

# Survey of Agriculture Development Professionals in New York State (Preliminary Results)



- New York State Department of Agriculture and Markets
- Cornell Agricultural Community Economic Development Program Work Team
- Community, Food and Agriculture Program



# Survey Objectives

- Learn more about *who* is doing *what* in AED.
- Identify needs, challenges, and interests of AED professionals.
- Maximize the collective impacts from AED efforts.
- Better support AED efforts.

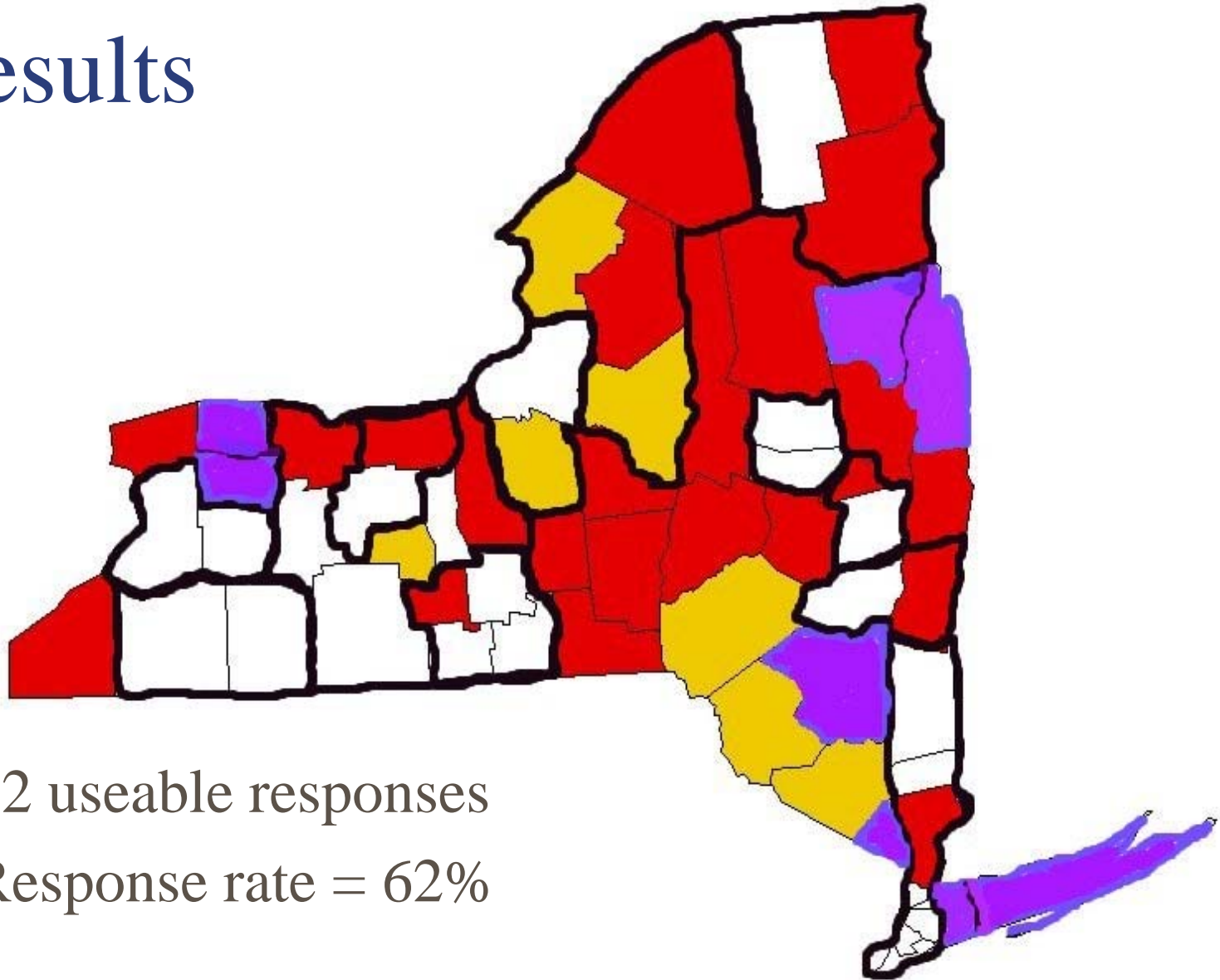


# Survey Methods

- List compiled by the ACED PWT and NYSDAM of “self identified” agriculture economic development professionals. List was crosschecked against Extension and RC&D offices lists.
- Survey was designed by NYSDAM staff and reviewed by members of the PWT.
- Survey mailed with a SASE February 20, 2003; reminder cards were mailed (mail count= 100).
- Data was analyzed CFAP using SPSS.

