Forest, and Open Space program.

Provide sufficient resources to the Farm, Forest and Open Space Sub-Committee to con-
tinue to revise/update the formulas used to determine farmland values and ensure wider use of the State Conservation Commit-
tee-recommended values.

Activate the legislatively authorized Commissi-
on to Study Farm, Forest and Open Space Program.

The Commission should report to the Legislature by December 31, 2011.

K. Work with the State Conservation Commit-
tee to continue periodic training for town
assessors on farm forest and open space tax-
ations and on the impact of conservation easements on property values. Training would
include program rationale and updates.

L. Obtain necessary funding to conduct new
Cost of Community Services Studies to illus-
trate the fiscal benefit of farmland and open space to communities and highlight that
profitable farm businesses are essential to
rural character, the retention and protection of farmland and open space.

M. Maintain the economic viability of farms on protected farmland (see goals and strategies under I Building Markets and II Business and Technical Support).

GOAL III.2: Current and new farmers will have increased access to affordable farmland.

Competing demand for farmland for residential and commercial development continues to drive up the cost of farmland across the state, indeed, at $13,600 an acre, farmland real estate values in RI are the highest in the nation. While high farmland values are a valuable asset farm and a utmost
egg for retiring farmers, the high cost of farmland is making it difficult for current
farmers and young farmers to get started. Land owned by non-farming landowners can be especially vulner-
able to development and convert to non-agri-
cultural uses. This is particularly important if land is condemned on any public land but who will have little connection to either the land or to the farmer working it. More and can should be done to connect farm land seekers to farmers and to incentivize the sale of farmland to farmers.

III.2. STRATEGIES

A. Establish a state-wide or regional land
linking program (using inventory from Goal III.1, Strategy F) to match farm land seekers with farmland owners.

As part of program, provide access to model development leases for landowners, land trusts and municipalities, and provide education to these entities about types of lease arrangements.

Develop and implement program in coordi-
nation with farm transfer and succession
planning in Goal III.1, Strategy I.

To encourage sale or lease to farmers, con-
duct outreach to owners of identified land,
including: protected farmland that is not in production, portions of large suburban lots and vacant urban lots.

Increase length of lease allowed on state and municipally owned lands, from five to 9 years.

B. Create state and regional mechanisms to maintain affordability for farmland production.

Possible options for land already perma-
nently protected:

- Provide state incentives for owners of protected farmland to sell to farmers, such as reduced capital gain or reduced real estate tax transfer fees on sale of land.

- Provide an “Option to Purchase at Agri-
cultural Value” (similar to MA and VT pro-
ings) from landowner and revise existing easement terms accordingly.

Possible options for land protected in the fu-
ture through the state farmland protection program:

- Purchase an “Option to Purchase at Agri-
cultural Value” as part of easement acqui-
sion (similar to MA and VT programs).

- Include in easement terms an affirmative
covenant to farm.

- Provide incentives for owners of pro-
tected farmland to sell to farmers, such as reduced capital gain or reduced real estate tax transfer fees on sale of land.

As a passionate farmer who has only been working for others, I would love the opportunity to own and cultivate my own land [but] find myself drawn to less expensive land outside of New England. My biggest concern is not being able to farm in a community with my family who are established already in Rhode Island.
GOAL III.1: Using voluntary and non-regulatory strategies that protect the property rights of farmers and other farmland owners, stop the loss of workable farmland and increase the amount of farmland in production.

Land is a finite resource, and as a resource-based industry, agriculture depends heavily on produc- tive land and soils. Yet over the past 30 years, RI has ceded over 22 percent of its agricultural land to development. This is the highest percent of the lost agricultural land of any state in the country. Access to affordable farmland is a significant concern to farmers of all ages and across the agricultural sector.

One of the most effective means of preserving farmland is to ensure that farming remains prof- itable, and the goals and strategies discussed in this goal focus on building Markets and Business and Technical Support focus on improving farm prof- itability and viability. Reducing land use regulatory burdens is another means of improving profitability and viability. The purchase of development rights is a voluntary and non-regulatory strategy that has been effective in reducing farmland loss and in providing farmers who wish to do so with a source of capital to retire in their farm business, and en- sure the transfer of a land to a child, and/or finance retirement or pay family expenses. Ensuring that RI has the public and private resources needed to purchase development rights from willing farmers and fostering other voluntary and non-regulatory approaches to farmland protection will be critical to stabilizing the state’s agricultural land base.

