

NOTE: THIS WORKPLAN IS UPDATED ON AN ONGOING BASIS

Mission: To build a thriving dairy industry that contributes to the quality of life in Humboldt County.

- environmental stewardship
- conscientious workforce development
- proactive policy and regulatory involvement
- innovative marketing

Dairy Cluster Goal 1 – Increase value and profitability of Humboldt County Dairy Industry at all levels.

Strategy 1A: Market Humboldt Dairy with an end-user, customer-driven strategy

<i>Project</i>	<i>Leader(s)</i>	<i>Status Notes</i>
Develop marketing strategy and implementation plan	Dairy Cluster leaders	
Define marketing “story” for Humboldt Dairy <ul style="list-style-type: none"> ○ family farms ○ caring for the land, water, animals ○ green pastures ○ manure recycled on land ○ diversity of processors and sophisticated marketing 	Dairy Cluster leaders	
Develop an agriculture-tourism strategy and plan, considering the following: <ul style="list-style-type: none"> ○ Potentials with Tourism and Specialty Agriculture Industry Clusters ○ What’s needed to support farm stays, trails, tours of dairies, Creamery, cheese factory ○ Other regional dairy/agriculture/tourism successes (e.g. Tillamook, Vermont) and how they could be adapted to Humboldt County’s unique assets ○ Organic production ○ Benefits of “Slow Food” movement ○ Consider European style in strategy 	Dairy Cluster leaders	

Strategy 1B: Add value to dairy before it leaves		
Project	Leader(s)	Status Notes
Develop pricing systems that relate to end-user and processor value <ul style="list-style-type: none"> ○ cheese yield formula ○ processor identified quality characteristics ○ designer milks ○ seasonality ○ organic ○ milk handling 	Dairy Cluster Leaders	
Capitalize on organic market opportunity <ul style="list-style-type: none"> ○ Investigate local organic certifying agency ○ Prepare for changes in organic market distribution/pricing ○ Develop specialty products ○ Build local industry support for organic ○ Educate local industry leaders on risks/rewards of organic 		
Strategy 1C: Increase local supply of milk to processors		
Project	Leader(s)	
Strategy 1D: Work together as a cluster		
Project	Leader(s)	
Form Dairy Leadership Roundtable (out of cluster leaders who worked on the work-plan) <ul style="list-style-type: none"> ➤ Meet quarterly ➤ Convenes cross-cluster meetings semi-annually ➤ Implement Top 3 Initiatives <ol style="list-style-type: none"> 1. <i>Set up vender list share</i> 2. <i>Address regulatory concerns</i> 3. <i>Define marketing story for Humboldt County Dairy</i> <ul style="list-style-type: none"> □ Get grant and match funding □ Hire professional to write story and develop collateral marketing materials 		

Dairy Cluster Goal 2 – Pro-actively address regulatory concerns

Strategy 2A: Educate dairy industry and regulators about best practices

<i>Project</i>	<i>Leader(s)</i>	<i>Status Notes</i>
Develop a system that... <ul style="list-style-type: none"> • ensures decisions that effect dairy industry have local industry input, concerns are kept top-of-mind; • expedites a balance of input among industry, expert consultants and regulators • builds respect for local dairy industry with regulators. 		
Offer Educational Seminars: <ul style="list-style-type: none"> ○ Environmental Stewardship Shortcourse ○ Nutrient Management Shortcourse ○ Cross-training among dairy farmers 	UC Davis (Ken Anderson)	March 2003
Address water quality regulations		

Strategy 2B: Support permit streamlining efforts

<i>Project</i>	<i>Leader(s)</i>	<i>Status Notes</i>
Simpler, predictable permitting system for manure management systems (Coastal Commission, County Building and Planning, NRCS, Water Quality)	County Economic Development	On-going; Need FEMA approval for building in floodway then Co. grading permit with NRCS plans will satisfy Water Quality; Need pond value study and prepare present to Coastal Commission; Need to disseminate information

