

# Farm Advisor FY 2013 - 14 Performance Plan

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## I. Mission Statement

The mission of the Farm Advisor-University of California Cooperative Extension is to sustain a vital agriculture, environment, and community in Marin County by providing University of California research-based information in agriculture, natural resource management, nutrition, and youth development.

## II. Department Overview

Farm Advisor-University of California Cooperative Extension (UCCE) programs operate through a unique partnership between the County, the University of California (UC) system, support from the U.S. Department of Agriculture (USDA) and other private funds. Backed by the resources of the UC campuses, the department's educational programs use practically applied research information to solve community problems. The Farm Advisor, with its supporting partners, consults with individuals and organizations, publishes newsletters, produces information for mass media and conducts seminars and workshops.

The UCCE program provides countywide services through an agreement between the County and UC that has existed since 1921. The university provides research and education services through four university professionals who are funded by the state. In addition, three Sonoma-based UC advisors work cross-county between Marin and Sonoma counties. The County provides support staff and basic operational costs.

The Farm Advisor provides the following services:

- Sustainable Agriculture
- Integrated Landscape Management
- Water Quality and Watershed Management
- 4-H Youth Development

## IV. Accomplishments for FY 2012-13

- Completed the fifth season of the Bay-Friendly Garden Walks by serving an additional 149 home gardens with water conservation consultations. Bay-Friendly Garden Walks is a partnership with the UC Marin Master Gardeners and Marin Municipal Water District.
- Provided more than 800 primary school students with science, math, engineering, and technology learning opportunities through 4-H in the classroom
- Initiated trials and demonstrations for thistle and invasive weed management on Marin farms and ranches
- Initiated trials and demonstrations for pasture management that protect the quality Marin's streams and increase pasture productivity
- Implemented the 2012 Marin County Fair Theme – Always Fresh, Fun, & Local. This partnership with Marin Cultural and Visitor Services provided Marin residents with the opportunity to learn about and connect with Marin's agricultural heritage and its living legacy.
- Implemented the firewood-use campaign to reduce the risk of spreading forest disease through the movement of firewood

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**V. Key Challenges and Outstanding Issues**

- Increasing program use of social media and other online methods for program delivery
- Delivering climate change science information throughout all programs
- Fostering key interdepartmental working relationships and collaborations
- Securing resources and staffing levels required to manage the approximately 600 volunteers in the UC Marin Master Gardeners and 4-H Youth Development programs
- Identifying and implementing family nutrition programs that are complimentary and in concert with Health and Human Services Healthy Eating Active Living program and the Marin Healthy Partnership


**VI. Performance Plan**

Department Goal	Countywide Goal
Goal I: Strengthen the viability and long-term success of agriculture in Marin County by educating producers and next generation farmers	III. Sustainable Communities

Initiative Description	Program(s)
Agricultural diversification project cross-training to facilitate project development, review, approval, and implementation	Farm Advisor - Sustainable Agriculture
Coastal agriculture, its makeup and needs – Training for Coastal Commission staff and commissioners to facilitate the development of feasible and reasonable Local Coastal Plan updates	Farm Advisor - Sustainable Agriculture

**Program:** Farm Advisor

**Objective:** Increase the planned number of on-farm diversification projects to help producers sustain profitable agriculture enterprise

Workload Measures	2009/10	2010/11	2011/12	2012/13	2013/14
	Actual	Actual	Actual	Target	Target
Number of information workshops conducted	7	5	7	7	7
Number of attendees at workshops	300	296	378	300	300
Effectiveness Measures	2009/10	2010/11	2011/12	2012/13	2013/14
	Actual	Actual	Actual	Target	Target
Percent of workshop attendees indicating they are planning to develop on-farm diversification projects	83%	82%	81%	80%	80%
 Number of operators initiating or completing diversification projects	6	6	6	5	5

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**Story Behind Performance:**

The timing has never been better for Marin’s small and medium farms to connect directly with local consumers through diversification, value-add production, and direct sales.

