

Agricultural Producer

SHAREBACK SESSION

MARCH 18TH, 2026

10 AM – 12 PM

EASTERN SIERRA AGRICULTURE ACTIVATION PLAN



Schedule overview



*Help yourself to
Coffee & Snacks*

Goal: shareback what we learned and gather your input on strategies for supporting agriculture



Welcome and
Introductions

Brief



Stakeholder
Engagement
Process
Overview



Presentation
of Agricultural
Insights



Breakout
Discussions by
Strategy Area

*WORLD
CAFE STYLE*



Group
Feedback
Session

5 minute break



Next Steps

Stay and
network....



Introductions



PLEASE SHARE YOUR

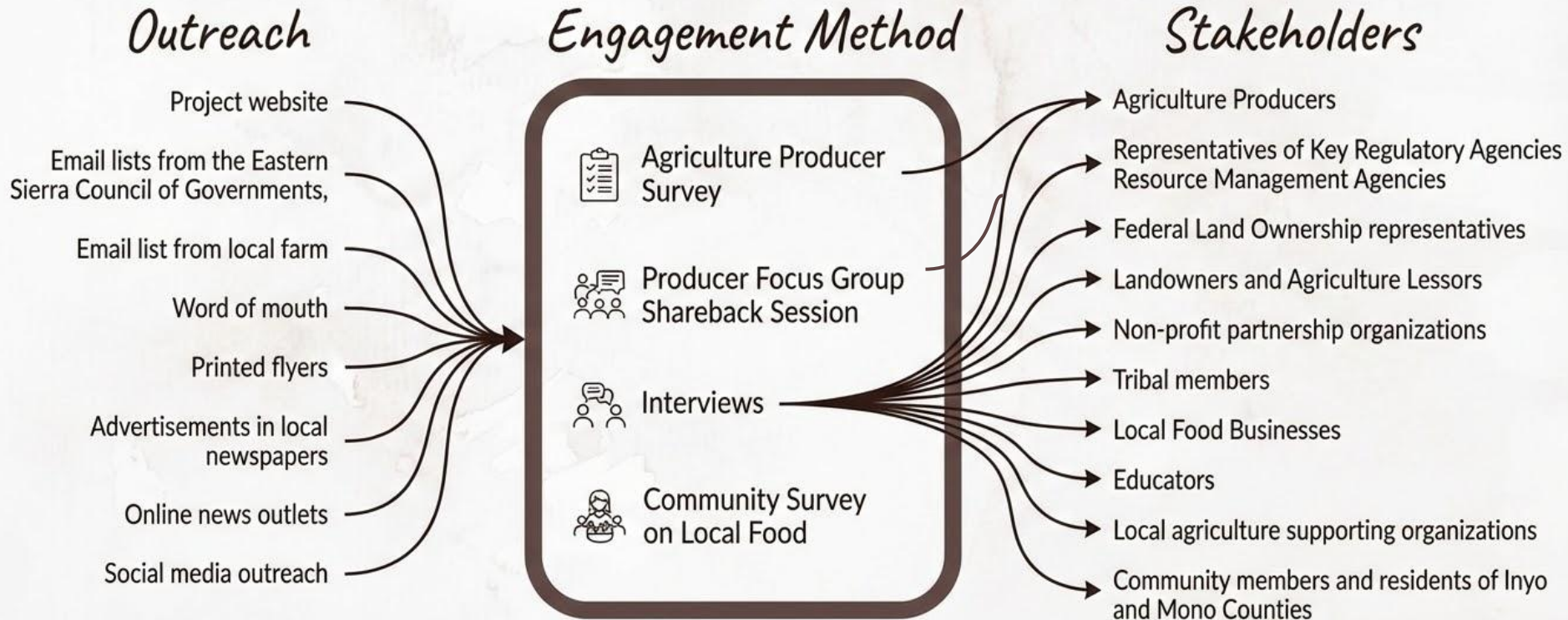
Name

Farm, Ranch, Organization

THANK YOU ALL FOR BEING HERE TO REPRESENT THE AGRICULTURAL PRODUCERS IN INYO AND MONO COUNTIES!

