

TABLE OF CONTENTS

Project Overview	C-3
Introduction	C-7
▪ Overview	C-7
▪ Methodology.....	C-8
General Observations.....	C-11
▪ Trends	C-12
▪ Challenges	C-12
▪ Opportunities	C-13
▪ Summary of Findings.....	C-14
Conclusion	C-15
Next Steps for Nyhus Communications.....	C-17
Appendices	
▪ Appendix A: Vision Statement and Goals.....	C-19
▪ Appendix B: Strategic Framework and Messages	C-21
▪ Appendix C: Participants	C-23
▪ Appendix D: Community Workshop Overall Comments.....	C-29
▪ Appendix E: Community Feedback Form Results.....	C-31
▪ Appendix F: Press Releases	C-35
▪ Appendix G: Media Coverage.....	C-41
▪ Appendix H: Collateral Material – Community Meetings	C-59

PROJECT OVERVIEW

BACKGROUND AND PURPOSE

In October 2007, Snohomish County initiated a project to create a vision of how the farming community and Snohomish County citizens want local agriculture to look and function 100 years from now. From that work, a practical business plan would be developed serving as a roadmap for implementing an agriculture action plan that ideally would be a permanent part of a comprehensive county-wide program to sustain agriculture.

The community involvement process work completed was the first step in developing a vision for what Snohomish County residents see as the future of agriculture. What we learned will help the County develop, test and refine specific strategies and recommendations that can be widely supported by the public based upon a shared community vision and common values.

The report covers the major components of the Community Engagement Scope of Services. These components include:

- Identification of community attitudes and values to be used as a benchmark for future use;
- A draft community vision statement and goals of Snohomish County's agricultural lands for the next 100 years;
- A strategic communications framework and messages to test preliminary ideas/priorities generated from the broad-based community engagement process; and
- 2008 Scope of Work.

METHODS

Nyhus Communications, in partnership with Community Attributes and MAKERS Architecture and Urban Design, conducted presentations, workshops, and one-on-one interviews to identify a long-term vision for Snohomish County agriculture based on public values and priorities. To generate participation Nyhus engaged in a wide variety of public outreach that reached thousands of Snohomish County citizens. These techniques ranged from earned press activities to targeted mailings.

COMMUNITY WORKSHOPS – 1ST QUARTER 2008

Six targeted community outreach workshops were held. Each workshop utilized an interactive “Where do you live?” GIS-based map (created by MAKERS) showing the location and type of agricultural activity within Snohomish County, a PowerPoint presentation reviewing the project background and goals and 40-60 minute facilitated small-group discussion to elicit feedback and opinions. The workshops were held in Edmonds, Lynnwood, Mukilteo, Everett, Snohomish and Arlington.

COMMUNITY OUTREACH MEETINGS – APRIL 2008

In addition to the workshops, the Nyhus team reached out to an additional eight community groups across the County to gather input and feedback. Nyhus staff gave presentations and set up information tables at each of the meetings.

STAKEHOLDER INTERVIEWS – APRIL 2008

Nyhus interviewed more than 25 key stakeholders that were carefully selected to represent the broad cross-section of Snohomish County's economic and cultural fabric.

In addition to the qualitative data we recorded through conversations via the workshops, community meetings and one-on-one interviews, we collected 208 completed questionnaires.

KEY FINDINGS

The Nyhus team learned a great deal about the public's attitudes, opinions and ideas in creating a healthy and sustainable agriculture economy in Snohomish County. The following is a summary of findings gathered through the public engagement process:

- Public education about farms, farmland and local food is essential if farmland is to be preserved. Even among participants, a group that is somewhat more informed than the general population, knowledge about farms and, in particular, the issues facing farmers, was limited.
- Agriculture contributes to the high quality of life experienced by most residents of Snohomish County.
- Too much land is threatened by development pressure, regulatory restrictions and taxes.
- Children currently have few connections to farms, but these connections are vital – whether it's teaching children where their food comes from or providing an entertaining and educational farm experience.
- Accessibility to local food by consumers is paramount to the success of local farms.
- New policies must be developed and existing policies enforced to better support agricultural land and rural preservation.

RECOMMENDATIONS

The future of farming in Snohomish County is a concern among the County residents who participated in our community outreach meetings and stakeholder interviews. Our engagement efforts revealed that those citizens who had an existing understanding of agriculture's personal and public benefits also have a greater appreciation of the need to keep farmland in production. The challenge is with the urban and suburban Snohomish County citizens. With no direct relationship to agriculture, these citizens see no connection between the success of agriculture and their lives.

As a first step in generating public support and understanding of a long-term vision for agriculture and local farming, there must be a sizeable increase in public education and understanding among all the citizens of Snohomish County about the need to protect and support agricultural lands and local farms.

The next step Nyhus recommends to advance the project are as follows:

- Develop a final Vision Statement and Project Goals;
- Conduct qualitative and quantitative public opinion research to test preliminary ideas and priorities generated from the broad-based community outreach process;
- Conduct qualitative and quantitative research to test and gather feedback on the 1) key messages, 2) business plan concepts, and 3) proposed public actions / ideas to sustain agriculture into the future; and
- Develop and implement a Strategic Communications plan that creates and maintains community interest, awareness and excitement of the County's newly adopted Agricultural Sustainability Action Plan.