**Please Note: this data has not been verified!**

# Results



- 62 useable responses
- Response rate = 62%

# AED Professionals Characteristics



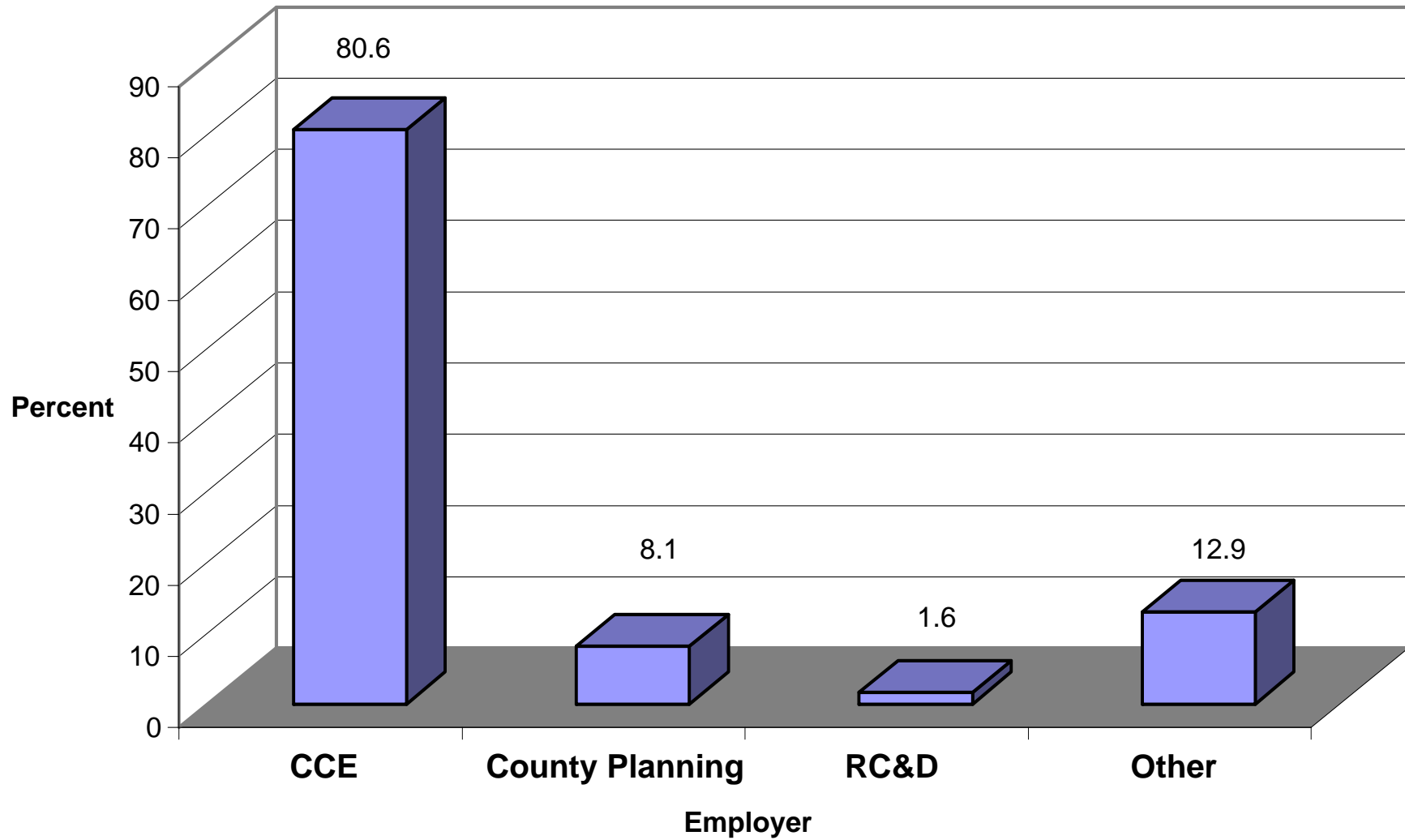