Strategy 2C: Address economics of transportation

<i>Project</i>	<i>Leader(s)</i>	<i>Status Notes</i>
Federal funding for Buckhorn Summit project to remove restriction on Hwy 299	County Economic Development	Transportation/Economic Development input 11/19 at HC Office of Education, Annex

Dairy Cluster Goal 3 – Enhance economic viability of dairies and dairy agriculture lands

Strategy 3A: Stabilize technical support businesses

<i>Project</i>	<i>Leader(s)</i>	<i>Status Notes</i>
Share vendor lists	Dairy Cluster leaders	
Identify technical support critical and take action to stabilize: <ul style="list-style-type: none"> • Welding • Electrical • Barn Construction • Equipment maintenance and repair <ul style="list-style-type: none"> ○ Refrigeration ○ Compress ○ Pumps ○ Milking Equipment • Possible solutions: <ul style="list-style-type: none"> ➤ Displaced workers cross-trained ➤ Similar needs in other industries ➤ Supports to make sure support businesses are secure in lean times for Dairy industry 		

Strategy 3B: Diversify business models and revenue streams within Dairy industry

<i>Project</i>	<i>Leader(s)</i>	<i>Status Notes</i>
Develop sophisticated manure management practices (potential support businesses) <ul style="list-style-type: none"> ○ Most effective manure spreading and pasture strategies ○ Manure digester technology ○ Market for manure (crop farmers, soil companies and other potential uses) 	Dairy Cluster leaders	

Prosperity!

The North Strategy

Dairy Industry Cluster Work-Plan

2002-2007

Support development of alternative markets for animals that add to competitive advantage for local dairy industry <ul style="list-style-type: none"> o Certification protocol that documents value added to replacement animals (documented vaccinations, feeding program, genetic info) o Organic veal market for organic bull calves born to dairies o Replacement animal farm, “custom calf raiser” 		
Define markets or disposal methods for organic whey		
Strategy 3C: Support continuing education in best practices and management.		
Project	Leader(s)	Status Notes
Make readily available advisors/coaches to dairy business managers on a continual base		
Complete feasibility study on bio-gas manure digester technology on local, pasture dairies	County Economic Development with HSU Schatz Energy Research	Funded; in progress (Antonio Reis at Schatz)
Disseminate info on best practices in irrigation and water conservation, address concern over low aquifer levels <ul style="list-style-type: none"> o Irrigation Pump Efficiency/Well Design o Local soils & water conservation 	UCD Ag Extension (Ken Anderson)	
Continue to define needed workforce skills and utilize available programs (e.g. Manex, Employment Training Panel, Co. Employment Training Division, CR, UC Davis)		
Utilize university/college resources for R & D to bring best practices and cutting edge technology		
Increase availability of ESL classes and literacy support		

Strategy 3D: Employ sophisticated estate planning, zoning and conservation easements		
<i>Project</i>	<i>Leader(s)</i>	<i>Status Notes</i>
Respond to consolidation trend in dairy farms <ul style="list-style-type: none"> ○ Who is the next generation of dairy farmers? ○ How to encourage new dairies to start? ○ What are the economics of dairy transition? ○ 		
Sponsor estate planning seminars for dairy families		
Articulate policy for County General Plan Update to protect dairy lands from urbanization. Retain both open space and ability to operate an agriculture business. Address desirability of feedlot style dairies in future.		See current ideas in “Building Communities” and “Natural Resources” reports
Support policies that provide for agri-tourism and value-added agriculture		
Strategy 3E: Increase variety and availability of financing options		
<i>Project</i>	<i>Leader(s)</i>	<i>Status Notes</i>
Educate financial network <ul style="list-style-type: none"> ● Accountants ● Bankers ● Estate planners ● Outside capital sources (Genski-Mulder) 		
Support affordable housing <ul style="list-style-type: none"> ● Low cost capital for upgrading farm worker rental housing ● 1st time home buyer loan program for farm workers 	County Economic Development	