



UNIVERSITY of NEW HAMPSHIRE
COOPERATIVE EXTENSION

From Field to Fork:

Planning for a Vibrant Agricultural Economy

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What's New in Agriculture

- Niche Agriculture
- Direct sales
- Agri-Tourism



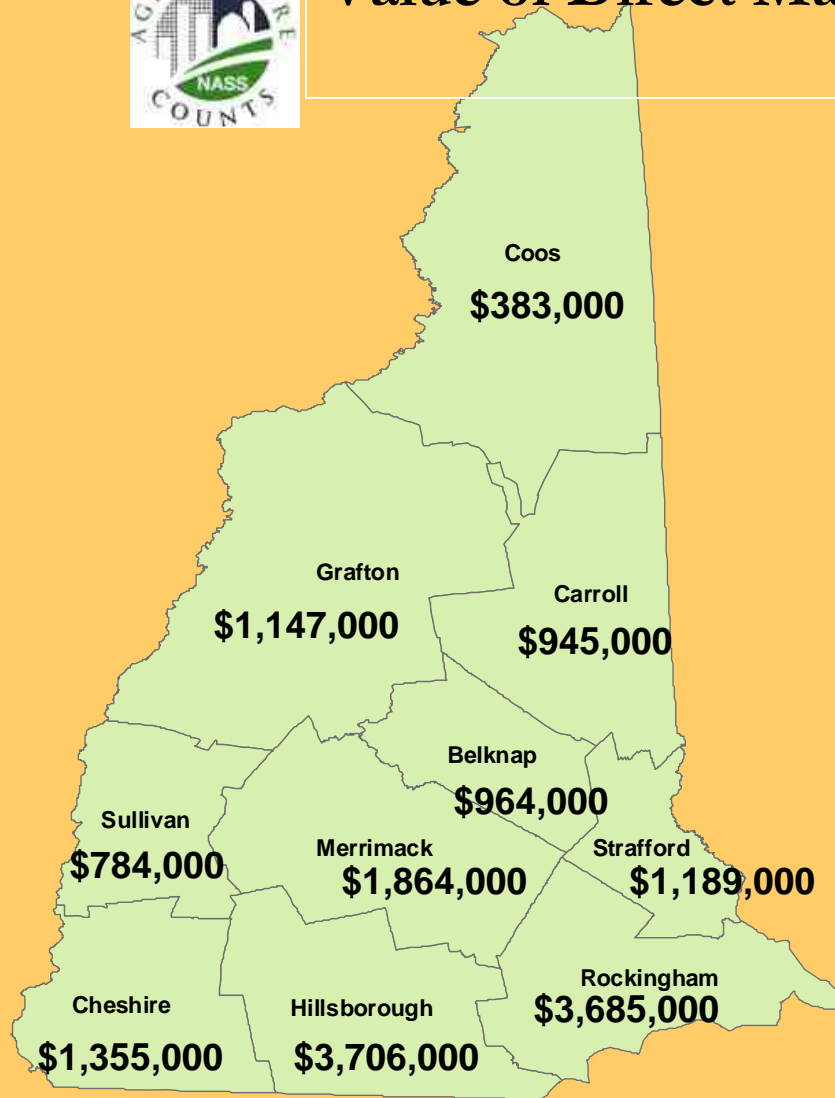
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Direct Sales

- Farm Stands
- Harvest Your Own
- Farmers Markets
 - Summer and Winter
- Community Supported Agriculture (CSA)
- Community Supported Fisheries (CSF)
- Garden Centers, greenhouse, plant nurseries