Type of Employer

Experience

Time Allocation

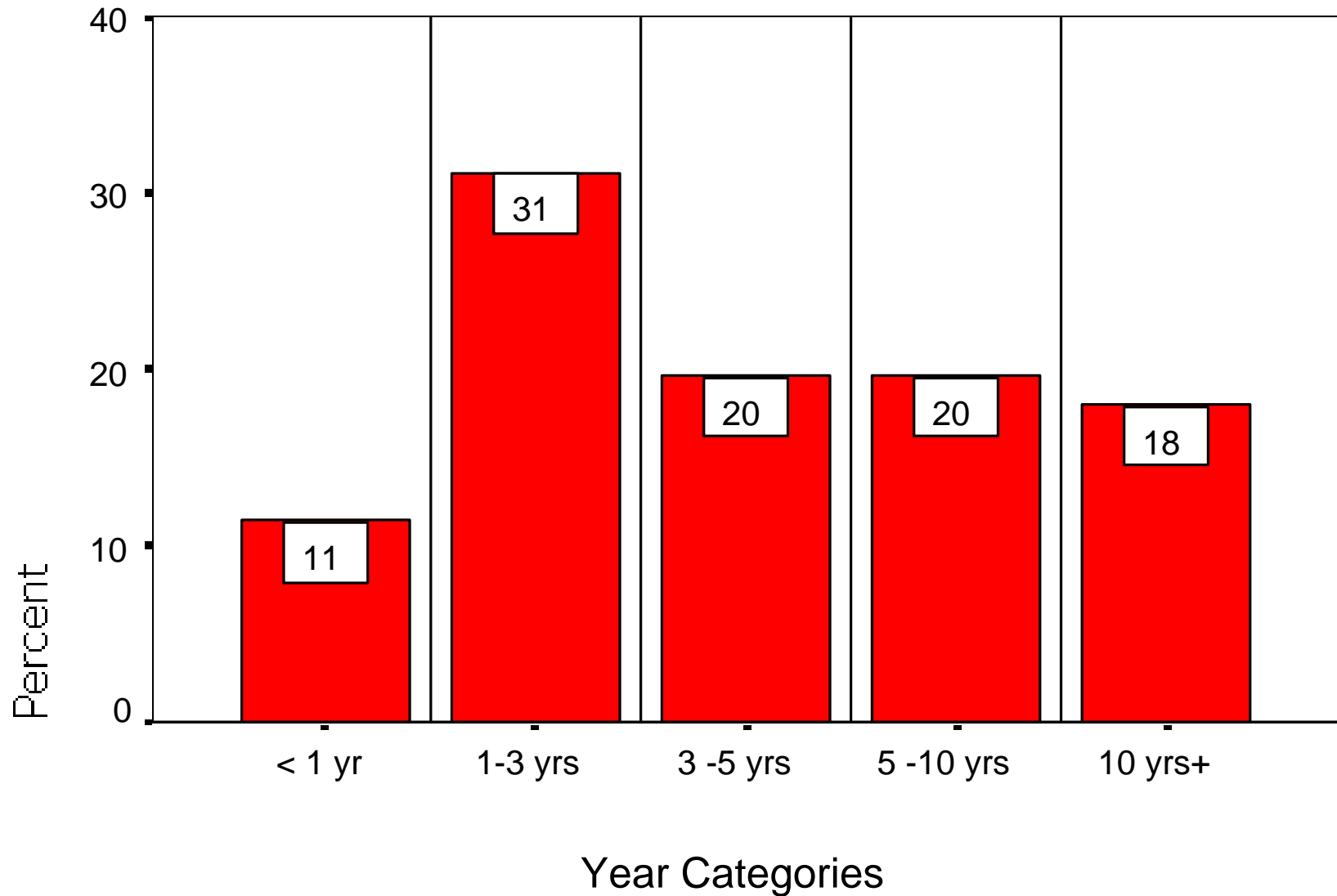
Other Job Responsibilities

# Employer



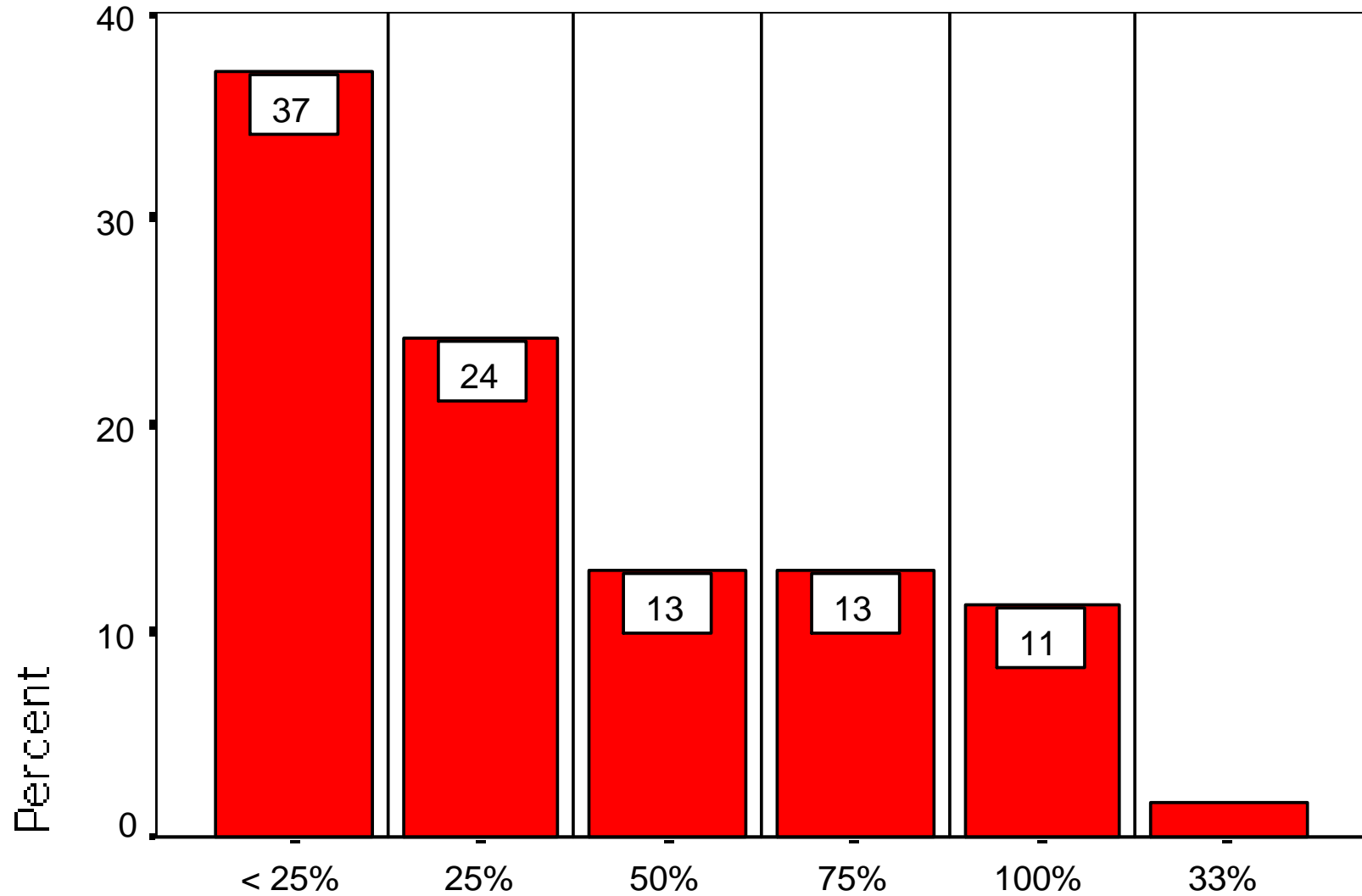
