



# Countryside Conservancy

Planning for Agriculture and  
facilitating an Agricultural S.W.O.T.

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# Incorporating Agriculture into your Comprehensive Plan

Land Use, Population, Economic Development, Transportation,  
Housing, Natural Resources/Environment, and Community  
Services

# Example Addendums to Plans

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## Land Use

- ▶ **Goal:** Conserve Farmland by:
  - ▶ Recognizing production farming as a vital and necessary land use.
  - ▶ Supporting landowners decision to participate in a farmland preservation effort or program
- ▶ **Goal:** Manage growth and development with emphasis on the preservation of farmland and the conservation of the current agricultural character and rural landscape by:
  - ▶ Clustering new land uses near or contiguous to similar uses



# Example Addendums to Plans

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## Economic Development

- ▶ Encouraging small business development and supporting ag related activities, such as agricultural product processing and livestock ag
- ▶ Promoting the townships agricultural sector through policies and strategies that assist farmers in making their farm operations more profitable
- ▶ **Goal:** Support and maintain agricultural business and natural resources by:
- ▶ Nurturing the existing base of agricultural businesses and agri-support industries and encouraging agricultural value-added operations.

- ▶ Doesn't need a high dollar consultant
- ▶ Tap into local resources to assist you
- ▶ Utilize community volunteers;  
automatic buy-in
- ▶ Grant Opportunities
- ▶ Addendums
- ▶ Reflect changes in zoning text

## Incorporating Agriculture

Resources:

Regional Planning  
Commissions

Countryside Conservancy

OSU Extension

Graduate Students



# S.W.O.T

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- ▶ STRENGTHS
- ▶ WEAKNESSES
- ▶ OPPORTUNITIES
- ▶ THREATS

Wow! He has great hair!

Yuck! Foul Mouth!

Lives too far  
away, long  
distant  
relationships  
just don't  
work!

...might be willing to go to church  
with me...

- ▶ The first section of a S.W.O.T. analysis examines the existing agricultural assets in your community.
- ▶ What do you have that other communities don't?
- ▶ What is your top producing commodity/specialty crop?
- ▶ How many of your residents farm?
- ▶ What percentage of your land base is agricultural in use?
- ▶ How many dollars stay in the community due to agriculture?
- ▶ Is your rural character strong and appealing?

## STRENGTHS



- ▶ The second section examines your communities agricultural shortcomings.
- ▶ What is the ratio of residential/agriculture?
- ▶ How do you handle complaints?
- ▶ Does your transportation infrastructure support agriculture?
- ▶ Are the needed support services nearby?
- ▶ Does your zoning support agriculture?
- ▶ Do your community members support agricultural activities?