Value of Direct Market Sales in New Hampshire 2007 Census of Agriculture



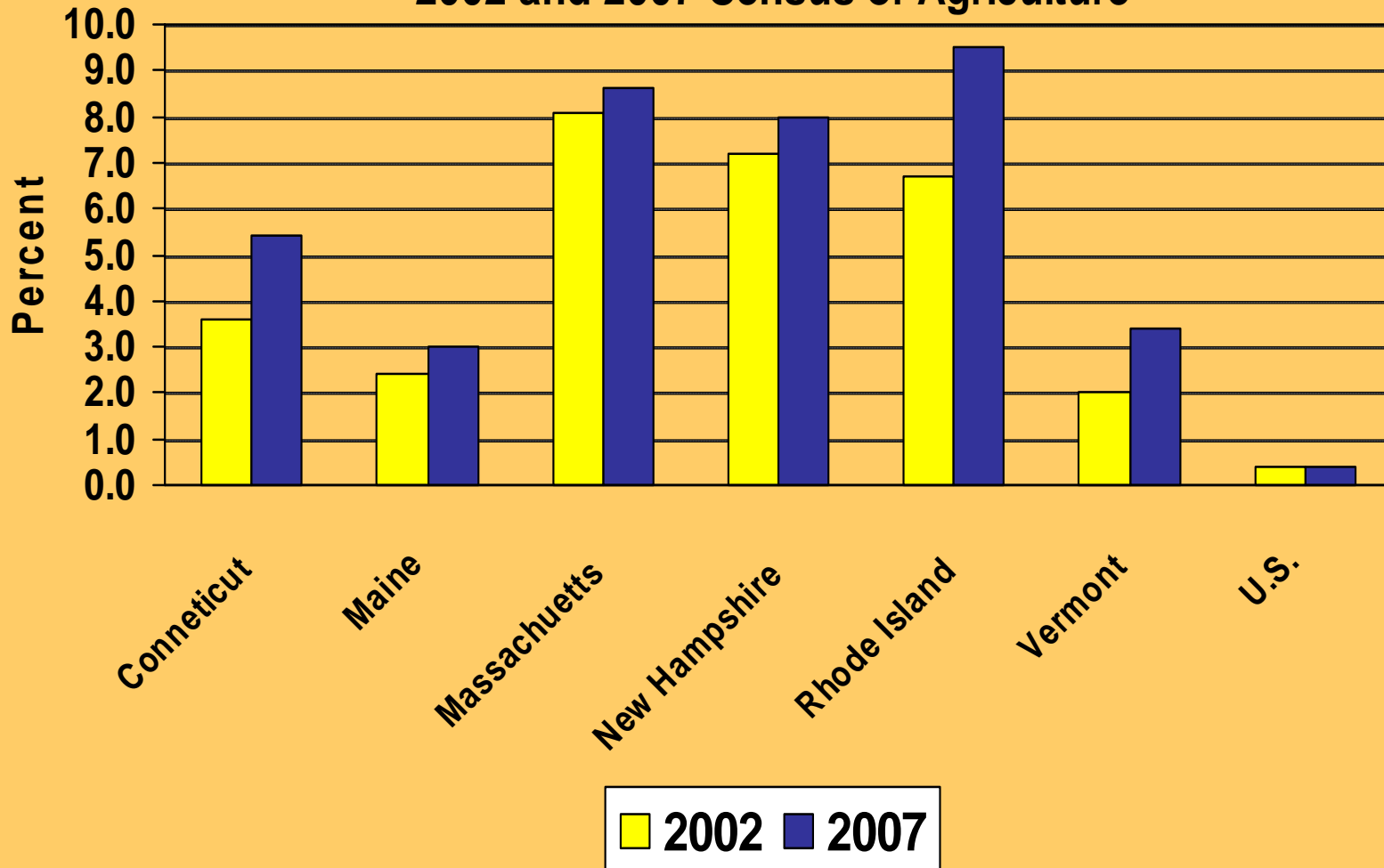
US County Rankings

- Hillsborough County, 37th
- Rockingham County, 38th

NASS: http://www.nass.usda.gov/Statistics_by_State/index.asp