INTRODUCTION

Beginning in fall of 2007 and continuing through April 2008, Nyhus Communications has sought public opinion about Snohomish County agriculture, the agricultural industry and agricultural land by using various methodologies (see Appendix) in support of the Snohomish County Agricultural Sustainability Project, a community-based initiative to enhance and strengthen the County's agricultural economy and its critical land base.

The Snohomish County Agriculture Sustainability Project was the result of a request to Snohomish County by farmers and community members to preserve and strengthen the County's agricultural economy and land base for the next 100 years.

The three components of this project included 1) inventory mapping and land-use analysis, 2) economic opportunity assessment, and 3) community outreach. The product of this collaborative effort will be an agricultural business plan that will help guide both policymakers and planners.

A variety of outreach efforts were implemented to garner a diverse sampling of opinions from a broad cross-section of Snohomish County citizens: seniors, students and all ages in-between; urban, suburban and rural residents; and individuals representing upper- and lower-income and education levels.

OVERVIEW

The Nyhus project team worked closely with Snohomish County Agriculture Project Coordinator Linda Neunzig to develop the community engagement process. The Nyhus team, in partnership with Community Attributes and MAKERS Architecture and Urban Design, conducted presentations, workshops, surveys and one-on-one interviews to identify a long-term vision for Snohomish County agriculture based on public values and priorities. This outreach effort also identified new ideas that could be developed into programs with broad public support.

ALL OUTREACH METHODS, WHILE PHRASED APPROPRIATELY TO THE FORM OF QUESTIONING, ADDRESSED THE FOLLOWING OVERARCHING QUESTIONS.

- What is the future of Snohomish County farming?
- What's important to you?
- What should the agricultural and rural landscape look like 20, 40, 100 years from now?

THE FORMAT USED FOR EACH PUBLIC MEETING DURING THE COMMUNITY ENGAGEMENT PROCESS INCLUDED:

- An interactive "Where do you live?" GIS-based map (created by MAKERS) showing the location and type of agricultural activity within Snohomish County;
- A PowerPoint presentation reviewing the project background and goals;

- A 40-60 minute facilitated small-group discussion; and
- Individual feedback forms filled out by each participant.

SAMPLE WORKSHOP, INTERVIEW AND SURVEY QUESTIONS INCLUDED THE FOLLOWING:

- What type of agricultural activities, services and priorities do you feel are needed to sustain agriculture and local farming in Snohomish County?
- Do you think working to preserve farmland is a good use of Snohomish County resources? (Resources could be anything from staff time to funding.)
- What do you see as the top five priorities that should be addressed?

Telephone and in-person interviews, ranging 20-60 minutes, were conducted using the same general questions.

See Appendix for a selection of representative responses.

METHODOLOGY

To engage as many Snohomish County citizens as possible, Nyhus used a number of research and public outreach techniques:

- Snohomish County Agricultural Sustainability Project kickoff and media rollout with County Executive Aaron Reardon, resulting in news coverage – October 2007 (**See Appendix for media list and coverage results.**);
- Information table at Evergreen State Fair and 4th annual Focus on Farming Conference – surveys and dialogue with event visitors; and
- Community Workshops – 1st quarter 2008 (**Workshop dates and locations, collateral materials, the list of organizations contacted and dates are included in the Appendix.**)

COMMUNITY WORKSHOPS

Six targeted community outreach workshops were held. The urban workshops – in Edmonds, Lynnwood, Mukilteo and Everett – had light to moderate turnouts, while the rural workshops – in Snohomish and Arlington – were very well attended, with more than 50 attendees at each. There was strong participation by the Community Oversight Steering Committee (COSC) members at many of the community workshops.

Outreach efforts for these workshops touched thousands of Snohomish County citizens. Tactics used included:

- Postcard mailings to the “perfect voters” – those who voted in the last four elections – in targeted zip codes within Snohomish County;

- Advertisements in local newspapers;
- Flyers posted in local businesses, libraries and community gathering places;
- Informational flyers left at prominent community gathering places throughout the County;
- Workshop notices posted to websites and blogs such as Craig’s List, Sustainable Seattle and Green Everett;
- Media advisories and press releases sent to local media outlets; and
- Calls and e-mails to more than 40 organizations that span the diversity of Snohomish County citizens.

COMMUNITY OUTREACH MEETINGS – APRIL 2008.

In addition to the workshops, the Nyhus team reached out to an additional eight community groups across the County to gather input and feedback:

- Everett Kiwanis Club;
- Everett Senior Center;
- Lake Goodwin Community Club;
- Mill Creek Senior Program;
- Snohomish County Tourism Bureau;
- South County Senior Center Health & Wellness Fair;
- Stanwood Lions Club; and
- Stillaguamish Senior Center.

STAKEHOLDER INTERVIEWS – APRIL 2008.

