

# FARMLAND VALUES PROJECT 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.

## Survey Results

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

The top five benefits of farmland were locally produced food, scenic beauty, jobs for farmers and others in agriculture, a link to our agricultural heritage, and open space.

Residents are concerned about the loss of farmland.

88% 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.

83% 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 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.

Visitors' average willingness to pay to protect farmland in our region was \$195 per year.

80% of resident respondents would prefer that donations were managed by a locally run non-profit organization.

Nearly 2/3 of respondents (64% of residents, 88% of visitors) indicated they would be willing to pay more for their food if the increase in price went directly to protect farmland.

## Important Places

Through a community mapping activity participants identified specific places in our region that they value for cultural heritage and scenic beauty. Several places of significant value emerged, including

Sandymush and Fairview in Buncombe County

Mills River and Etowah in Henderson County

Bethel and Jonathan Creek in Haywood County

Big Pine and Spring Creek in Madison County



Visit the Farmland Values Project on the web at [www.unca.edu/farmlandvalues](http://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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