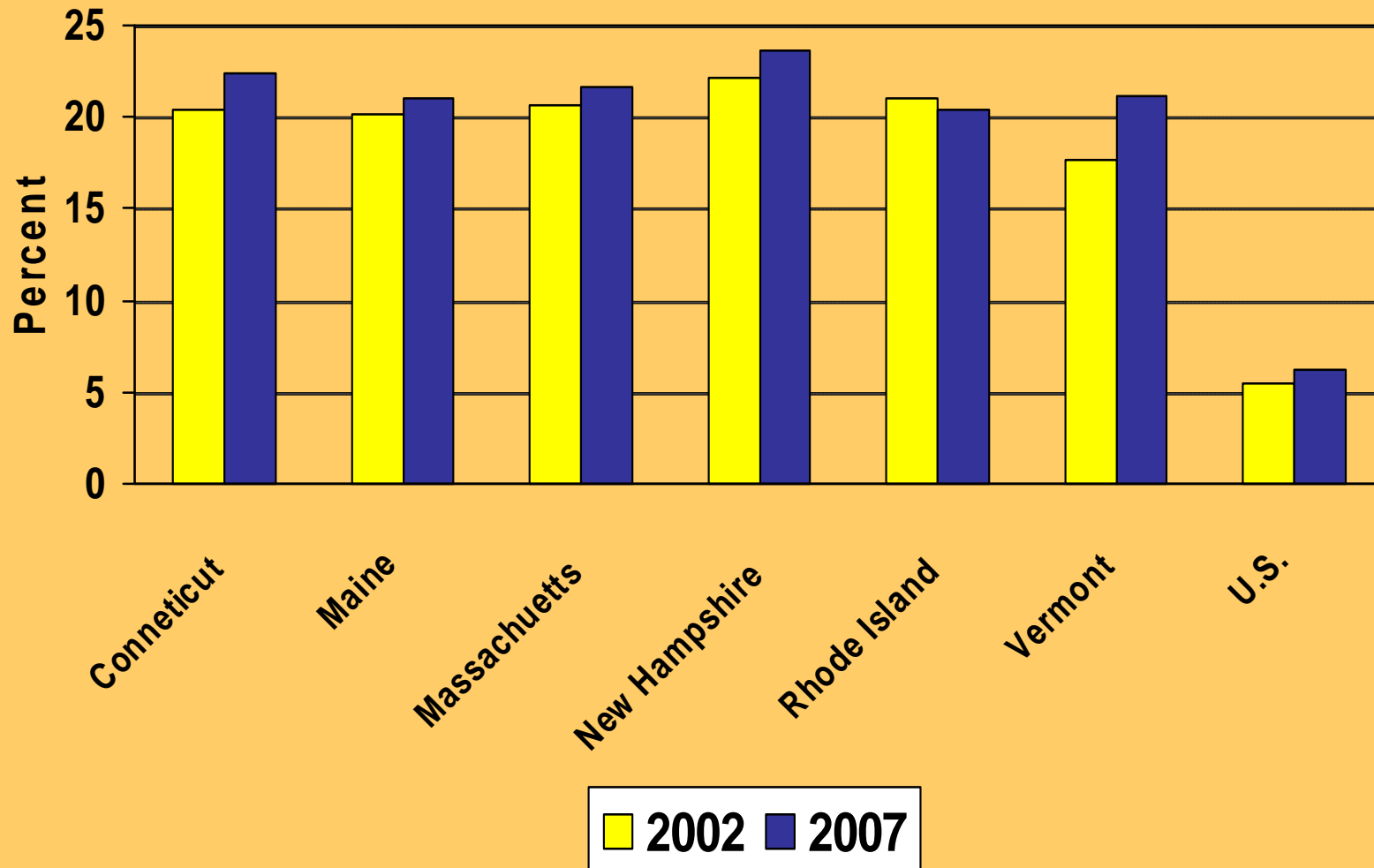


Percentage of Total Market Value of Agriculture Sales from Direct Sales, New England States and U.S. 2002 and 2007 Census of Agriculture





Percentage of Farms with Direct Sales New England States and U.S., 2002 and 2007 Census of Agriculture