**Program:** Farm Advisor

**Objective:** Increase the number of pasture conversions to help producers improve their profitability margins

Workload Measures	2009/10	2010/11	2011/12	2012/13	2013/14
	Actual	Actual	Actual	Target	Target
Number of staff hours spent on visits, consultations, and other assistance	700	700	650	700	700
Efficiency Measures	2009/10	2010/11	2011/12	2012/13	2013/14
	Actual	Actual	Actual	Target	Target
Number of staff hours per acre conversion	4.3	4.3	3.8	2.1	2.9
Effectiveness Measures	2009/10	2010/11	2011/12	2012/13	2013/14
	Actual	Actual	Actual	Target	Target
Net increase in acres of pasture conversion	3,000	2,000	2,447	1,500	2,000

**Story Behind Performance:**

Marin’s grazing livestock and dairy operations are at a competitive advantage to operate organic pasture because of the cooler climate and extended growing season.


Department Goal	Countywide Goal
Goal II: Preserve the environment through integrated landscape management	IV. Environmental Preservation

Initiative Description	Program(s)
Expand implementation of firewood management outreach program	Farm Advisor
Complete the fifth season of Bay Friendly Garden Walks adding an additional 150 homes and home gardeners to the 806 already served	Farm Advisor
Continue implementation of pilot demonstration for the Marin Carbon Project on working ranches	Farm Advisor
Initiate climate change program delivery through all department components	Farm Advisor

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**Program:** Farm Advisor

**Objective:** Increase the quantity and quality of experience for Marin residents participating in community gardening

Workload Measures	2009/10	2010/11	2011/12	2012/13	2013/14
	Actual	Actual	Actual	Target	Target
Number of community gardens receiving program information	N/A	10	21	20	25
Effectiveness Measures	2009/10	2010/11	2011/12	2012/13	2013/14
	Actual	Actual	Actual	Target	Target
Number of community garden gardeners using information provided through outreach and education	N/A	230	550	600	1,000
 Number of community and school gardens using program information to implement and improve community garden opportunities for residents	N/A	N/A	21	20	25


**Story Behind Performance:**

Providing needed technical support and instruction to gardeners in the community and school gardens has been a very rewarding way for our staff and volunteers to contribute to increasing the production and access to nutritious food in Marin.

**Program:** Farm Advisor

**Objective:** Increase bay-friendly water conservation and landscape practices to lower water and pesticide use in the watershed

Workload Measures	2009/10	2010/11	2011/12	2012/13	2013/14
	Actual	Actual	Actual	Target	Target
Number of participating residents and homeowners in education outreach	200	200	200	300	300
Number of resident surveys completed	200	155	160	150	150

Effectiveness Measures	2009/10	2010/11	2011/12	2012/13	2013/14
	Actual	Actual	Actual	Target	Target
Number of residents who changed conservation practices	115	100	125	100	125
 Amount of water usage reduced after education (millions of gallons)	2.3	2.3	2.25	2.25	2.25

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**Story Behind Performance:**

Engaging individual gardeners in their own home gardens is provides beneficial impacts through reduction in water use homeowner by homeowner.


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Department Goal	Countywide Goal
Goal III: Improve water quality and watershed conditions in Marin’s watershed with science-based research and information	IV. Environmental Preservation

Initiative Description	Program(s)
Initiate the Current State of Knowledge brown bag lunches, providing regular installments of recent research findings on relevant topics such as invasive plant species, soil carbon management, markets for ecosystem services, and more	Farm Advisor - Water Quality and Watershed Management

**Program:** Farm Advisor

**Objective:** Improve management practices on agricultural operations resulting in lowered pollutant loading in the watershed and to the bay

Workload Measures	2009/10	2010/11	2011/12	2012/13	2013/14
	Actual	Actual	Actual	Target	Target
 Number of participating ranch or dairy landowners	150	75	42	75	75
Number of water and soil samples collected	150	200	475	200	500
Number of conservation management practices implemented on-farm	10	20	15	20	20

**Story Behind Performance:**

Our staff is working closely with local ranching and dairy producers on finding reasonable and feasible ways to comply with water quality and quantity regulations.

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<b>Department Goal</b>	<b>Countywide Goal</b>
Goal IV: Provide direction on countywide funding for habitat restoration	IV. Environmental Preservation

<b>Initiative Description</b>	<b>Program(s)</b>
Administer County funds for fish and wildlife projects through oversight of Marin County Fish and Wildlife Commission	Farm Advisor

<b>Department Goal</b>	<b>Countywide Goal</b>
Goal V: Develop leadership, community service, and life skills among Marin County youth using experiential, inquiry-based learning in science literacy and environmental education	III. Sustainable Communities

<b>Initiative Description</b>	<b>Program(s)</b>
Integrate forest ecology and climate change science into the existing 4-H in the Classroom and Embryology program	Farm Advisor - 4-H and Youth Development