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Comments for Ca Ag Vision plan

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1) What is a "must have" in an agricultural vision for California?

By the year 2030, if not earlier, policy leaders will have arrived at a way to reconcile disappearing agricultural land with the need for both more water and better, more efficient usage of water resources by farmers and others. Farmers, in the year 2030, will have made the investment in or shift towards utilization of innovative mechanization to alleviate dependence on illegal alien labor. California, to remain a leader in farm output, will have embraced new kinds of opportunities, such as more direct marketing of fresh produce, and better, more aggressive exportation to emerging Asian markets.

2) What will be the biggest challenge in achieving that vision?

Some of the biggest challenges to achieving an agricultural vision are the unwillingness to compromise on the part of radical environmentalism, lack of knowledge of the value of California farming and ranching on the part of urban legislators, climbing land prices coupled with poor commodity prices forcing farmers to sell to developers.

3) What leads you to believe that this vision is attainable? For example, what trends, examples or statistics show this could happen by 2030?

Californians can't take our resources and availability of fresh, California grown products for granted. Out of necessity, policy leaders have proposed several short and long term solutions to alleviate the water shortage, and the foes and supporters of water proposals must decide on best plan of action for future. The current trend toward declining AG acreage and subsequent climbing food prices will continue unless a strong AG plan is conceived and adopted.

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4) What immediate steps should the industry, stakeholders and CDFA take to achieve this vision?

In order to achieve this vision, industry and policy leaders must inform the public that either we develop more water supplies or cut AG production, and explain why farmland is going out of production, given cascading regulations, water shortages, labor problems, and other pressures facing farmers.

5) Please define sustainability. By your definition, can California expect to be sustainable by 2030?

If it sheds its present policies and realizes that its fuel, energy, and labor requirements are simply not being addressed. We need to conserve, and innovate but also not be afraid to build more dams, drill for oil, and build nuclear plants.

6) Does public perception of agriculture need to change?

It is analogous to our energy unawareness, in which we wish to drive without restraint but not drill; ditto the desire to have unlimited selection of cheap accessible food, but without investing in water, energy, labor, and marketing.