New Hampshire rank number 1 in nation

NH Agriculture Today

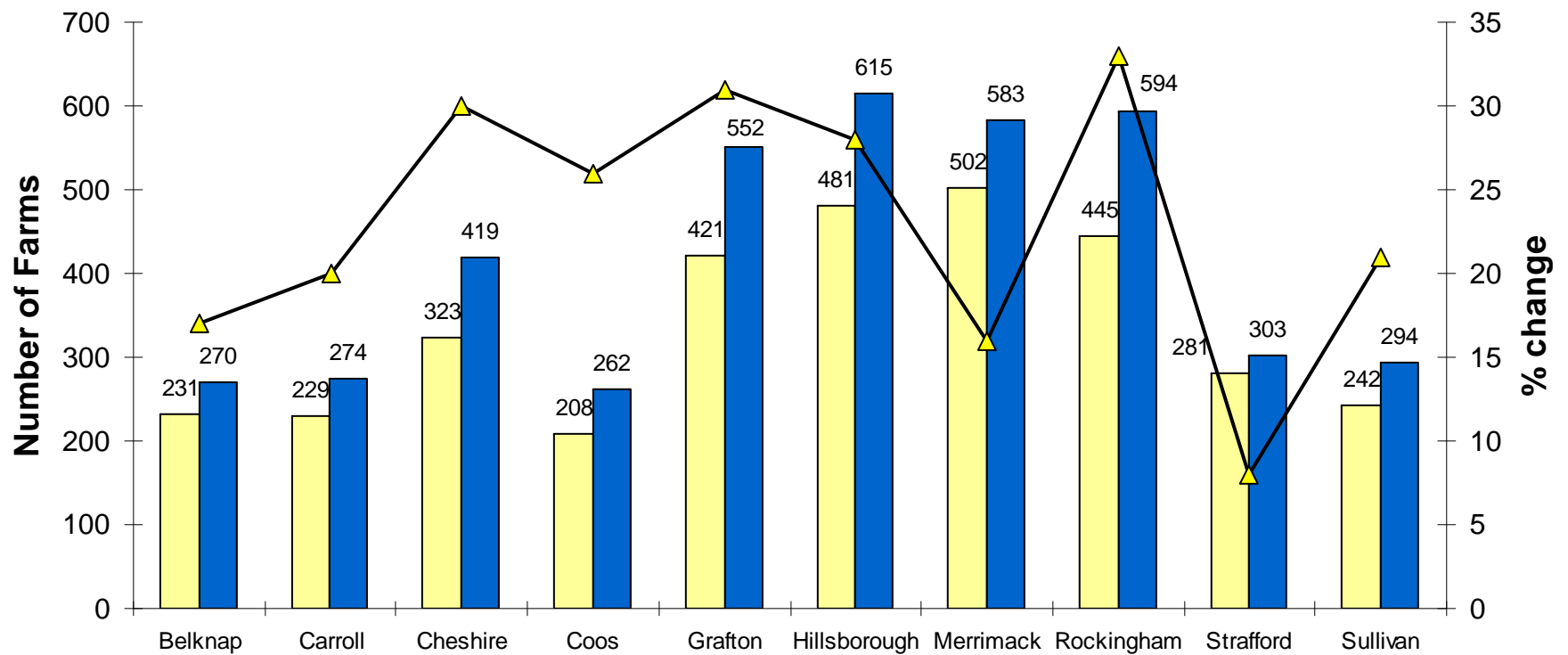
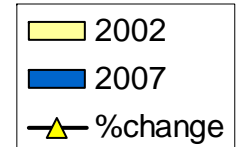
- Diversified industry