III.1. STRATEGIES

A. Educate state/municipal officials and pub- lic that an essential part of stopping the loss of Farmland is strengthening the economic viability of RI farms

B. Double the amount of permanently pro- tected farmland in RI by protecting 10,000 acres of farmland over the next 10 years through the voluntary participation in pur- chase of development rights, transfer of de- velopment rights, donation of development rights and other voluntary mechanisms

- Establish one or more consistent and dedi- cated sources of funding for the state’s farm- land protection program
- Promote $2 million annually ($4 million in each two-year bond cycle) in bond funding for voluntary farmland protection to match Federal Farm and Ranch Lands Pro- tection Program (FRPP) funds and other private funds contributed for land conser- vation. Bond funds for farmland protec- tion should be released on a regular and predictable basis.
- Partner with land conservation, afford- able housing and historic preservation advocates to establish a statewide program that would provide a dedicated and predictable source of funding for farmland protection and other community preserva- tion purposes, including land conservation, affordable housing and/or historic preser- vation. Examples of programs that could be considered include the RI Housing and Conservation Trust Fund and a program modeled on the Massachusetts Community Preservation Act.
- Work with US Department of Homeland Security on possible funding for farmland protection
- Work with the RI Congressional delegation and with USDA-Natural Resources Conserva- tion Service (NRCS) officials in RI and in Washington, DC, to make full and effective use of FRPP funds, including expansion of FRPP eligibility to include land currently in sea or nursery production

C. Limit or defer state and federal inheri- tance taxes on farmland provided the far- land remains in agricultural use

D. Ensure that state and municipally owned farmland is permanently protected from development and put inactive public farmland into production by leasing to farmers who need land

E. Build broader support for farmland preser- vation by expanding advocacy outreach to important audiences, such as the economic development community, other state and local industry, restaurants and chefs, local food providers, historic preservationists, land trusts and others

F. Develop and maintain an inventory of all agricultural soils, working and inactive farms in RI and their current protection status and agricultural use

G. Develop a statewide farmland preserva- tion strategy to offset any loss of prime agri- cultural soils or working farms converted to development

H. Work with municipalities to increase farm- land protection efforts

Enact enabling legislation for all RI communi- ties to allow additional transfer taxes to fund land protection efforts, provided the transfer tax is approved through a financial town meeting or referendum

Encourage municipalities to enact voluntary transfer of development rights programs that protect farmland, natural resources and open space

Provide technical assistance regarding farm- land protection strategies, such as model easement language

Work with the RI Division of Planning on re- visions to the Comprehensive Planning and Land Use Act to include Strategic Plan’s agri- cultural issues within municipal comprehen- sive plans

Work with and encourage municipalities to pass municipal bonds for farmland, open space and natural resource protection

I. Create and fund a statewide program to in- crease outreach to landowners around land protection options and farm transfer and succession planning. (Program should include land linking efforts described in Goal III.2, Strategy A)

Landowner education about land protection options should include:
- Guidance on working with land trusts
- Guidance on easement language
- Coaching through the state Agricultural Lands Preservation Commission and NRCS application processes

Farm transfer and succession planning should include:
- A coordinator who can coach farm families and landowners through succession and farm transfer options
- Regular workshops on farm transfer options
- Information on farm transfer options made available to farmers through agricultural service providers
- Development of a dynamic database of existing and aspiring farmers to help en- courage and facilitate the transfer of farms and farm businesses from farmers with family successor to other farmers (This is element of land linking strategy described in Goal III.2, Strategy A)

J. Work with the State Conservation Commis- sion and RIDEM to revise and strengthen the existing state Farm, Forest, and Open Space program

Provide sufficient resources to the Farm, Forest and Open Space Subcommittee to continue to revise/update the formula used to determine farmland values and ensure wider use of the State Conservation Commit- tee recommended values

Activate the legislatively authorized Commis- sion to Study Farm, Forest and Open Space Program. The Commission should report to the Legislature by December 31, 2011.