Nyhus interviewed more than 25 key stakeholders that were carefully selected to represent the broad cross-section of Snohomish County’s economic and cultural fabric. The list of interview participants was developed collaboratively with Linda Neunzig and included County Councilmembers, community leaders and youth. (**See complete stakeholder interview list in the Appendix.*)

GENERAL OBSERVATIONS

Throughout the community engagement process, the Nyhus team observed and documented the following points:

- The most consistent feedback across all community outreach efforts was the need to raise the level of consciousness and connection to the value and benefits of local agriculture among our urban and suburban residents.
- Whether participants were rural, urban or suburban, there was a consistent belief that agriculture and farming are important to the fabric and identity of Snohomish County.
- Attendance at urban public meetings was light to moderate. The participants who attended these meetings tended to already be involved in sustainable agriculture and the “buy local” food movement. When probed on their reason for attending the meetings, we learned that unless an individual had some existing connection to a farm, local food, the environment or lived near enough to farmland to have witnessed the loss of land, agriculture is under the public radar.
- The rural workshops generated large turnouts, with participants who were directly connected to local farms and farmland preservation efforts.
- Most seniors who participated had some current or previous connection to farming.
- Most participants expressed the belief that farming needs to be economically viable if the industry is to continue.
- Both new and longtime farmers who attended the community meetings expressed the need for a support network for farmers – to help new farmers get started and to help longtime farmers change methods, practices or products.
- Across all of the outreach efforts, participants consistently expressed strong support for a year-round farmers market, which they felt would be an asset to farmers.
- There was a general consensus that preserving farmland is important. However, there was no consensus on how best to preserve the farmland. Ideas expressed by participants and stakeholders were creative and, in some cases, worth exploring.
- Participants from more affluent communities tend to support the “buy local” movement and see it as a means to support local farmers and the environment.
- Opinions on biofuels and farm products varied; however, a need for a Snohomish County “signature crop” was identified.
- The farmers who attended our outreach meetings all had expressed their dissatisfaction with the County’s efforts to keep farmland in production.

TRENDS

Those who participated in the stand-alone workshops were self-selecting participants and generally seemed to have more awareness of farms, local food and the environment than the general population.

Participants at pre-existing community meetings and some stakeholders tend to be less informed about the needs of farmers and what's happening in the rural areas. Other trends we discovered include the following:

- Regardless of location, age or background, most participants and stakeholders are aware that Snohomish County farmland is being rapidly converted to residential and business developments, and they believe that local farms and farmland should be preserved.
- Participants expressed interest in contributing to farmland preservation and helping farmers, but they don't always see a connection in terms of what they can do personally or how their actions impact the farming industry.
- Preserving farmland for future generations is important: as a local food source, for environmental stewardship and for recreational activities.
- Participants are beginning to see the connection between having nearby farms and enjoying local food and healthy lifestyles.
- There was a clear consensus that we need to reach out and educate the county's youth on the importance and benefits of our local food system and where their food comes from.
- There is recognition that a stronger collective effort is needed in promoting and marketing local food and products to consumers.

CHALLENGES

When asked to look into the future, participants identified a number of pressing concerns or barriers to creating a vibrant agricultural economy. These concerns included:

- A severe lack of knowledge about farms by the general public, particularly those living in urban areas;
- Educating the general public, especially urban and suburban residents, about potential land-use measures to protect farmland (i.e., TDR, PDR programs). This can happen only after the public gains a greater awareness of the personal and public benefits of local farms and farmland;
- Trust in government to "do the right thing" in terms of preserving farmland and supporting local food systems;
- Skepticism regarding the feasibility of saving farms and farmland; many feel it's too late or that it won't happen for various reasons;
- Striking the balance between an ever-growing population in the County and the need for affordable homes; and

- Supporting farmers, both new and established, to continue and expand despite the many obstacles and challenges associated with farming today.

OPPORTUNITIES

Knowledge about local farms and the issues they're facing is nearly nonexistent to the majority of the general public. Even with their limited knowledge, though, participants offered solutions and ideas on how to create a thriving future for agriculture in Snohomish County. Some of these ideas are outlined as follows:

- There was consensus among informed participants that a food movement is underway that goes beyond fad or trend and that lends itself to promotional marketing opportunities to the general public. With the organic market being the fastest growing segment of the food industry (worldwide and nationally, with double-digit growth each year over the last few years*), indicators such as the growth of neighborhood farmers markets, suggest that "buying local" is also catching on quickly.
(* Verified through various web sources including:
http://www.cattlenetwork.com/farnam_companies_Content.asp?ContentID=116519)
- With the number of farmers market visitors growing steadily, these neighborhood markets offer a significant vehicle for public education about farms and farmland through the local food connection.
- The growing popularity of food events (e.g., festivals, themed dinners, 30 for \$30, and so on) offers opportunities to reach out beyond the initiated to connect more people to local food and farms.
- People who care about the environment may not know that farmers are stewards of the land. Outreach to environmental and outdoor recreational groups may present additional opportunities to reach beyond those who already support agriculture.
- The County should invest in a roadside "signage" program that informs and educates motorists about local farming activities and products.
- The County would benefit from "branding" itself as an "ag center" so it can be marketed collectively and become well known everywhere for quality agricultural products.
- Farmers could be offered incentives or monetary bonuses to encourage them to keep their land in production.
- Create an umbrella network to coalesce the many small groups helping farmers.
- Investigate opportunities to create an affordable farm labor pool, considering the county has a growing number of displaced and homeless people who need work.