- Large number of small farms

- Ornamental horticulture is top industry sector

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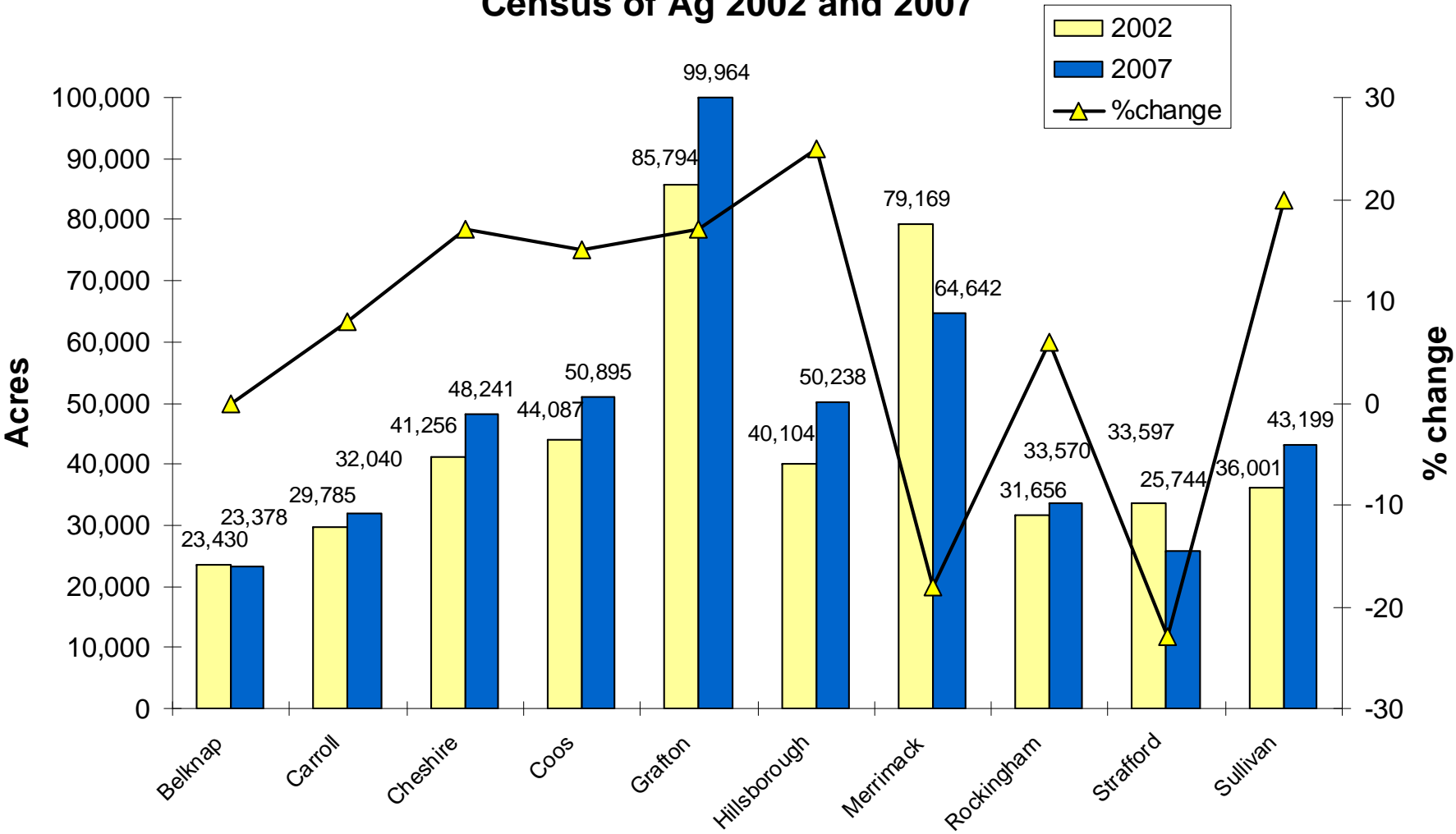
Number of Farms in New Hampshire Census of Ag 2002 and 2007



Source: 2007 Census of Agriculture

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Land in Farms Census of Ag 2002 and 2007



Source: 2007 Census of Agriculture

New England-Number of Farms

	2002	2007
New Hampshire	3,363	4,166
Maine	7,196	8,136
Vermont	6,571	6,984
Massachusetts	6,075	7,691
Rhode Island	858	1,219
Connecticut	4,191	4,916

