

Kevin Cook

8-27-15 R.1 Sauvie Island
Multnomah Channel
Additional Written Testimony

From: Info Box info@thepumpkinpatch.com
Subject: Bob and Kari Egger, The Pumpkin Patch
Date: February 9, 2015 at 2:43 PM
To: kevin.c.cook@mullico.us

Hello Kevin,

Thank you for your work on this rural plan issue. We wanted to send you some feedback.

We wanted to let you know that we are in support of the county's pro-farm stance as far as agriculture, agritourism, and transportation at this point in the discussions. We also wanted to state for the record that we are in support of Mark Greenfield's proposed policies. We have studied these in conjunction with the county policies and think they makes sense and protect the farmer and agricultural land here on the island, specifically. The retention of agricultural lands for productive farm use is paramount to our family. Greenfield's policies appear reasonable and might provide stronger protections for the island commercial farmers, such as ourselves. Specifically concerning the 75/25 rules, Greenfield's policies attempt to address the preservation of farmland in connection to income-producing events, given that the state and county have no research data to measure the validity of a farmer's income statement. We don't know the solution for this, but it needs to be addressed in some form.

Our family farm, The Pumpkin Patch, was established on Sauvie Island in 1967. We are second generation farmers. Our children will be third generation farmers in the not-so-distance future. We farm 800 acres on the island and farm for a living, in other words, our primary income is from the sale of produce and crops. Our retail establishment is an outlet for the crops we grow that don't get loaded on a truck for Alberston's, Fred Meyer, Safeway and other large distributors. Our goal at this juncture in our business is not to add more income-producing events, but to grow and continue the sale of produce. Thus it is of utmost important to us to keep farmland viable and available to farmers who grow and sell their crops.

Farmstand permits are over-costly, difficult to attain, time-consuming, limiting, and a moving target to an applicant. We find it curious that the farmstand permits issued on the island each have different criteria and allowances. Much of the public meetings and testimony has to do with this issue, which honestly appears to be an issue of enforcement, or lack thereof, by the county, verses additional rules and regulations. We are ultimately opposed to adding more policy that the county cannot enforce on existing farmstand permits or farmstand permits to be issued in the future. We are also opposed to having to open up a complete farmstand permit to add anything new or to simply make changes.

We know as the population grows in Portland and surrounding areas, the island visitor count will increase as well, for all the reasons this island has to offer. We also know that ultimately, as far as transportation issue, the new bridge, with it's controlled light, is the best answer to the transportation issues that arise in October. It is of most importance that the county join us in this effort with ODOT to keep the light timed as needed during peak traffic times, regardless of power-outages or ODOT employee forgetfulness, etc. And when the light fails, as it did on the busiest, sunny weekend last year, it is imperative that the county join our efforts to add law enforcement support to help move traffic on and off the island. Our traffic plans are obsolete if there is a lack of sheriff support or county enforcement of pre-determined traffic plans in place.

In regards to emergency vehicles during high traffic times, the island fire department has managed the issue well in coordination with local farms.

Thank you for your attention in these matters.
Sincerely,
Bob and Kari Egger

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Kevin Cook.

damiaSerrano

Tourism, Wine, Innovation, Destination, Big Data

Destacado

- en Enoturisme, Tendencies, Turismes
- 1 Comentari

Catalunya no és Califòrnia... afortunadament?



i
4 Votes

Un dels articles més llegits sobre l'enoturisme a Catalunya és el del meu amic i admirat Lluís Tolosa anomenat Catalunya no és Califòrnia (<http://www.catdem.org/cat/notices/2009/05/catalunya-no-es-california-lluis-tolosa-6126.php>) (2009). Un servidor està tancant la tesi doctoral sobre enoturisme amb l'objectiu d'entregar-la a la tardor i en plena immersió en la temàtica (al marge de preocupar-me per la copa de vi que sempre m'acompanya) vaig llegint articles d'aquí i d'allà. I l'article que tot seguit us adjunto m'ha fet recordar i molt l'article d'en Lluís Tolosa escrit tot just tornat de Califòrnia (Napa Valley) ara fa 6 anys i això és tot un món en aquest sector. Aquell era un article inspiracional en un mític Napa Valley en ple èxtasi enoturístic que ens servia per prendre nota als d'aquí. El que llegireu a continuació (del 13/08/2015) segueix tenint el mateix sentit inspiracional, però de missatge invers. De "puristes a turistes" és un article escrit per un resident de Napa Valley que parla sobre la cara oculta de l'èxit de l'enoturisme a Califòrnia i que ens hauria d'inspirar a prendre nota de com volem gestionar el nostre enoturisme. En plena efervescència enoturística no estaria de més que escrivíssim mil vegades a la pissarra "Catalunya no ha de ser Califòrnia, "Catalunya no ha de ser Califòrnia, ..." i recordar-nos a nosaltres mateixos que enoturisme és sinònim de sostenibilitat, responsabilitat i comunitat local. Almenys, a Catalunya.