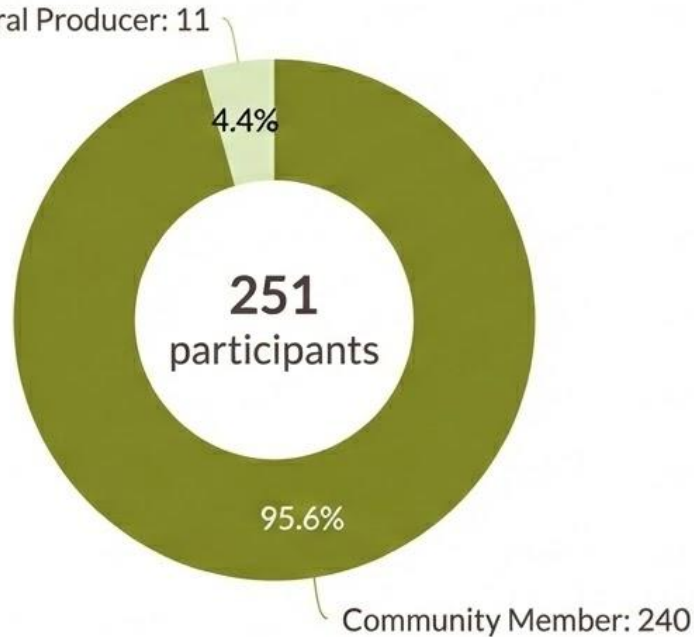
Stakeholder Engagement

Stakeholder Engagement Methodology

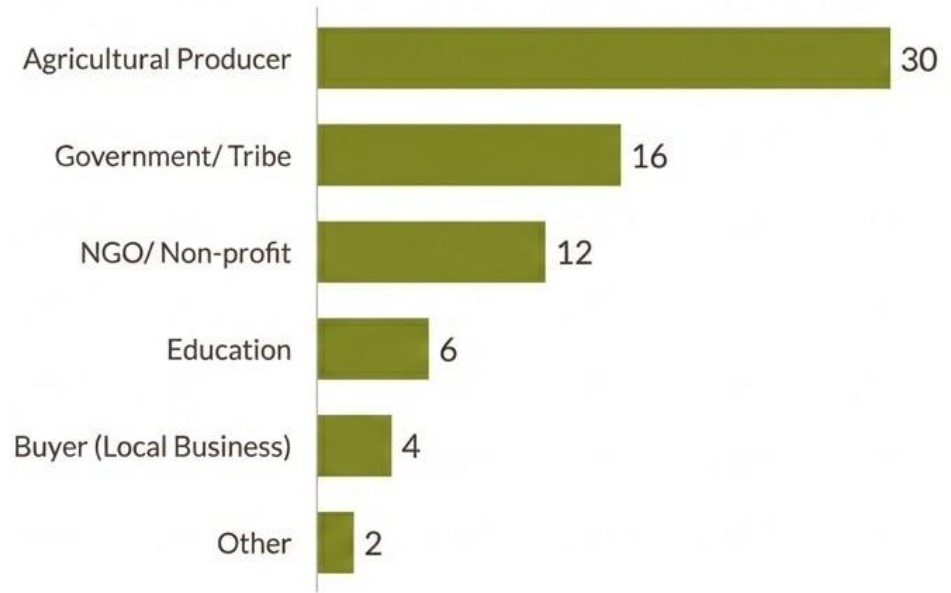


Engagement Outcomes

SURVEYS



INTERVIEWS



Total Interviews = 70

Market Analysis

Community Local Food Survey

High community interest in local food availability and accessibility

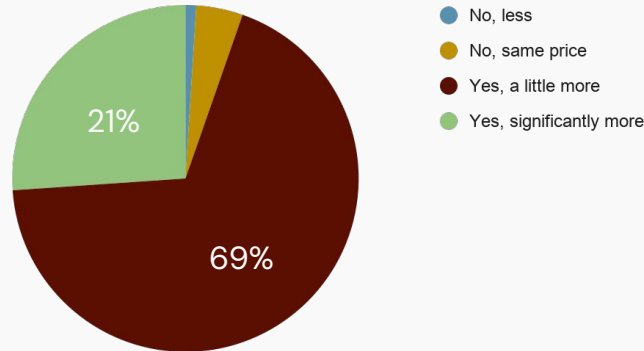
Why?