Source: 2007 Census of Agriculture

Benefits & Value of Agriculture – Economic Impact by Supporting Local Farms

- Farms create/maintain local jobs
- Maintain the working landscape and draw tourists to the town's natural beauty
- Farms generate millions in sales revenues, and stimulate additional local dollars
- Sustains its rural heritage by supporting local farming
- Provide more in tax revenue than it require in public service
- Well managed farms provides environmental services such as flood storage lands, wildlife habitat, wetland protection and groundwater recharge

New Hampshire

- 11,606 jobs
- \$ 935 millions in direct spending
- 200 millions in household income
- \$43.8 million in tax revenue

Values of NH Agriculture

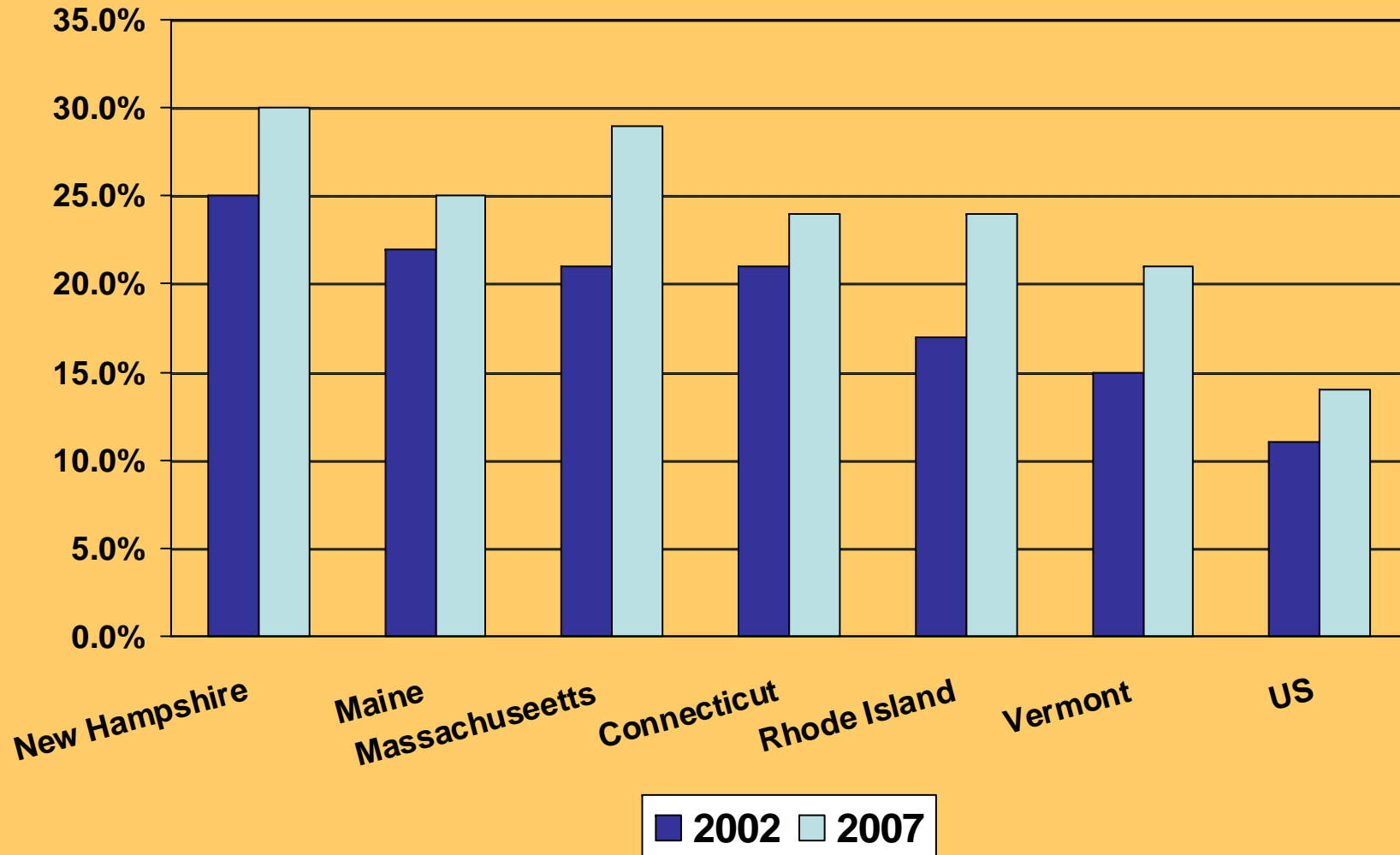
- Open space
- Rural character
- Scenic views
- Heritage
- Fresh food
- Food security Plants
- Unique farm experiences
- Quality of life