NAPA VALLEY: FROM PURISTS TO TOURISTS

It is clear to all those paying attention, that there's something fundamentally wrong with the laws of nature and economics in the Napa Valley. When I moved here in the mid-'70s, this valley was all about agriculture. Because of the soil, climate and abundant water, the early grape farmers recognized right away, that this was a very special place to grow grapes and make estate wine. They were purists, driven by their passion to grow the best grapes and make the finest wine. They wanted to show the world that the Napa Valley rivaled the best wines in the world. And they shared their knowledge with each other.

Unfortunately, this success was noticed by large corporations who came in to the valley with the bottom-line mentality. Over the last 20 years, many more wineries have been built to accommodate the world's growing appetite for high-end wine. At one point along the way, we seemed to have a balance. What was good for the agricultural industry was also beneficial to our citizens.

However, when the recent economic slump hit the United States, wine sales tailed off, tourism rates decreased, and pressure was put on county policies because the tourism industry's bottom lines were hurting badly. The pressure worked, and with newly minted approval to sell all kinds of things, and have food and events galore, the wineries started evolving into event centers, catering to the tourists and neglecting to care about their community.

Now we the people who live here are feeling all the negative effects when the laws of nature and economics clash. Our roads are crowded, our water future is in doubt, our watersheds and old growth forests are being ripped out, and our basic infrastructure has a much shorter life span. We are out of balance, and need to work together to advance the cause of the average man and woman in this county. The benefits are going to a few while the many suffer the consequences.

This has not gone unnoticed. As James Conaway, respected author and historian on the Napa Valley, so succinctly writes, "Many concerns among residents inevitably boil down to one: thwarting attempts by individuals or corporations who want a larger part of the action than the community is willing to give." We need to get back into balance.

We sell twice as much wine as we grow grapes here. Half the grapes are imported. We have a special tax levied on hotel guests here, which funds the very existence of the Napa tourist industry's lobbying effort, to the tune of \$5.6 million per year. Already we have 3.5 million visitors per year.

County staff revealed two weeks ago that current permits allow as many as 23,000 "events" at wineries in Napa each year. That's potentially over 60 every single day. We, the residents, should not have to put up with that kind of intrusion in our lives. They use our roads, water and total infrastructure. We the residents pay through our taxes, and the money goes to industry. We need to get back into balance.

The awareness within county offices grows with each debate before the Planning Commission and Board of Supervisors. A group named the Agriculture Protection Advisory Committee was formed by these politicians, but the majority of members are from tourist-related industry. So far, they have voted to block all the ideas floated that would have served the community's needs more than their own.

An obvious first step would be to rein in the ancillary uses at wineries. With over 23,000 "events" already approved, and tourism's lobby group hunkered down, it doesn't look good on that one.

Of course the hospitality industry supports a payroll of \$300 million in the valley, with \$52 million in tax revenue. That makes for a very strong lobby. That effort has led to the constant refrain heard from developers, "its always better to ask for forgiveness than ask for permission." The current philosophy demonstrated from our county Planning Commission reflects that sentiment.

Recently, I've sat in the audience and watched the majority of the commissioners forgive every single abuse brought to its attention. These include abuses of use permits, major winery expansion and development where county building department requirements were ignored, even a winery that dug a cave without a permit. All these cheaters were exonerated. We need to get back into balance.

We have reached the critical mass necessary to put the concerns of the community first. We will not have our tax dollars used to line the pockets of the tourist industry any longer. There's a darker side to Napa's success, and the residents are shouldering the burden.

Escrit per **Mick Hackett** al diari St. Helena Star (13/08/2015)

mayo 4, 2015

- en **Enoturismo, Tendencias, Wine Tourism**
- **Deja un comentario**

El reto del enoturismo es concentrar en el turista las propuestas de bodegas