SUMMARY OF FINDINGS

This summary identifies key points made by the public at stand-alone community workshops, surveys completed by participants at existing community meetings and events, and through in-person and telephone interviews with key stakeholders. At every meeting participants expressed the following general beliefs that:

- Public education about farms, farmland and local food is essential if farmland is to be preserved. Even among participants, a group that is somewhat more informed than the general population, knowledge about farms and, in particular, the issues facing farmers, was limited.
- Agriculture contributes to the high quality of life experienced by most residents of Snohomish County.
- Too much land is threatened by development pressure, regulatory restrictions and taxes.
- Children currently have few connections to farms, but these connections are vital – whether it's teaching children where their food comes from or providing an entertaining and educational farm experience.
- Accessibility to local food by consumers is paramount to the success of local farms.
- New policies must be developed or existing policies enforced to better support agricultural land and rural preservation.

CONCLUSION

The future of farming in Snohomish County is a concern among the county residents who participated in our community outreach meetings and stakeholder interviews. Our engagement efforts revealed that those citizens who had an existing understanding of agriculture’s personal and public benefits also have a greater appreciation of the need to keep farmland in production. They understand the risks and downsides if local, family and niche farms become a dying industry.

The challenge is to “grow” the number of county residents (specifically citizens living in our urban and suburban communities) who actively support a long-term vision for agriculture and local farming in Snohomish County. As more and more people move into the county, the number of people who do not have a connection to the rich farming heritage of Snohomish County will increase as well.

As a first step in generating public support and understanding of a long-term vision for agriculture and local farming, there must be a sizeable increase in public education, understanding and consciousness among all the citizens of Snohomish County about the need to protect and support agricultural lands and local farms.

NEXT STEPS FOR NYHUS

Nyhus Communications is responsible for the community engagement portion of the Snohomish County Agricultural Sustainability Project. During the initial portion of the project, we were charged to uncover, understand and document current attitudes and priorities of Snohomish County citizens regarding the future of agriculture and local farming in the County.

The ongoing scope of work will be a continuation of the preliminary findings and results gathered from the tasks completed during the project:

- Conduct public opinion research to test preliminary ideas and priorities generated from the broad-based community involvement process. Research conducted through survey monkey. Nyhus work with client to develop list of survey questions and participants.
- Nyhus will conduct public opinion research to test preliminary ideas and priorities generated from the broad-based community involvement process. Conduct surveys at targeted community events and fairs (schedule and locations TBD).
- Nyhus will work with Community Attributes and MAKERS to develop communications platform and key messages from the integration of the land use analysis and the economic analysis. Key messages will be integrated into the public information materials.
- Hold two focus groups to test and gather feedback on the (1) key messages, (2) business plan concepts, and (3) proposed public actions / ideas to sustain agriculture as an economic sector and activity.
- Nyhus will conduct community roundtables with elected officials, key stakeholders and community representatives for comment and feedback of the draft business plan. Will work with the client to determine roundtable participants, number of roundtables and locations.
- Nyhus will develop and implement a Strategic Communications plan that creates and maintains community interest, awareness and excitement of the County's newly adopted Agricultural Sustainability Action Plan. The Communications Plan will include key messages, community outreach and a strong media relations component.
- Nyhus will attend COSC meetings and other presentations.

APPENDIX A: VISION STATEMENT AND GOALS

VISION

Thriving and active farms throughout Snohomish County producing locally grown, healthy foods and products, supported by people working together to preserve and enhance the economic profitability, environmental health and societal benefits of agriculture and local farming.

GOALS

- Increase public understanding and consciousness among all rural, urban and suburban citizens of Snohomish County about the benefits of protecting and supporting agricultural lands and local farms.
- Promote among the general public the value and benefits of a sustainable local food system that is good for the environment, the farmers and our communities.
- Strengthen the future of farming by developing opportunities and better access for children and youth to learn, understand and appreciate our local food system and farms.
- Improve and increase diverse partnerships among local and regional governments, businesses, the farming community and the public on issues and interests that unite our communities around long-term sustainability goals and actions.

APPENDIX B: STRATEGIC FRAMEWORK AND MESSAGES

BACKGROUND

Beginning in fall of 2007 and continuing through April 2008, Nyhus Communications has sought public opinion about Snohomish County agriculture, the agricultural industry and agricultural land by using various methodologies (see Appendix). Nyhus also took an initial step toward developing a public education process about the value of farms and farmland. We developed and implemented various outreach efforts to garner a diverse sampling of opinions from a broad cross-section of Snohomish County citizens as mentioned previously in the Community Engagement Report.

Information sought through the initial public outreach process included the level of awareness about farms and farmland among the general public and key stakeholders, and the overall interest in preservation.

COMMUNITY PRIORITIES AND CONCERNS

After reviewing the public feedback, ideas and concerns generated from the community engagement workshops, feedback surveys and stakeholder interviews, we identified several key themes that characterize the community's long-term vision for agriculture and local farming in Snohomish County:

- There is a strong belief that an increased level of consciousness and connection between agriculture and local farms among Snohomish County residents living in the urban growth areas needs to be established. The question, "Why should we care?" must be addressed.
- There is a strong belief that there must be an increased effort to market and promote local food and products through farmers markets, co-ops, local grocery stores, local businesses and agri-tourism.
- The public has a strong desire to see more farmland in production.
- There is a widespread belief that agriculture contributes to the quality of life in our community and should be preserved.
- There is a perception that local farms are in jeopardy due to development pressures, regulatory requirements and taxes.
- The public has a growing awareness that local agriculture is critical to our food supply. We can't rely on imported food and food being trucked thousands of miles to feed the County.
- The public understanding that farming needs to be profitable for the farmers.
- There is a strong public desire for increased communications and collaboration among farmers, businesses and the County to identify and streamline processes to strengthen the economic future of farming.