Consumer Solutions

- Enhance Distribution ↑
- Product Variety ↑
- Accessible Purchasing Locations ↑
- Improved Marketing ↑

Willingness to pay more for Local Food



Barriers



Top Desired Local Products

PRODUCT	DEMAND	
	High	Medium
Produce (Fruits & Veggies)	●	
Meat (Beef, Poultry, Lamb)	●	
Eggs	●	
Dairy	●	
Baked Goods	●	
Grains		●
Beans		●
Herbs/ Medicinals		●
Organic		●

KEY REQUESTS to Improve Local Food Access

Community Local Food Survey

42%

18%

Farmers Markets & Hubs

More frequent, longer, and year-round farmers markets and a centralized hub for local products.

10%

Price and Affordability

Lower prices with consideration for SNAP benefits acceptance.

10%

Variety and Quantity

Wider variety and greater quantity of products, including vegetables, fruits, meats, eggs, dairy, and vegan options.

12%

Information & Marketing

Improved marketing and a centralized resource for product availability and purchase information.

8%

Flexible Purchasing Options

Smaller and customizable CSA boxes, flexible item selection, and delivery services.

Availability & Accessibility

Year-round, at local grocery and convenience stores.

Market Analysis

Local Food Businesses

Strong demand for local food sourcing

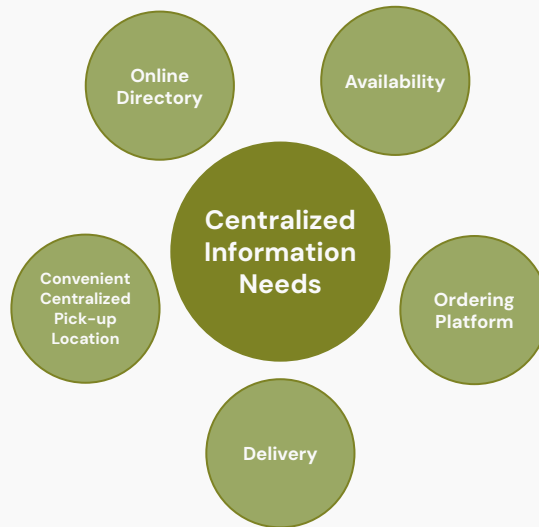
Buyers Sentiments

Despite challenges, restaurants, chef, and buyers demonstrate strong motivation and flexibility, investing significant effort to source locally and strengthen their local food identity.

Improvements & Solutions

Cold Storage Limitations	↑
Commissary Kitchen Access	↑
Customer Education	↑
Increase Supply & Variety	↑

Key Requests



Operational Challenges

Inconsistent Availability	Ordering
Predictability	Delivery

Top Desired Local Products

DEMAND	
PRODUCT	High
	Produce (Fruits & Veggies) ●
	Meat (Beef, Poultry, Lamb, Pork) ●
	Eggs ●
	Dairy ●
Grains ●	

Producer Input

KEY CHALLENGES



Land Access: Predominantly leased from major agencies; innovative solutions required for flexible and secure land use.



Water Management: Local producers face constraints due to external control over water allocations, especially during droughts.



Regulatory Constraints: Excessive regulations create operational hurdles; requires streamlining for efficiency and growth.



Market Volatility: Dependence on external markets results in unstable prices; local markets are underdeveloped but promising.



Educational Gaps: Need for skilled local workforce and advanced agricultural education.



How can we address these *challenges*?



Producer Input

STRATEGIC OPPORTUNITIES



Resource Optimization: Provide producers with financial support to invest in infrastructure upgrades.



Local Market Development: Strengthen local market channels, provide financial assistance to improve access for underserved communities, and boost visibility of the local food economy.



Innovative Land Solutions: Enhance land access by leveraging willing land owners with land-sharing platforms and supportive leasing policies.



Agritourism Expansion: Reduce barriers and promote agritourism to diversify income streams and heighten agricultural visibility and community engagement.



Educational Initiatives: Establish comprehensive educational pipelines to foster new talent and equip current producers.