# AED Experience

## Percent of Respondents by Year Categories



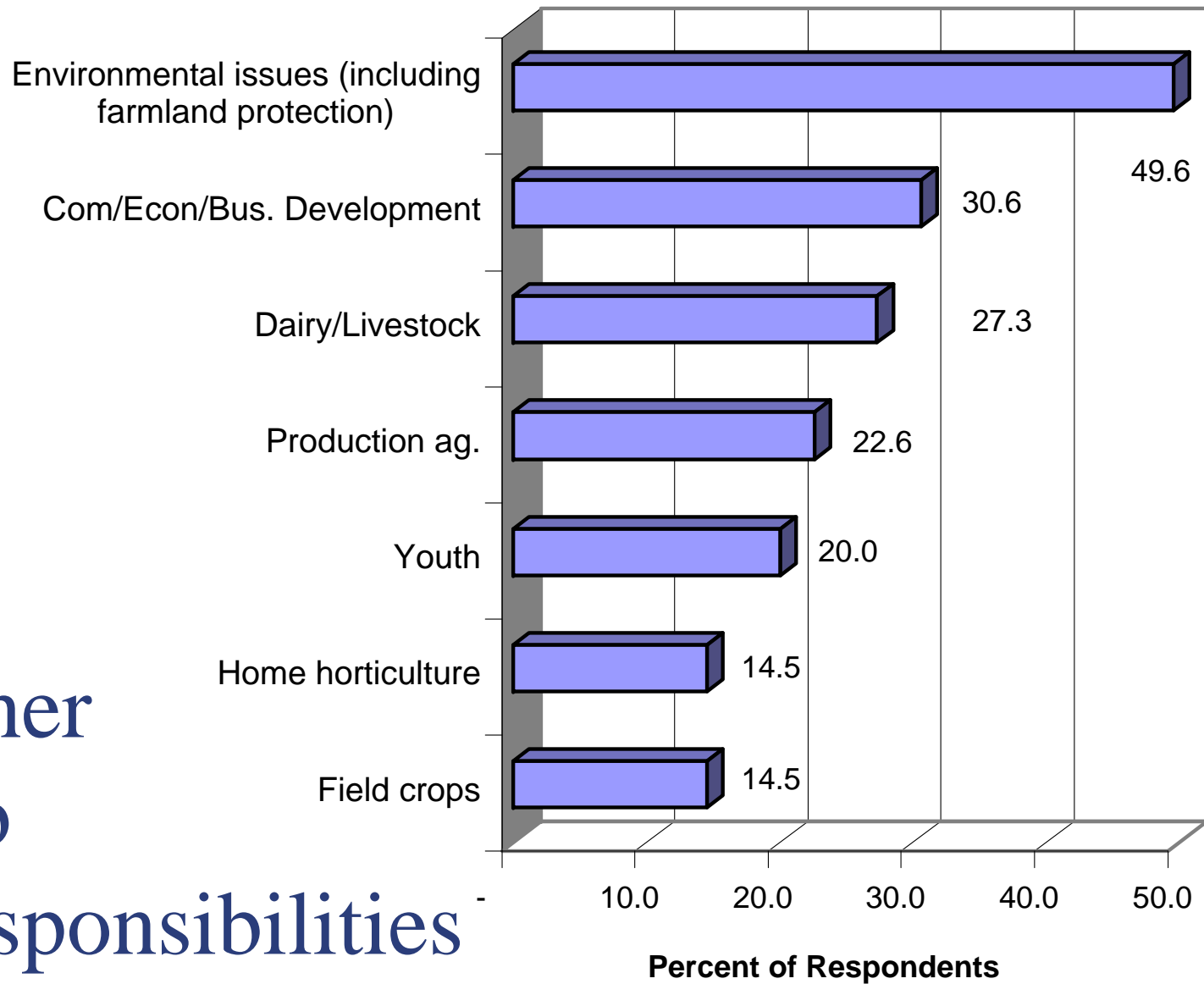
# Time Allocation

Percent of time devoted to Ag Econ. Dev.