K. Work with the State Conservation Commit- tee to continue periodic training for town assessors on farm forest and open space tax- ation and on the impact of conservation eas- ements on property values. Training would include program rationale and updates

L. Obtain necessary funding to conduct new Cost of Community Services Studies to illus- trate the fiscal benefit of farmland and open space to communities and highlight that profitable farm businesses are essential to rural character, the retention and protection of farmland and open space

M. Maintain the economic viability of farms on protection of farm land (see goals and strategies under I Building Markets and II Business and Technical Support)

GOAL III.2: Current and new farmers will have increased access to affordable farmland.

Competing demand for farmland for residential and commercial development continues to drive up the cost of farmland across the state, indeed, at $13,600 an acre, farm real estate values in RI are the highest in the nation. While high farmland values are a valuable farm asset and a vital nest egg for retiring farmers, the high cost of farmland is making it difficult for current farmers and young farmers to get started. Land owned by non-farming landowners can be especially vulner- able to development and conversion to nonagri- cultural uses. This is particularly important if land is passed on to grandchildren who have little connection to either the land or to the farmer working it. More can and should be done to connect farm families with other farmers to help with succession and to incentivize the sale of farmland to farmers.

“...”
C. Explore ways for municipalities and home owners associations to encourage agricultural uses on permanently protected open space that is part of a cluster/conservation development or residential compound

GOAL III.3: State agencies and local governments will value farms as small, local businesses that provide essential products and services and will enable farmers to make full use of their land’s agricultural potential.

As with businesses generally, a supportive regulatory environment is important to the success and sustainability of farm businesses. A supportive environment for agriculture is one that provides the flexibility needed to accommodate growth and diversification in farm businesses, such as through season-extending structures, renewable energy projects, value-added processing, direct-to-consumer marketing and agritourism activities. Strengthening the state right-to-farm statute will help in this regard, as will increased outreach to municipalities to facilitate the adoption of farm-friendly ordinances and creation of local Agricultural Commissions.

III.3 STRATEGIES

A. Work with the RI Division of Planning to include Plan’s goals and policies in appropriate existing State Guide Plan Elements.

B. Work with the Legislature to review and improve the RI Right-to-Farm statute and expand the state definition of agriculture to include ancillary activities.

C. Statutorily define key terms related to agriculture used in state law, such as farm, agriculture, arbor agriculture, non-traditional agricultural activity, value-added processing, direct marketing and others.

D. Encourage municipalities to address land use and business needs of farmers and specifically recognize importance and value of farms as local businesses in local comprehensive plans.

Encourage communities to undertake an inventory of farmland and farm businesses

Encourage communities to seek out members of farming community to serve on Planning and Zoning Boards

Encourage communities to recognize that land is generally a farmer’s major form of collateral and to prevent planning and zoning actions that reduce the non-farm, developable value of the land.

Encourage communities to review and revise standards to expand the permitted agricultural and ancillary uses on the property to support on-farm operations.

E. Develop model ordinances related to agriculture and assist municipalities with their adoption; these ordinances would include those that:

- Allow and support farming by right within appropriate zoning districts
- Allow and support agriculture and accessory uses on farms
- Allow and support farm product processing, both on- and off-farm
- Provide guidelines for definitions of agricultural terms that may appear in zoning ordinances
- Provide technical assistance for development and implementation of ordinances

F. Require the state and municipalities to consider the potential impact of any new regulation or ordinance on the viability of agriculture and, through an agricultural impact assessment, to offer strategies to reduce any likely adverse impacts on agriculture.

- $2.2 trillion is the approximate value of all (0.34 percent of US population). Small farms may not be able to afford all their own equipment, but by connecting them with other farms in the area they could rent, borrow, or share.

What about a network for renting or sharing equipment? Small farms may not be able to afford all their own equipment, but by connecting them with other farms in the area they could rent, borrow, or share.

G. Educate municipal officials and land owners about how to draft easement terms and conditions that support farm viability.

H. Work with the Water Resources Board, RIDEM, and, where applicable, the RI Coastal Resources Management Council to maintain current riparian water rights and continue to make agriculture, aquaculture and horticulture and allied businesses a priority in accessing water. Ensure irrigation access to establishment of newly installed landscapes.