Existing Resources

Natural Resources Conservation Service (NRCS)

Quality Incentives Program (EQIP), Conservation Stewardship Program (CSP)

Farm Service Agency

Conservation Reserve Program (CRP), Supplemental Disaster Relief Program (SDRP), Farm Loans

Ag Commissioner

University of California Cooperative Extension

Eastern Sierra Land Trust

Business Resource Center

Cattlemen's/ Cattlewomen's Association

Organizations beginning to resume operations:

Inyo-Mono Resource Conservation District Local Working Group

Inyo Mono County Farm Bureau

Filling the Gaps

Need for a unified support entity to streamline and enhance access to these resources



Enhance Outreach and Education



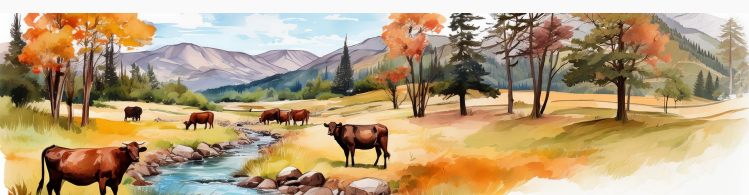
Collaborative Program Development



Strengthen Local Networks and Organizations



Increase Producer Power by Organizing



Strategy Areas

To Support Agriculture

- 1 LAND ACCESS
- 2 LAND MANAGEMENT
- 3 PRODUCT DIVERSIFICATION
- 4 SERVICE DIVERSIFICATION
- 5 MARKETS & MARKETING
Local Food System & Value Chain Solutions
- 6 EDUCATION & WORKFORCE

Land Access Strategies



Land Sharing Platform

Connect producers with private landowners, provide formalized partnership or rental agreements
- Establish an Incubator Farm

Mono Co. Water Agreement

Secure long term water supply for agriculture in Mono County

Growing Healthy Homelands

Dedicate land to indigenous land stewardship & Community programming

Next of Kin Leases

Allow addition of direct descendant to DWP Lessors (in case of death)

Succession Planning

Agriculture specific estate planning support for farm and ranch families

Cross- County Leases

Establish cross-county lease agreements - stability for operations dependent on seasonal movement

Land Management Strategies



Irrigation Efficiency

Leverage grants and financial support to upgrade and expand irrigation systems

Compost at Scale

Develop local compost operation to provide affordable high quality source to farmers & community

Fire Mitigation

Use grazing animals for fuel reduction to manage vegetation naturally and cooperate with fire mitigation efforts.

Regenerative Education

Provide technical support and education on regenerative practices

Invasive Weed Management

Develop and fund an invasive weed support program that incorporates seasonal scouting, non-chemical control strategies.

Virtual Fencing

Expand on piloted virtual fencing for new fence installations on rangeland

Product Diversification



Plant Nurseries

Encourage new nurseries to meet edible + native plant demand

Simplify Dairy Licensing

Reduce costs and barriers for small producers seeking California dairy licenses

Enhance Local Beef Sales

Develop distribution options to meet demand and supporting local markets

Boost Local Food Access

Empower small producers with shared tools, classes, and market entry for backyard gardeners/ producers

Update Zoning for High Tunnels

Revise zoning for high tunnel and greenhouse construction, aiding product diversification + extended seasons

Producer Knowledge Sharing & Sourcing Network

knowledge exchange + create a growers' network for efficient material sourcing

Clarify Food Processing

Regulations Simplify compliance through dialogue with regulators and streamline producer education.

Develop Food Processing + Cold Storage Facilities

Establish shared commercial kitchens and storage to support producers and expand local capabilities.

Expand Local Meat Processing:

Enhance local meat processing for custom cut (non-USDA) local infrastructure



Service Diversification

Agritourism

Zoning Updates

Advocate for zoning changes, such as an Agricultural Overlay District to include agritourism activities.

Financial Advocacy

Form a coalition to push for fee exemptions and policy reforms, reducing financial burdens on agritourism businesses (i.e. tax + insurance)

Agritourism Promotion

Enhance visibility and attract visitors by integrating agritourism into regional tourism marketing efforts.

Lease Innovations

Update lease agreements to include agritourism activities, encouraging investment and diversification.

Markets & Marketing



SIERRA
SOURCED

Regional Guide - Producer Directory

Sierra Sourced or local network to provide accurate up to date information to customers, what's available and where to buy it

Marketing Support

Provide marketing assistance through cohesive branding, storytelling, connecting producers with marketing experts for training to enhance their market presence

Collaborative Producer Network

Establish a networked, accessible platform for producers to aggregate and distribute their products fostering collaboration and supporting market stability.