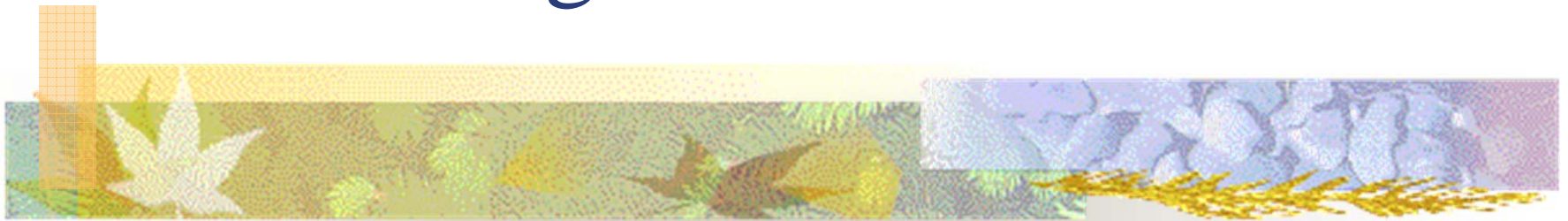




# Other Job Responsibilities



# AED Program Characteristics



Clientele

Collaborators

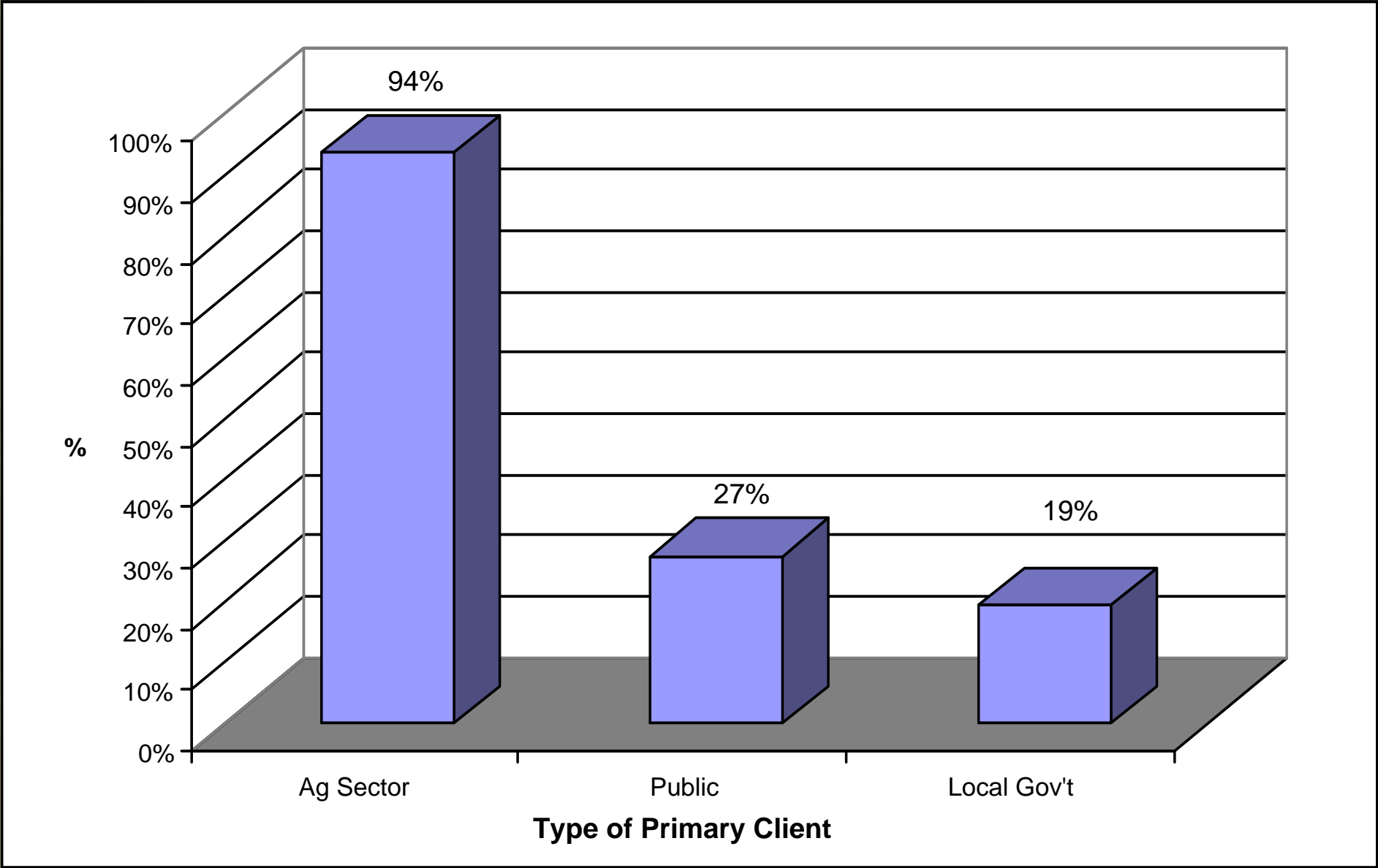
Sources of Funding

Success Stories

Current Projects

Evaluation Methods

# Clientele

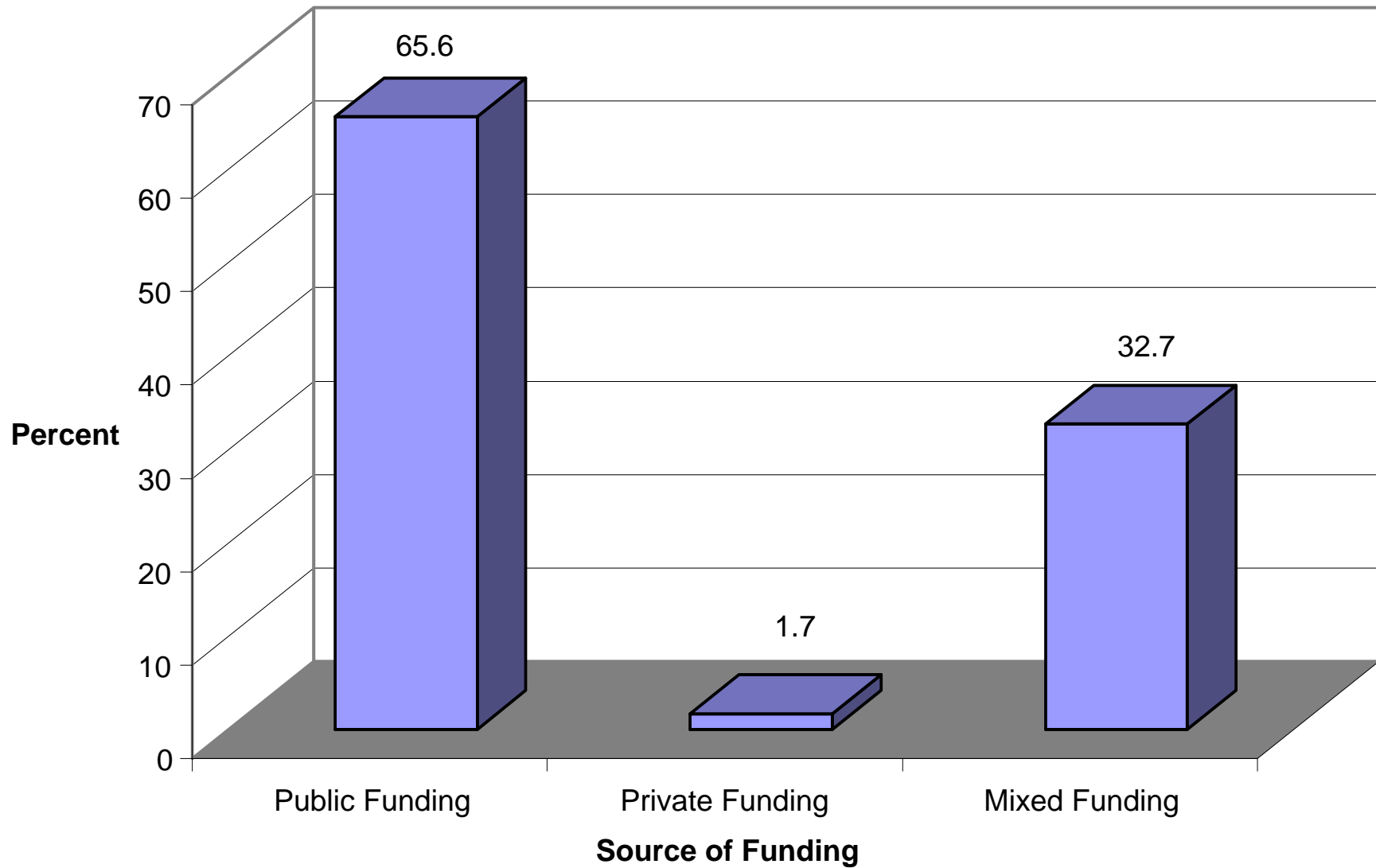




# Collaborators

■ CCE	83.9%
■ County Planning	71.0
■ NYSDAM	66.1
■ SWCD	64.5
■ Farm Bureau	62.9
■ Other	38.7
■ RC&D	35.5
■ Farm Credit	24.2
■ RC&D Council	14.5

