

Quarter/Dates of Activity: Q1 July 2007 through September 2007
Seed Grant: Farmland Conservation Model Program/Uniform Farmland Database
Grantee Organization: Council of Fresno County Governments
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Description of this Quarter's Activity, and impact on Partnership Goals and Objectives:

A great deal has been accomplished this quarter, as follows:

- Completion of the work plan
- Identification of the organizational structure for outreach purposes
- The identification of the variables significantly affecting the sustainability of agriculture within an area
- Completion of the initial round of GIS mapping
- Identification of and initial outreach to those stakeholders that we would like to assist us on the Farmland Conservation Model Program advisory committee
- Determination of groups to which the team is targeting its outreach
- Identify centers of influence that could assist us in gaining access to targeted stakeholders
- Start of work on our outreach strategy.

All of these activities impact Land Use, Housing and Agriculture Work Group goals and objectives because they are all needed to create the Farmland Conservation Model Program. The Farmland Conservation Model Program fits within Partnership Goals and Objectives and is complementary to the Blueprint planning process currently in process within the eight counties making up the San Joaquin Valley.

Planned Activities for next 3-6 months:

In the next three to six months, the Farmland Conservation Model Program will undertake the following activities:

- Complete the GIS mapping exercise to locate strategically significant farmlands
- Identify strategic farmlands
- Conduct public outreach to targeted stakeholders
- Identify and understand farmland conservation tools for the Toolbox.
- Write the report for the Farmland Conservation Model Program

If you have coordinated any outreach, please describe briefly.

We have developed an outreach plan and have identified the groups with whom we will be meeting. We've spoken with key 'centers of influence' to determine the best way to conduct our outreach. Since we are at the beginning of the planning process, we have been guarded with regard to the GIS information pertaining to agricultural conservation. Once this information has been reviewed by domain experts, we will release the data to stakeholders and interested parties.

Groups that we will be actively targeting include the farming community, the business community, elected officials as well as the general public. The farming community will be accessed through the Fresno Farm Bureau, whereas the business community will be accessed through the Fresno Chamber of Commerce. Outreach activities for the Farmland Conservation Model program are ongoing.