Sierra Bounty Example

Tourist Market Capture

Improve location + timing of markets to capture tourist traffic, promotion + marketing

Access for Underserved Communities

Improve food access for underserved communities through accessible market location/ time and innovative/ subsidized pricing models to support food security

Local Market & Shelf Space

Increase producer visibility by securing shelf space in retail outlets and establishing B2B relationships



Education & Workforce

Ag Business Management

Specialized training for agricultural producers with tailored resources in business planning, bookkeeping, and accounting

New Producer Support

Local resource guide and network for aspiring farmers & rancher, offering assistance in starting agricultural careers

Youth Agriculture Education Pipeline

Provide classroom curriculum, farm/ranch visits and career-focused programs to inspire and educate students about agriculture, utilizing partnerships with Farm @ School and Cerro Coso in addition to 4H, FFA

Community Knowledge Enhancement

Education emphasizing local food preparation, cooking, and preservation techniques. Utilize shared kitchen spaces and peer-to-peer learning to deepen community understanding of local foods, led by chefs and food entrepreneurs in collaboration with Master Food Preservers and/or local food hub

Strategy Breakout Discussions

Goal: Producers provide ideas and input on strategies to support agriculture



01 Each World Cafe Station will cover 1 of the strategy areas.

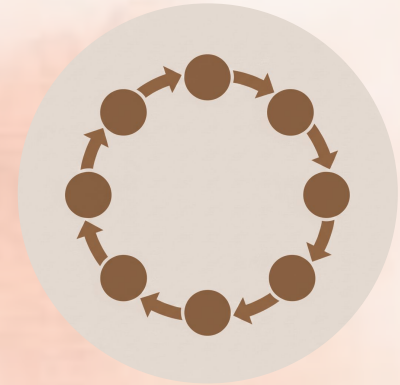
02 A facilitator will manage each strategy station. **Everyone** is welcome to jot down notes on paper provided



03 Producers will start at the station of their choosing and rotate through **3 stations, contributing ideas to the strategy**

(10 mins each)

04 Each station facilitator collects ideas and opportunities for their strategy to be shared back with the group



Synthesis and Feedback

1 LAND ACCESS

2 LAND MANAGEMENT

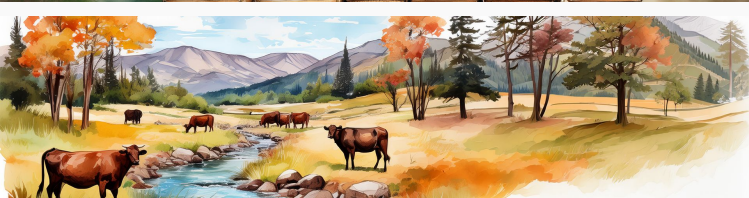
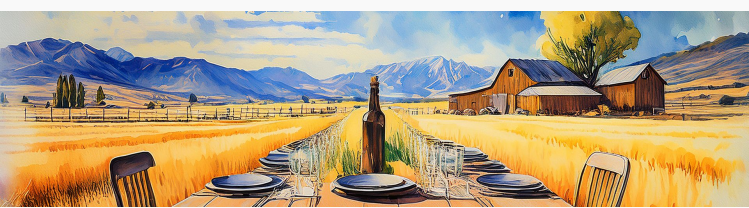
3 PRODUCT DIVERSIFICATION

4 SERVICE DIVERSIFICATION

5 MARKETS & MARKETING

Local Food System & Value Chain Solutions

6 EDUCATION & WORKFORCE



EASTERN SIERRA AGRICULTURE ACTIVATION PLAN

NEXT STEPS

STAKEHOLDER ENGAGEMENT

Surveys
Interviews
Shareback Session

1

STRATEGY DEVELOPMENT

Turn what we discussed today into actionable strategies

- Establish priorities
- Identify program partners
- Identify potential funding sources

2

EDUCATION & CAPACITY BUILDING PROGRAM DESIGN

Develop education programs and capacity building systems with local partners

NEEDS ASSESSMENT

Inventory required capital, infrastructure and technical resources, potential funding sources, and recommend immediately actionable initiatives.

3

FINAL PLAN DEVELOPMENT

Agriculture Activation Plan that integrates all findings, includes an implementation roadmap, performance indicators, a monitoring framework, and incorporates stakeholder feedback.

4

THANK
YOU!

Follow Updates, Contact Info



PLENA

PLANNING + DESIGN