KEY MESSAGES

Based on the key themes that surfaced from the community engagement process, we have developed the following key messages.

OVERALL MESSAGE

A diverse and viable agricultural economy is vital to the health of our growing region. Snohomish County and its citizens need to act now to preserve active farmland and keep local farms in production before it's too late. Without community support and strategic allocation of public resources, we risk the future of farming and the ability to buy locally grown, healthy food.

SUB-MESSAGE

Snohomish County's rich farming heritage enhances the vitality, desirability and character of our communities. The future of farming depends on an informed public that is knowledgeable about the benefits of a thriving agricultural community, and on the ability of local farmers to make a living from farming.

APPENDIX C: PARTICIPANTS

INDIVIDUALS & ORGANIZATIONS

- Evergreen State Fair, August 23 – September 3, 2007: general public
- Focus on Farming Conference, November 29, 2007: Farmers and agriculture-industry professionals
- Community Workshops, 2008:
 - Edmonds, January 17
 - Mukilteo, January 22
 - Lynnwood, January 24
 - Everett, March 20
 - Arlington, March 25
 - Snohomish, March 27
- Community Meetings
 - Snohomish County Tourism Bureau, March 20
 - Lake Goodwin Community Club, April 10
 - Stillaguamish Senior Center, April 11
 - Mill Creek Senior Program, April 14
 - Everett Kiwanis Club, April 17
 - Everett Senior Center, April 21
 - South County Senior Center, April 25
- Stakeholder Interviews
 - Snohomish County Councilmembers*
 - Dave Somers
 - John Koster
 - Brian Sullivan
 - Mike Cooper
 - Dave Gossett
 - Community Leaders*
 - Dana Libby, Captain, The Salvation Army
 - Barbara Davis, VP – Impact & Community Investment, United Way of Snohomish County
 - Dan Hartman, Store Manager, Edmonds QFC
 - Heather Villars, Communications Director, Workforce Development Council
 - Amy Spain, Executive Director, Snohomish County Tourism Bureau
 - Joyce Frasu, Program Specialist, Snohomish County Human Services Dept., Long-Term Care & Aging Division
 - Chris Fyall, Editor, Edmonds/Lynwood Enterprise Newspaper

- Patty DeGroot, Chief Strategic Officer, Providence Everett Medical Center
- Chris Keuss, Executive Director, Port of Edmonds
- Larry Sundquist, President of Sundquist Homes/Citizens Cabinet
- Connie Hallgarth, Ethnic Site Coordinator, Senior Services of Snohomish County
- Joe Marine, Mayor of Mukilteo
- Fred Gouge, President, Port of Edmonds Commission
- Bill Diepenbrock, Chair, Snohomish County Planning Commission
- Eight Monroe High School animal-science students and teacher Ann Lowe

PROJECT FACILITATORS:

Nyhus Communications

- Beau Fong
- Sally Poliak
- Gregg Flotlin
- Jon Misola

MAKERS Architecture and Urban Design

- John Owen
- Dara O’Bryne

Community Attributes

- Chris Mefford
- Amy Ring
- Dawn Couch
- Erica Sieben

COMMUNITY GROUPS

THE FOLLOWING LIST REPRESENTS THE COMMUNITY GROUPS CONTACTED BY NYHUS ABOUT THE AGRICULTURE SUSTAINABILITY PROJECT. GROUPS WERE ASKED TO EITHER PARTICIPATE IN OR HOST A PRESENTATION AT THEIR COMMUNITY MEETING. IN SOME CASES, GROUPS WERE ASKED TO SHARE INFORMATION WITH THEIR MEMBERS AND CLIENTS.

- Snohomish County League of Women Voters
- United Way of Snohomish County
- YMCA of Snohomish County
- Everett Area Chamber of Commerce
- Downtown Everett Association
- Monroe Chamber of Commerce

- Monroe Arts Council
- Lions of Monroe
- Everett Rotary
- Monroe Rotary
- Edmonds Rotary
- Lynwood Rotary
- North Snohomish County Rotary Club
- Rotary of Stanwood-Camano Island
- South Snohomish County Chamber of Commerce
- Mill Creek Community Association
- Lake Stevens Lions Club
- Stanwood Chamber of Commerce
- Stanwood Camano Community Resource Center
- Stanwood Community and Senior Center
- Stanwood Lions Club
- Stanwood-Camano PTA
- American Association of University Women
- Greenwood Garden Club
- Lake Goodwin Community Center
- Snohomish County Tourism Bureau
- Silver Lake Neighborhood Association Meeting
- Cascade View Neighborhood Association Meeting
- Pathways for Women
- Korean Women’s Association
- Human Rights Coalition for Snohomish County
- Cambodian Association
- Familais Unidas: Latino Resource Center
- Refugee Women’s Alliance
- Japanese American Citizen League
- Communities of Color Coalition
- Everett Mayor & Executive Staff
- Everett City Council
- Everett Neighborhood Associations (19)
- Edmonds Mayor & City Council
- Edmonds City Councilmember Steve Berheim
- Everett Station
- Sustainable Edmonds
- Northshore Senior Center
- South County Senior Center
- Lynnwood Senior Center
- Mill Creek Senior Program
- Living Sustainability in Snohomish County
- Sustainable Seattle
- Green Everett
- Seattle Green Drinks