Growers in the 21st Century

- Family owned operations
 - Small farms
 - Self employed
 - 2nd career
- High school students or teachers
 - Supplement the income
 - To pay the taxes
 - Send kids to college



Percentage of Farms with Women Principal Operators, New England States and U.S., 2002 and 2007 Census of Agriculture



Immigrants & New Comers

- Vacant lots in towns
- Community gardens
- Working with local growers

Trends & Opportunities



Trends & Opportunities



Year - Round Local Food Demand

Seasons are extended, growing practices are changing

Winter Farmers Markets

Urban Agriculture

Eat Local

EatLocal



OUR HARVEST IS HERE!
Celebrate Eat Local Month **August**



New England States' National Rankings

- Average Direct Market Sales per farm
 - Connecticut, \$27,072 per farm, 1st
 - Massachusetts, \$25,356 per farm, 2nd
 - Rhode Island, \$25,270 per farm, 3rd
 - New Hampshire, \$13,615 per farm, 5th
 - Vermont, \$15,541 per farm, 8th
 - Maine, \$10,803 per farm, 12th

New Hampshire Agriculture Resources

Preserving Rural Character Through Agriculture: A Resource Kit for Planners

http://extension.unh.edu/resources/files/Resource000023_Rep23.pdf

Farm Friendly? A Checklist for Sustaining Rural Character

<http://cecf1.unh.edu/sustainable/farmfrnd.cfm>

Conserving the Family Farm – A Guide to Conservation Easements for Farmers, Other Agriculture Professionals, Landowners and Conservationists

http://extension.unh.edu/resources/files/Resource000020_Rep20.pdf

Creating an Agricultural Commission in Your Hometown

http://extension.unh.edu/resources/files/Resource000021_Rep21.pdf

Home Grown: The Economic Impact of Local Food Systems in NH – Current Status and Prospects for Growth

http://www.foodsolutionsne.org/Resources/reports-and-publications/HomeGrownReport_final.pdf

Buying Products Directly From Farmers and Valuing Agriculture: Behavior and Attitudes of New Hampshire Food Shoppers

http://extension.unh.edu/resources/files/Resource000019_Rep19.pdf

Market Planning for Value-Added Agricultural Products

http://extension.unh.edu/resources/representation/Resource000022_Rep22.pdf

Cultivating Success on New Hampshire Farms – the New Hampshire Farm Viability Task Force Report

<http://www.nh.gov/agric/publications/documents/FVTFFinalReport9-12-06.pdf>

The Impact of Agriculture on New Hampshire's Economy in Fiscal Year 2005

<http://www.nh.gov/agric/publications/documents/THEIMPACTOFAGRICULTURE.pdf>

New Hampshire Agri-Tourism Survey Overview/Summary

<http://www.nh.gov/agric/publications/documents/AgritourismSurvey.pdf>

The Census of Agriculture – United States Department of Agriculture/National Agricultural Statistics Survey

<http://www.agcensus.usda.gov/>

University of New Hampshire Cooperative Extension Website

<http://extension.unh.edu/>

New Hampshire Department of Agriculture, Markets, and Food Website

<http://www.nh.gov/agric/>