# Sources of Funding for POSITION

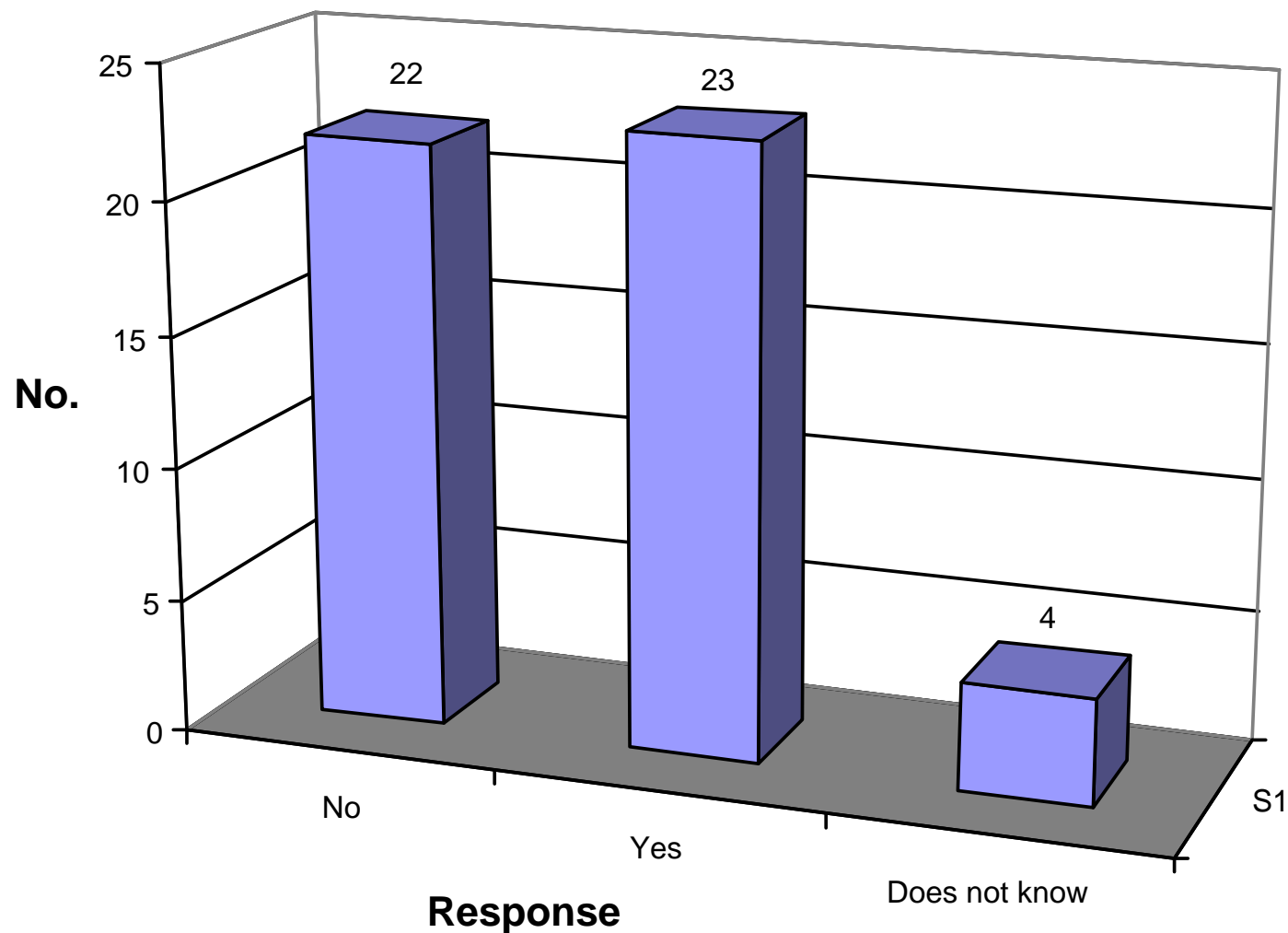




# Sources of Funding for **PROJECT**

■ State	28.8%
■ Local	23.1
■ None	19.2
■ Cornell	15.4
■ Federal	3.8
■ Private	3.8
■ Other	3.8
■ Regional	1.9

# Existence of Local Funding Mechanisms for AED?





# Local Funding Sources

- “None that I am aware of...” most common response.
- **Essex County:** \$20,000 from county for farmer training, promotion, etc.
- Mohawk Valley Edge.
- **Jefferson County Ag Development Corporation:** \$100,000.
- **Washington County** (\$5 check-off on Farm Bureau membership).
- County office of employment training.
- County IDA, Tourism.
- CCE, Planning/ED Department.
- County government: \$4,000.





