APPENDIX 6 - RESULTS OF ON-LINE STAKEHOLDER CONSULTATION ON PRIORITIES

% of Respondents Who Rank Issue One of Top 3 (N=650)

- Competition for water
- Farmland preservation
- Local and regionally based food systems
- Climate change
- Viability of small and mid-size farming operations
- Water use efficiency
- Public understanding of challenges to sustainable food and agriculture systems
- Habitat preservation (to support ecological system, beneficial species)
- Dependence on petroleum products (fuel and chemical fertilizers)
- Air and water pollution
- Regulatory compliance costs for farmers
- Soil quality (nutrients and soil structure)
- Consolidation in food industry (fewer companies controlling production, processing,...
- High rates of poor nutrition, obesity, and diabetes
- Invasive pests and diseases of crops and livestock
- Access to nutritious food
- Global competition to California agriculture
- Immigration status of farm workers
- Capacity of agricultural research and extension institutions
- On-farm labor costs
- Health risks of pesticides (to farmers, farm workers, and consumers)
- Working conditions for farm workers
- Salinity of soil and water
- Food labeling/consumer information to inform purchase decisions
- Humane treatment of animals raised for food
- Entry barriers for beginning farmers
- Foodborne illness
- Deteriorating infrastructure (levees, roads, bridges)
- Efficiency of fertilizers and pesticides
% Respondents Rated Issue “Very Important” (N=651)

- Water use efficiency
- Farmland preservation
- Local and regionally based food systems
- Air and water pollution
- Public understanding of challenges to sustainable food and agriculture systems
- Viability of small and mid-size farming operations
- Access to nutritious food
- Competition for water
- Soil quality (nutrients and soil structure)
- Habitat preservation (to support ecological system, beneficial species)
- Dependence on petroleum products (fuel and chemical fertilizers)
- High rates of poor nutrition, obesity, and diabetes
- Consolidation in food industry (fewer companies controlling production, processing, and...)
- Health risks of pesticides (to farmers, farm workers, and consumers)
- Climate change
- Working conditions for farm workers
- Entry barriers for beginning farmers
- Invasive pests and diseases of crops and livestock
- Humane treatment of animals raised for food
- Food labeling/consumer information to inform purchase decisions
- Salinity of soil and water
- Regulatory compliance costs for farmers
- Capacity of agricultural research and extension institutions
- On-farm labor costs
- Immigration status of farm workers
- Foodborne illness
- Global competition to California agriculture
- Efficiency of fertilizers and pesticides
- Deteriorating infrastructure (levees, roads, bridges)

0% 10% 20% 30% 40% 50% 60% 70%
Occupation of Respondents

- K-12 educator: 3%
- Farmer or Rancher: 11%
- Farmer or Rancher (Large operation): 4%
- Farmer or Rancher (Medium operation): 5%
- Farmer or Rancher (Small operation): 12%
- Government: 6%
- Health services: 3%
- Media: 2%
- Student: 7%
- Decline to state: 0%
- College/university affiliate: 21%
- Non-government organization (nonprofit sector): 13%
- Food & ag industry (not farmer or rancher): 11%
- Unemployed or Retired: 5%
- Other: 7%