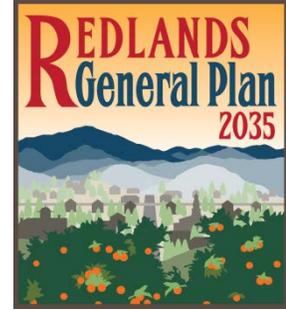


Redlands General Plan Stakeholder Meeting



Stakeholder: Bob Knight, Craig Wesson, Carole Wesson, Monte Farquhar, Joyce Micaloff

Representing: Redlands Farmers (Old Grove Orange and interested parties)

Date & Time: 10/16/16 @ 2 PM in Crafton

This was an “educational” meeting to learn about agriculture within Redlands

Existing Conditions

Only 2% of citrus in California is grown in Southern California, 98% of citrus is grown within the Central Valley.

There are about 1,300 acres in Crafton and 300 acres in the canyon valleys under cultivation

There are currently about 100+ people engaged in farming in Redlands

There are three types of growers in Redlands:

1. Orange Gardeners – those that like to farm as a hobby and enjoy living in a farming environment
2. Small Farmers – those that like it as a life style, profits are small. Of that group there are two types:
 - a. Those that sell to a global distributor like Sunkist. A distributor buys from farmers but the price is not determined until about 3 months afterwards. Farmers have to wait for the “pool to complete” and then any claims from the distributors are taken off the price. In some cases the farmer must pay the distributor.
 - i. Farmers are paid between \$1 to \$5 for a field box (about 55 lbs) by distributors. Farmers can get about \$60 in direct to market
 - b. Retail farmers, those that sell direct to market i.e. local school districts

3. Large Farmers
 - a. Dangermond
 - b. Perricone
 - c. Jacinto

Challenges

The challenges facing farming in Redlands:

1. Farming community is gaining. Younger people not going into farming.
2. The economics of small farming is a challenge. Profits are small. It was good this year because of Central Valley drought problems but that is not always the case. The oranges in Redlands are “old grove” which tends to produce a smaller, sweeter orange. (Distributors want larger oranges)
3. Disease. The Asian citrus psyllid has arrived in SoCal and carries a great risk of spreading HLB (Huanglongbing) AKA yellow dragon disease which is fatal for orange trees. The citrus industry in Florida and Texas is collapsing. California could be next. The trees do not show signs of infection until 2 to 5 years afterwards. And it is expensive to continually spray for the citrus psyllid. It will be a while before new varieties of trees are developed that are resistant to HLB. In the interim, Redlands could lose all of its groves.
4. Encroachment from development

Opportunities

There are opportunities to keep farming alive in Redlands and include:

1. Diversifying crops – the market is booming for avocado. Row crops are also doing well.
2. New ways of distributing:
 - a. Local food movement “farm to fork,” cutting out the distributor, and creating a richer food culture
 - b. Creating aggregator hubs that can perform the functions of distributors i.e. Old Grove Orange. Local farmers have to get organized.
 - c. Farm Share baskets - pre-paid basket of fresh produce
 - d. Agri-tourism – story of farming within a community. Events to draw tourists such as “Dinner in the Fields”. Zoning and building regulations have to permit this.

The local food movement has really taken hold in Northern California. In fact Sacramento farmers are selling in SoCal. The City of Redlands should support an effort like “Grow Riverside” which supports the local farmers and the local food movement

(<http://www.growriverside.com/>)