# Examples of Past Success!

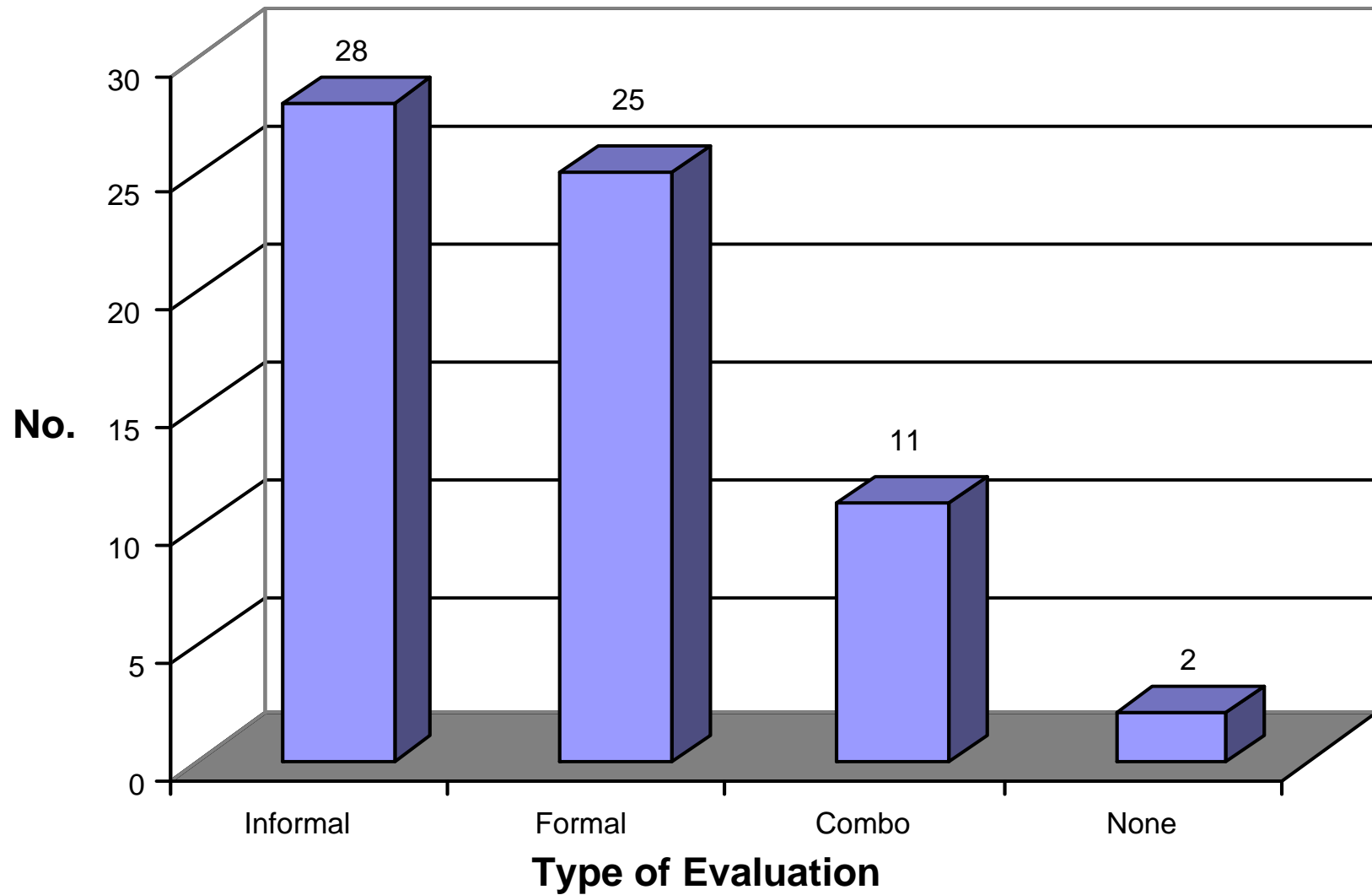
- Milk machines into school
- Anaerobic digester projects
- Migrant worker housing
- “Grow Otsego” program
- “Come Farm With Us” video
- Ag-friendly comprehensive plan
- Purchase of development rights
- New York Bold—branded onions
- Artisanal cheese plant
- Feasibility of shared-use kitchen
- Revolving loan fund
- Weekly radio show
- Workforce certification
- Farm-to-restaurant projects
- Institutional procurement



# Sample of Current/Ongoing Projects

- Dairy Viability Initiative
- Northern NY Aquacultural Development Program
- Mobile cheese lab
- Multicounty regional ag. dev.
- Study tours
- Organic winery
- Agriculture Innovation Center
- Goat & sheep meat marketing channel
- Beginning farmer apprentice program
- Marketing potatoes by cooking type
- Embracing Equine initiative
- Farmland protection plan update
- Fresh-cut processing research
- Smokehouse
- Reuse of old ag. processing facilities
- Empire Zone inclusion of ag. projects
- “Little Red Barns” in public libraries
- Agroforestry
- Soybean-processing project