## WEAKNESSES

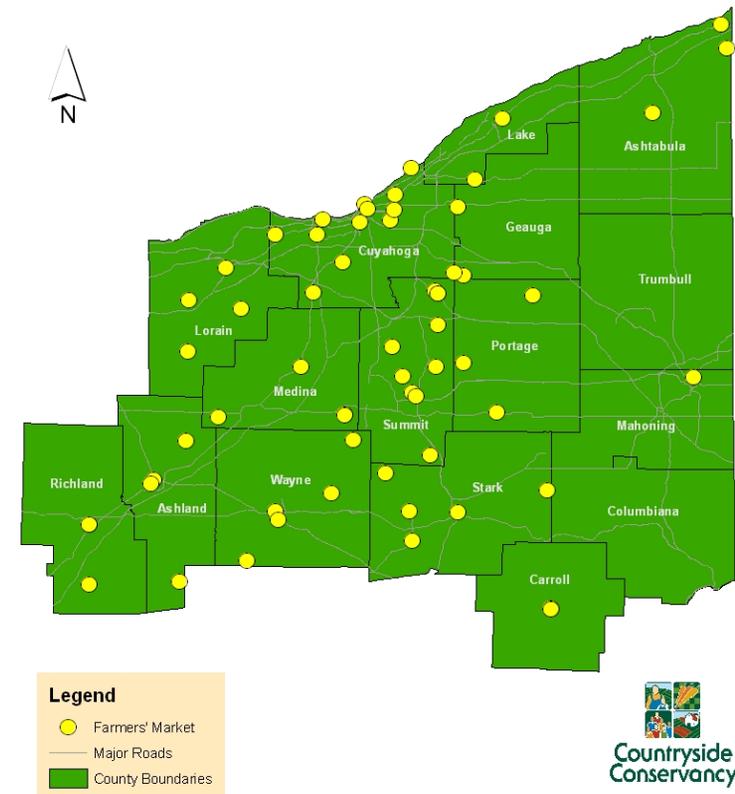


- ▶ The third area looks at trending opportunities in your community
- ▶ Is there local demand for local foods?
- ▶ Do you have agri-tourism opportunities?
- ▶ Do you have vacant land?
- ▶ Do you have a large retiring farmer population?
- ▶ Do you have a growing beginner farmer population?
- ▶ Do you have a niche commodity to capitalize on?
- ▶ Do you need to expand your economic development?

## OPPORTUNITIES

### Northeast Ohio Farmers' Markets

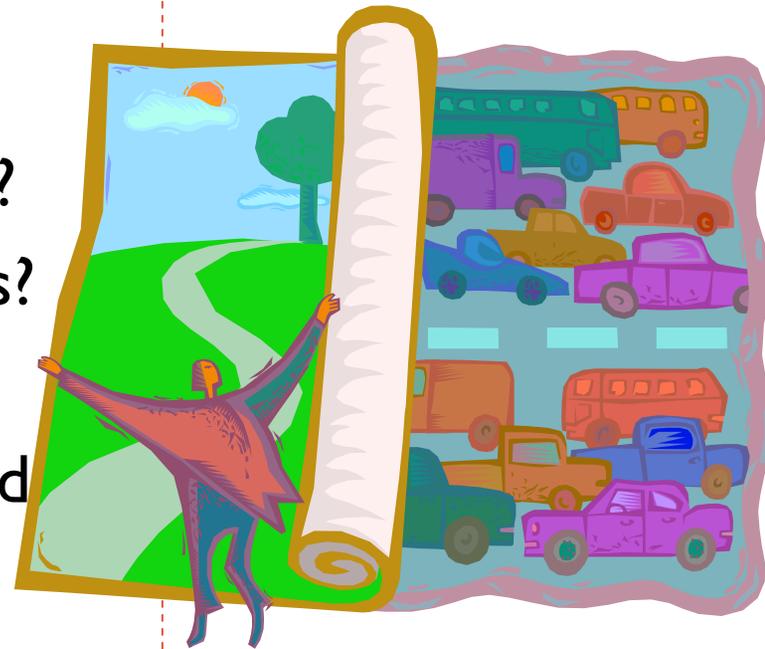
A Farmers' Market is one in which farmers, growers or producers from a defined local area are present in person to sell their own products, direct to the public.



Data Sources: Ohio Department of Agriculture, OAPDC, Countryside Conservancy, HarvestGather, and are a Chamber of Commerce office 8/20/2009

- ▶ The last area looks at impediments that may inhibit agriculture (these can be external)
- ▶ Do you have a water quality issue?
- ▶ Do you have sanitation limitations?
- ▶ Is your land base mostly developed?
- ▶ Are you lacking skills and resources?
- ▶ Are you a bedroom community?
- ▶ Does your planning and zoning need updated?
- ▶ Are your leaders unwilling to explore innovative ideas?

## THREATS



# More Information or Assistance

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- ▶ **Contact:**
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\*Funding Available through the Center for Farmland Policy Innovation  
Ask me about this!



**Countryside  
Conservancy**



[www.cvcountryside.org](http://www.cvcountryside.org)