

FARMLAND VALUES PROJECT : MADISON COUNTY QUICK FACTS



The Farmland Values Project was designed to collect, analyze and communicate the many values that people have for farmland in four western North Carolina counties. Over 1100 residents in Buncombe, Haywood, Henderson and Madison counties participated in our survey, focus groups, or mapping exercise between 2006-2008. In addition, 307 visitors to our region responded to our survey.

173 residents of Madison County participated in the Farmland Values Project Survey conducted in Fall 2007.

Survey Results From Madison County Residents

Farmland affects residents' quality of life, and is very important to them.

The top five benefits of farmland to Madison County residents were locally produced food, a link to our agricultural heritage, scenic beauty, wildlife habitat, and open space.

Residents of Madison County are concerned about the loss of farmland.

76% of resident respondents are concerned about the likelihood that farmland would be developed for non-farm use.

Residents believe more needs to be done to protect farmland in our area.

69% of resident respondents agreed their community needs to do more to protect farmland.

Both residents and visitors are willing to pay to protect farmland in the region.

On average, resident respondents of Buncombe, Haywood, Henderson and Madison counties indicated they would be willing to make annual voluntary donations of \$185 per year if the money were earmarked for farmland protection in their county. 79% of those willing to make contributions from Madison County would prefer that donations were managed by a locally run non-profit organization.

59% of respondents from Madison County indicated they would be willing to pay more for their food if the increase in price went directly to protect farmland.

Important Places in Madison County

Through a community mapping activity participants identified specific places in our region that they value for cultural heritage and scenic beauty.

In Madison County, the places of significant value included the Spring Creek and Big Pine communities.



Visit the Farmland Values Project on the web at www.unca.edu/farmlandvalues

The interactive website features two sections

The Story includes pictures of local farms and farmland, and audio from interviews, stories, and focus group discussions.

The Study provides data and results from the project including downloadable fact sheets, maps, and GIS datasets.



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