- Edmonds Community College Culinary Arts Dept.
- Everett Community College Environmental Studies Dept.
- Merrill Gardens Retirement - Mill Creek
- Edmonds Climate Change Citizens Group
- Seattle P-I
- Senior Services of Snohomish County
- Focus on Farming email list (900)
- UDC email list
- Snohomish County website -homepage
- Snohomish County Focus on Farming webpage
- South Everett Neighborhood Center
- Snohomish County FFA Chapters
- Snohomish County Democrats
- Snohomish County Republicans
- Community Transit (Snohomish County)
- Snohomish Health District
- Snohomish County Mothers & More (support/networking group)
- Sustainable Development Task Force of Snohomish County
- Everett Herald
- Everett School District
- Snohomish Senior Center
- First Baptist Church of Everett
- Bible Baptist Church
- Valley View Baptist Church
- Pinehurst Baptist Church
- Madison Community Church
- Mill Creek Community Church
- Canyon Creek Church
- St Frances Episcopal Church
- First Covenant Church
- Word of Grace Foursquare
- Faith Lutheran Church
- Holy Cross Lutheran Church
- Trinity Lutheran Church
- New Beginnings Church
- North Puget Sound Presbytery
- Snohomish County EDC
- Emails from the Evergreen State Fair survey form

Everett

- YMCA – distributed to all five YMCA’s in Snohomish Co.
- Downtown Library – main branch
- Flying Pig restaurant and bar
- Pave Bakery
- Sno-Isle Natural Foods Co Op
- Everett Community College
 - Science building
 - Main outdoor directory
- Everett Station University Center
- WSU extension branch – McCullum Park
- Solid Rock Café in Silver Lake
- Top Food & Drug – Everett Mall Way
- Trader Joe’s – Everett Mall Way
- Everett Senior Activity Center

Marysville

- Ken Baxter Senior Center
- Carr’s Ace Hardware
- Book Works
- Co-op Supply
- Fred Meyer
- City Hall

Tulalip

- Tulalip Tribal Center
- Tulalip Community Center

Arlington

- Arlington Co-op
- Health Foods/Pet Supply
- Arlington Hardware Store
- Arlington City Hall
- Arlington Library
- Safeway
- Haggen
- Regency Retirement Home Care Center
- Food Pavilion

- Little Italy restaurant/deli
- New Beginning Thrift Store
- O'Brien's Turkey House

Darrington

- Do It Best Hardware
- Burger Barn bulletin board
- IGA grocery

Stanwood

- Haggen
- QFC
- Starbucks
- Stanwood City Hall
- Stanwood Public Library
- Stanwood/ Camano Island Community Resource Center
- Merrill Gardens Retirement Center – Stanwood

Mill Creek

- Mill Creek City Hall
- Mill Creek Public Library
- Granolas Natural Market
- Merrill Gardens Retirement Center – Mill Creek
- Central Market
- Starbucks - Mill Creek Town Center
- University Bookstore – Mill Creek Town Center

APPENDIX D: COMMUNITY WORKSHOP OVERALL COMMENTS

The following comments were received from Edmonds, Lynnwood, Mukilteo, Everett, Snohomish and Arlington

WHAT'S IMPORTANT TO YOU ABOUT THE FUTURE OF AGRICULTURE AND LOCAL FARMING IN SNOHOMISH COUNTY?

- Land preservation
 - keep from development
- Farmers markets – only help some farmers
 - doesn't help dairy farmers
 - need to increase profit margin
- Better press regarding farming
 - Marketing and PR campaign
 - Show environmental benefits of farming
 - Education of residents and press
- Ag in schools
 - count as science/bio credit
 - business or math
 - shortage of teachers
- Farmers markets – year round
- Local food supply
- Interest young people in farming
- Keep open land from development
- Community P-patch
- Education of agriculture
- Create new small farms in up lands

- Preserving the land
 - keeping sustainable
 - food security
- Open Space
 - experience farms
 - agritourism
 - physical activity, for example a free park
- Farmers markets – year round

WHAT SHOULD SNOHOMISH COUNTY’S AGRICULTURAL AND RURAL LANDSCAPE LOOK LIKE IN THE YEAR 2040?

- Preserve farms
- Expand farms in fertile areas
- Keep farms near city
- Less sprawl – more density
- Keep open space in country – visit farms

APPENDIX E: COMMUNITY FEEDBACK FORM RESULTS

This is a sampling of the responses that we received from participants at community meetings.

DO YOU HAVE ANY ADDITIONAL THOUGHTS ABOUT THESE QUESTIONS OR IDEAS THAT WERE NOT REPRESENTED AT THE COMMUNITY WORKSHOP THAT YOU FEEL ARE IMPORTANT?