I. Review composter regulations with goal of making them less burdensome for farmers.

J. Encourage creation of municipal agricultural commissions. These commissions could serve several important functions in both urban and rural communities, including:

- Educate town officials and residents about the RI Right-to-Farm statute and other agricultural matters, including the value of farmland to their community;
- Assist with recommendations for development of farm-friendly ordinances;
- Help mediate conflicts between farmers and neighbors and between farmers and the municipality;
- Work with local law enforcement to reduce trespass and vandalism on farms.

Another strategy already in progress is the development of a comprehensive online directory of resources available to farmers of all types and scales throughout the state. This directory is under construction by the Partnership in cooperation with URI. Please visit www.RhodyAg.com for updates and additional information.

Development of the Five-Year Strategic Plan has been farmer-driven. The RI Agricultural Partnership’s farmer-led Steering Committee will continue to shape and direct the Partnership’s actions and activities, including which strategies of the Plan the Partnership emphasizes first for completion. In this regard, implementation of the Plan, and its ultimate success, will depend on action by many entities, public and private, that recognize the importance of agriculture to the state. As with the planning process itself, collaboration and coordination will be essential. The accompanying Matrix of goals and strategies lists partners already engaged in or committed to pursuing specific strategies. To encourage and assess implementation, the RI Agricultural Partnership will conduct an annual review of the Plan and will provide periodic progress reports to the state’s policymakers and agricultural community along with recommendations for additional strategies needed.

A few strategies are already underway. One such strategy is a formal analysis of the agricultural industry’s impact on the RI economy. A cooperative effort between URI, RIDEM Division of Agriculture, RI Economic Development Corporation, RI Nursery and Landscape Association, RI Turfgrass Foundation and RI Agricultural Partnership, this analysis will provide quantitative data about agriculture’s impact on job creation and retention and the direct and indirect economic impacts of farms, nurseries and allied businesses. This analysis will inform other strategies and help demonstrate the important role agriculture plays in supporting the state and in the local economy.

When completed, the analysis will be available on the Partnership Web site, www.RhodyAg.com.

A Plan is only as successful as its implementation. Every Rhode Islander has a stake in the sustainability and future of the state’s farms. The RI Agricultural Partnership encourages all Rhode Islanders to support this Plan’s goals and implement the strategies necessary to realize a vision that reflects the importance of and need for RI’s agriculture.

V. IMPLEMENTATION and NEXT STEPS

What about a network for renting or sharing equipment? Small farms may not be able to afford all their own equipment, but by connecting them with other farms in the area they could rent, borrow, or share.

next steps

www.RhodyAg.com
C. Explore ways for municipalities and home owners associations to encourage agricultural uses on preserved open space that is part of a cluster/conservation development or residential compound

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- Assist with recommendations for development of farm-friendly ordinances

- Help mediate conflicts between farmers and neighbors and between farmers and the municipality

- Work with local law enforcement to reduce trespass and vandalism on farms

- $25.2 million is the approximate value of all RI-grown food crops, derived by subtracting $467.2 million in horticultural receipts from total farm receipts of $553.4 million. The consumption figure is an estimate based on retail consumption figures in USDA, UC 2008 to 2009 statistics. The $25.2 million is calculated by subtracting the value of crops sold to farmers, $374.4 million, from the value of crops grown, $626.6 million. 15.2 percent represents the percentage of all food purchased that is grown by RI farmers. 0.34 percent of US population.

- When completed, the analysis will be available on the Partnership Web site, www.RhodyAg.com.

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V. IMPLEMENTATION and NEXT STEPS
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V. Susan Sosnowski, Senator, 37th District
Mike Walker, RI Economic Development Corporation
The mission of the Rhode Island Agricultural Partnership is to foster the economic viability of the state’s agricultural producers, establish a self-sustaining and coordinated delivery of agricultural services and financing to farmers, provide increased food security and access to local food for all Rhode Islanders, and cultivate support among the public and policy makers for the future of agriculture.
A Vision for
Rhode Island Agriculture:
FIVE-YEAR STRATEGIC PLAN

Learn more about the Rhode Island Agricultural Partnership at www.RhodyAg.com

May 2011 / Rhode Island Agricultural Partnership
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