# Evaluation Methods



# AED Challenges and Opportunities



Challenges

Most Helpful Support Needed

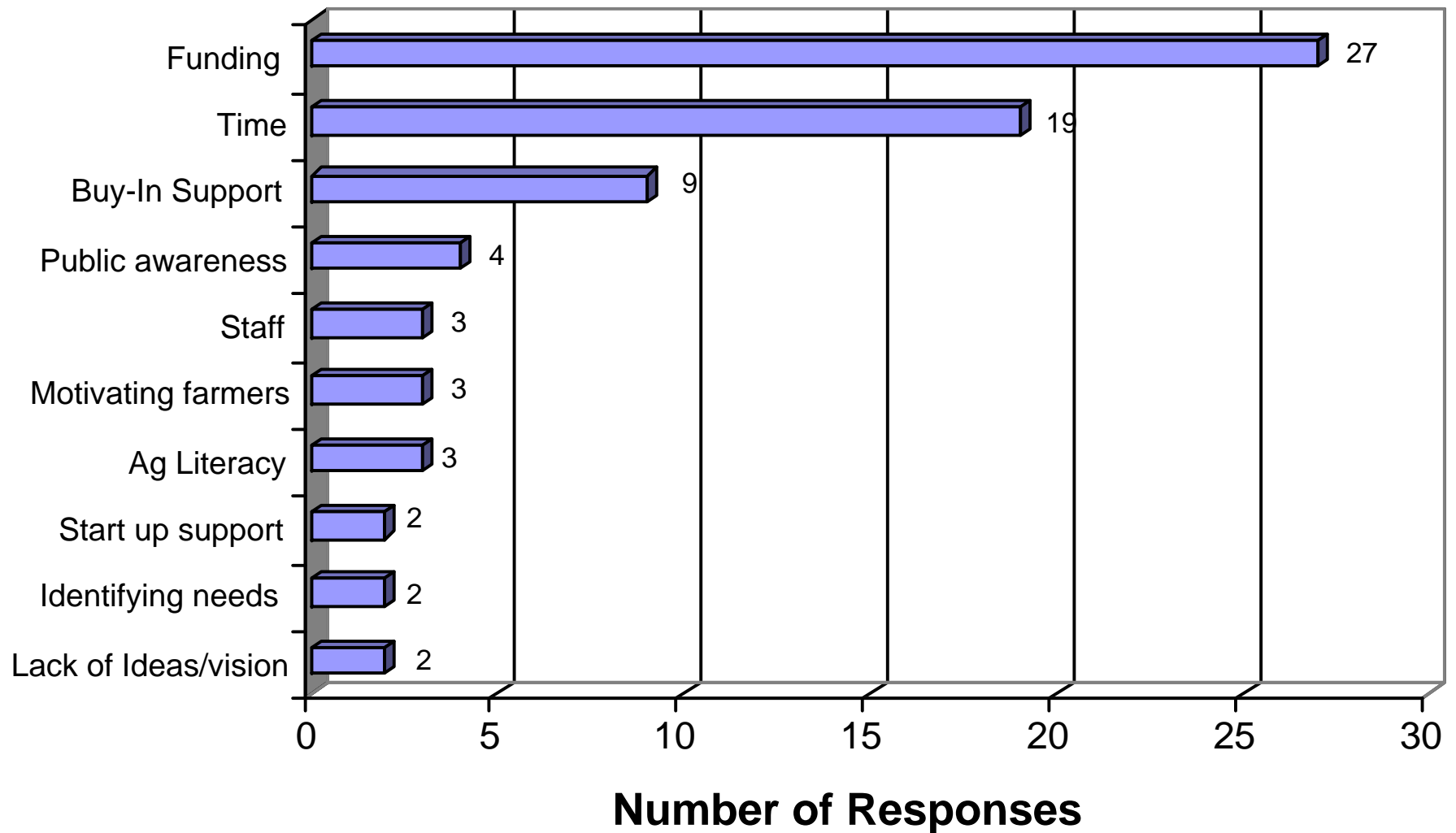
Interest in Sharing Information



# Top 10 Challenges

- Lack of ideas or vision
- Identifying needs
- Start-up support
- Ag. literacy
- Motivating farmers
- Staff
- Public awareness
- Buy-in support
- Time
- Funding

# Top 10 Challenges

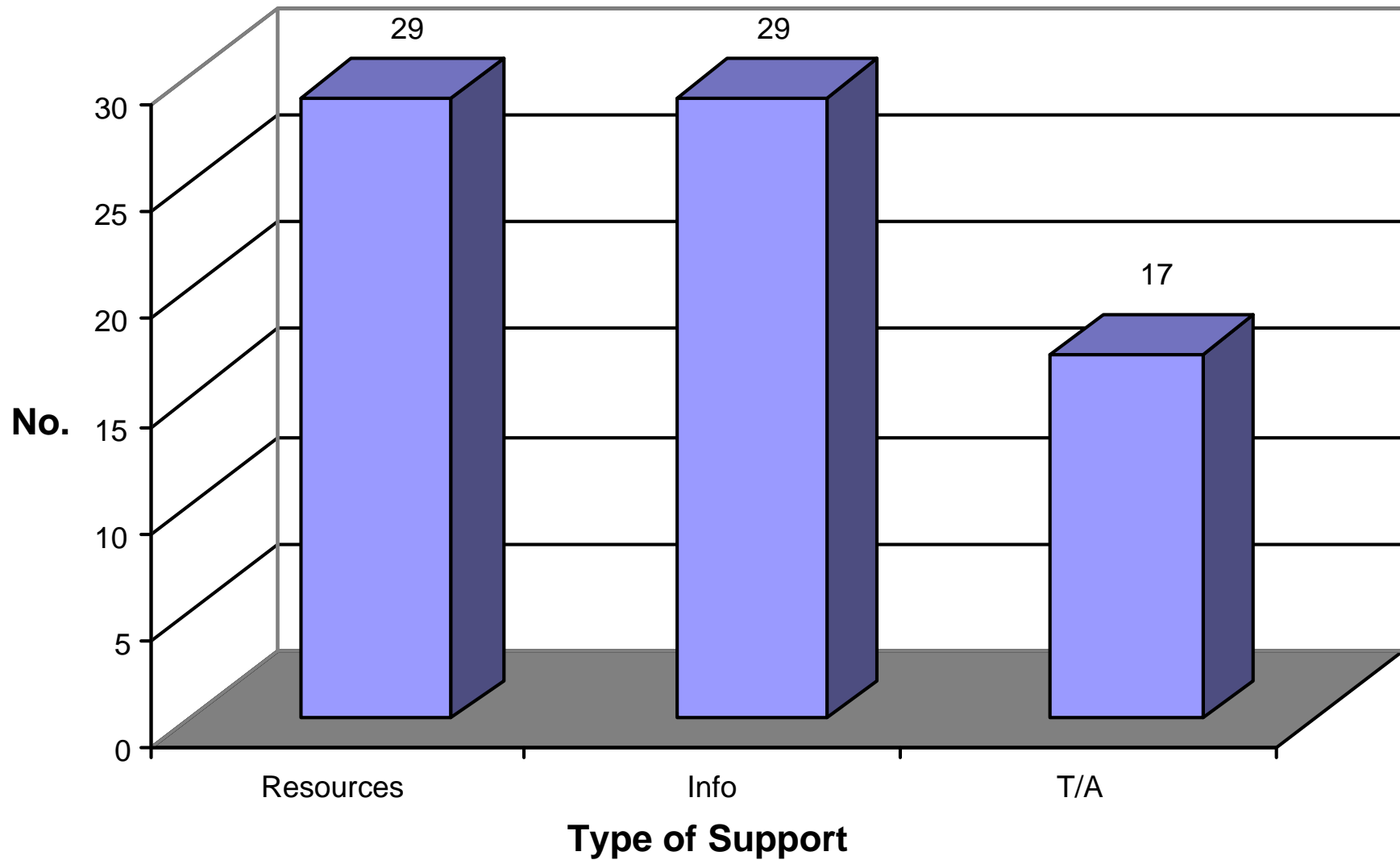




# Professional Development Needs

- Funding opportunities
- How to work with economic developers
- Economic development skills
- Community development
- Food system skills
- Facilitation skills
- Presentation skills

# Most Helpful Support Needed







# Interest in Info-Sharing Methods

- Professional Network 83.9%
- Web Listing 67.7%
- PWT Mailing List 64.5%



# Summary of Respondents' Comments and Recommendations

- AED professionals feel vulnerable to the limited availability of resources and to the whims of local and state politics.
- *Perceived* key to success is **MONEY**.
- NYSDAM programs are valuable and need expansion.
- Strong need for general education of government about the value of AED work.
- AED educational needs include grantsmanship, impact analysis, and project ideas, and examples of successes.