- If the ag. land continues to be developed water fowl hunting will begin to fade away.
- More teenage input, give the schools a look at what the community is all about, many are oblivious to what unique qualities Snohomish County holds.
- I really like the ideas we had on producing more cooperatives for local farmers to do their own harvesting/producing.
- (We need) berry farms, vegetable gardens, places we can go to and find fresh fruit and veggies.
- We in agriculture are not getting the true story told in the media, print, TV, internet -whatever source is bias against the tried and true farming methods, and tells about the organic or “green” revolution. Ag. has always been Green.
- I liked the workshop atmosphere and felt my thoughts were noted.
- We need more farmer friendly regulations for beginning farmers and help navigating regulations for new startup farmers.
- There is too much pressure to convert ag. land to developments. Rules and regulations are not enforced equally and it is the farmer who suffers the most. Farms don’t have the financial resources to stand up against developers.

*COMPLETE THE FOLLOWING: AS I LOOK INTO THE FUTURE, I SEE SNOHOMISH COUNTY’S AGRICULTURE AND LOCAL FARMING TO BE.....

- Thriving and developing sustainably preserved lands dedicated to encourage ag. development. Financially balanced and affordable for all ag. applications.
- Disappearing rapidly and that goes along with the hunting in Washington.
- Threatened and diminishing as more and more cluster housing is being approved. This must be more controlled than it is at present.

- Diverse, high value crops, contrasted by open space for crop and annual production, support from local community by local markets and marketing.
- Endangered by development pressures but with the continued involvement of the Snohomish Co. Agricultural Sustainability Project I feel hopeful for the county's agricultural survival.
- Vibrant and valued by the whole community.

***DO YOU THINK WORKING TO PRESERVE FARMLAND IS A GOOD USE OF SNOHOMISH COUNTY RESOURCES? RESOURCES COULD BE ANYTHING FROM STAFF TIME TO FUNDING. (YES/NO AND WHY)**

- YES – It has been important and should continue. Many grew up here in agriculture and should want to keep it up. The air is so good and what better exercise than working the land.
- YES – Viable sustainability of rich soils in the floodplain would be wise for our future health as community. There seems to be more and more dangers in eating imported foods.
- YES – So we could possibly sustain ourselves and not be dependent on outside resources.
- YES – Preserve open space. Provide wildlife habitat
- YES – We need dedicated funding for staff and programs that serve the Ag. community

***HOW DO YOU AND/OR FAMILY SEE YOURSELF SUSTAINING THE FUTURE OF SNOHOMISH COUNTY'S AGRICULTURAL ECONOMY AND FARMLANDS?**

- By not selling to developers to be subdivided. Encouraging farmers who must retire to sell to someone who will keep farming going. Helping farmers to diversify crops.
- Buy local, make political decisions that persistently affect local agriculture.
- We would buy local produce to sustain good health
- By being good stewards of the land we own.

***WHAT DO YOU BELIEVE IS IMPORTANT TO SNOHOMISH COUNTY IF YOU WERE TO CONSIDER THE WHOLE COUNTY AS "YOUR COMMUNITY."**

In order by items with the most number of votes to the least number of votes.

- A local food supply – 52
- Preserving open space and the environment – 51

- Preserving the rural landscape – 49
- Local food in schools and other institutions – 47
- A year-round farmers market – 46
- School tours to farms or other educational opportunities – 44
- Agritourism activities, such as pumpkin patches, farm tours, hay rides, etc. – 42
- Purchasing locally made products in nearby grocery stores (even if they're more expensive than national brands) – 42
- Other:
 - Infrastructure services that support farm economic development and farm profitability.
 - Leadership
 - A processing facility in Snohomish County
 - Good long range growth management.

APPENDIX F: PRESS RELEASES

PROJECT KICK-OFF EVENT PRESS RELEASE



Media Advisory—October 26, 2007

Contact: Veltry Johnson, Executive Office

Office: 425.388.3883

Cell: 425.754.6581

Email: Veltry.Johnson@co.snohomish.wa.us

Snohomish County Agriculture Sustainability Project

What: Snohomish County Agricultural Sustainability Project, a community-based initiative to preserve and strengthen the County's local agricultural economy for the next 100 years.

Who: County Executive Aaron Reardon and regional farmers

When: Tuesday, October 30, 2007, 10 a.m.

Where: The Farm (a working family farm owned and operated by Ben and Carol Krause) 7301 Rivershore Road, Snohomish or www.swanstrailfarms.com/page7512.asp

Visuals:

- School children navigating the Farm's popular Washington State corn maze: a 12-acre Washington State map with roads, towns and places.
- Children and families picking out pumpkins from the Farm's colorful pumpkin patch.
- School children and their families petting the animals, playing in the historic barn and enjoying a hay wagon ride.

Snohomish County Executive Aaron Reardon will launch the County's Agricultural Sustainability Project during a news conference at the Farm, a 125-acre working family farm along the Snohomish River.

This project, facilitated by Snohomish County's Office of Economic Development with support and oversight from the Snohomish County Agricultural Advisory Board and the local agricultural community, will engage the public in creating an Agricultural Sustainability Plan and a long-term vision of agriculture in Snohomish County.

Executive Reardon will release details of the project including the public involvement process to set priorities for the County's agricultural economy at a series of community engagement meetings.

