

## Purpose of this Report

The purpose of this report is to provide the public and decision-makers with the history and status of Goleta Valley urban agriculture as an aid to planning the future of the Goleta Valley's urban farms. Because the bulk of the remaining undeveloped land in the Goleta Valley is farmland, this report offers information on how to protect agricultural land and the tradeoffs involved in doing so. *The Goleta Urban Agriculture Report was begun before Goleta became an incorporated city. The report does not reflect any proposed or adopted plans or policies of the new city.*



## What is “Urban Agriculture?”

Urban agriculture is defined locally as cultivated land within the designated urban boundary line. In the Goleta Valley, the urban boundary line encompasses both the City of Goleta and the unincorporated urban-designated area around it. Small active farms of only a few acres to major producers of 100 acres or more can be considered urban agriculture.

## Fast Facts



Commercial agriculture in Goleta goes back 200 years to cattle grazing on the first ranchos



There are over 1,000 acres of agricultural land left in urban Goleta, less than 8% of the urban-designated land. This number includes land zoned for agriculture (whether currently in production or not), and land that is not zoned for agriculture but is commercially farmed



Since 1967 Goleta has lost over half of the farmland then in existence



Much of Goleta's produce is sold directly to the local population through on-farm produce stands, farmers' markets and local stores and restaurants. Goletans can enjoy the freshest and healthiest produce available, courtesy of their farming neighbors



The crops grown in Goleta reflect the entire range of produce grown in Santa Barbara County; urban farmers here grow everything from subtropical fruits like avocados and cherimoyas to American favorites such as salad mix, broccoli, sweet corn and strawberries to flowers and ornamental plants of all kinds



Roughly fifty acres of prime U.S. farmland is lost to development every hour (American Farmland Trust, 1997)

