APPENDIX 14 - 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

0% 5% 10% 15% 20% 25%
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)

% Respondents Rated Issue "Very Important" (N=651)
Occupation of Respondents

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