Editor's note: Press kits, photo opportunities and interviews will be made available. For more information contact Linda Neunzig, Snohomish County, 425.388.7170.



For Immediate Release

Media Contact:

Linda Neunzig, Agriculture Project Coordinator
(425)388-7170 office
(425)754-1466 cell
linda.neunzig@co.snohomish.wa.us

**County Executive Aaron Reardon Launches
Snohomish County Agriculture Sustainability Project**

*Community-Based Initiative Enhances and Strengthens the
County's Agricultural Economy*

Snohomish, WA – Oct. 30, 2007 – Snohomish County Executive Aaron Reardon today announced the County's Agriculture Sustainability Project, a community-based initiative to enhance and strengthen the County's agricultural economy and its critical land base at a press conference at The Farm, a 125-acre working family farm along the Snohomish River.

The Snohomish County Agriculture Sustainability Project is the result of farmers, agriculture agencies, advocates and government coming together for the preservation and prosperity of Snohomish County's rapidly changing agriculture industry.

"Snohomish County has set a course to enhance and revitalize the county's agricultural economy through the next century, said Executive Reardon. "A diverse and prosperous agricultural industry is vital to the health and future of our entire region, just as it was 100 years ago."

Agriculture is a \$126.9 million industry in Snohomish County. Today, there are approximately 1,600 farms in Snohomish County of which 70% are family or individually owned farms.

"The Snohomish County landscape is changing," said Dave Remlinger, Chair of the Snohomish County Agricultural Advisory Board and a Monroe-area farmer. "Urbanization has increased the pressure to convert farmlands to non-farm uses. This

pressure will continue to grow as the County's population continues to grow. We need to act now to determine public support and vision to preserve farmland and a viable agriculture industry in Snohomish County before it's too late."

The Agriculture Sustainability Project will begin this fall with a series of community engagement meetings in which the public will be asked to create priorities and a long-term vision for agriculture in Snohomish County.

In addition, the Agriculture Sustainability Project will deliver:

- A comprehensive inventory of lands with existing or potential agricultural activities outside of the County's designated agricultural lands;
- Environmental regulations analysis and recommendations affecting agricultural activities;
- Recommendations for measures to protect the County's critical agriculture land base;
- Feasibility assessment of agribusiness economic opportunities;
- Recommendations and action items to pursue agribusiness economic opportunities.

This groundbreaking project will result in a community-owned vision of how the farming community and the general public envision local agriculture to look and function for the next 100 years, coupled with practical approaches and strategies to achieve that vision.

Executive Reardon envisions this initiative to be a business plan for agribusiness in Snohomish County that will take the County into the next century as a productive, progressive agricultural community.

The County's eleven member Agricultural Advisory Board and four community members will oversee the project and coordinate activities through the County's Office of Economic Development.

SAMPLE OF WORKSHOP MEDIA ADVISORY FOR
SIX PUBLIC OUTREACH MEETINGS



Snohomish County
Office of Economic Development
M/S/ 411
3000 Rockefeller Avenue
Everett, WA 98201
(425) 388-7492
FAX (425) 388-7230

FOR IMMEDIATE RELEASE:
December 21, 2007

Media Contacts:

Beau Fong, Nyhus Communications for Snohomish County (425) 478-1561, beau@nyhus.com
or Linda Neunzig, Snohomish County, (425) 388-7170, linda.neunzig@snohomish.wa.us

Media Advisory

Does Snohomish County Farming Have a Future? Public invited to envision future of local agriculture

January workshops scheduled in Edmonds, Mukilteo and Lynnwood

What: The public is invited to provide feedback and to help create priorities and a long-term vision for agriculture in Snohomish County by attending community engagement workshops sponsored by the Snohomish County Office of Economic Development.

Representatives from the Snohomish County Agricultural Sustainability Project team will be available to answer questions about the project and to facilitate discussion. The Agriculture Sustainability Project is a community-based initiative created to enhance and strengthen the County's agricultural economy as well as preserve local farmlands. Refreshments will be served.

When: Thursday, Jan. 17, 2008
6:00 - 8:00 p.m.
Edmonds City Hall, Brackett Room
121 5th Ave. N, Edmonds

Tuesday, Jan. 22, 2008
6:30 - 8:30 p.m.
Rosehill Community Center
304 Lincoln Ave., Mukilteo

Thursday, Jan. 24, 2008
6:30-8:30 p.m.
Meadowdale High School, Great Hall
6002 168th St. SW, Lynnwood

For more information contact Beau Fong (425) 478-1561 or Linda Neunzig (425) 388-7170. Or visit www.snoco.org search "focus on farming."

Project Background:

The Snohomish County Agriculture Sustainability Project is a community-based initiative to enhance and strengthen the County's agricultural economy and its critical land base. It is the result of farmers, agriculture agencies, advocates and government coming together for the preservation and prosperity of Snohomish County's rapidly changing agriculture industry.

This groundbreaking project will result in a community-owned vision of how the farming community and the general public envision local agriculture to look and function for the next 100 years, coupled with practical approaches and strategies to achieve that vision.

The end result of this initiative will be a business plan for agribusiness in Snohomish County that will take the County into the next century as a productive, progressive agricultural community.