GROWING THE FUTURE

Presented to the University of Arizona by Linda Buchanan
Water Resources Research Center – 2022 Conference
The Regional Economic Development Center
at Yavapai College

MISSION: To enhance the quality of life in Yavapai County by providing regional support for a prosperous economic environment through job creation, business and workforce development, technological innovation, and regional collaboration.
Growing the Future: A Verde Valley Perspective

- From Time Immemorial, First Peoples have farmed and harvested the Verde Valley
- Westward Ho! Settlement and agricultural expansion (1865 – 1965)
- Growing pains – Subdivide the land, multiply the problems (1966 – 1999)
- An Agricultural Renaissance (2000 – present)
- Planning for 7 Generations – Conservation, Preservation, Education
Planting Possibilities; Growing Prosperity

- Advocacy
- Affinity
- Policy
- Partnership
- Education!

ARIZONA: Copper, Cattle, Climate, Citrus, Cotton (drum roll) …and Chablis!
The Southwest Wine Center at Yavapai College

- A premier wine industry and community resource
- Estate vineyard, teaching winery, fully-operational tasting room
- Certificates & Degrees in Enology, Viticulture, and Business & Entrepreneurship
NRCS is funding a CIG On-Farm Trial with the University of Arizona Board of Regents.

This on-farm demonstration trial will promote climate-smart and soil health agricultural practices among small-scale farmers in Arizona.

Trial includes 5 participants in Yavapai County, including the Southwest Wine Center.

Page Springs Cellars is another trial participant, composting pomace (grape seeds, stems, and skins after juice is extracted).
VERDE VALLEY WINE TRAIL
THE HEART OF ARIZONA WINE COUNTRY

• Developed by the Verde Valley Wine Consortium and the Greater Cottonwood Chamber of Commerce
• Download your official Wine Trail guide: www.vvwinetrail.com
• Learn more about the Verde Valley American Viticultural Area (AVA): www.verdevalleyava.org
Order Up from the Teaching Restaurant!

The new café at Yavapai College – Verde Valley Campus is:

- a laboratory for aspiring culinary artists and entrepreneurs;
- a showcase and marketplace for the vegetables and herbs that horticulture students cultivate in an on-campus greenhouse,
- a launching pad and pipeline for workforce entry into the complementary worlds of dining/hospitality and agritourism.
The Campus Greenhouse: Come see what’s growing!

Our Horticulture students are growing herbs, lettuces and other beautiful foods served onsite and creating custom perennial combo planters from our seed-grown YC plants.
Brewing Technology: Yavapai College Style

- There’s a world of beer to explore!
- Our new Brewing Technology Certificate takes students from grain to glass and into the workforce.
- 2 semesters, 16 credit hours, taught at the Verde Valley Campus
- Courses include brewing equipment and maintenance, beer production, styles, and food safety principles.
- Provides students with the knowledge and skills to join the brewing industry in entry-level positions.
- [https://www.yc.edu/v6/schools/cate/brewing.html#stc0](https://www.yc.edu/v6/schools/cate/brewing.html#stc0)
Sinagua Malt – A market solution focused on river health

- “To grow corn, you need “a lot of water in June, July, August. With barley, we’re done with water in May.” – Zach Hauser, 3\textsuperscript{rd} Generation Verde Valley farmer

- Aided by the Nature Conservancy and corporate donors, Hauser and Hauser Farms initially converted 140 acres of Verde Valley cropland from traditional corn and alfalfa to winter-planted barley.

- Sinagua Malt purchases the barley from Hausers, malts the grain locally, and sells it regionally.

- Kim Schonek, Verde River Project Director for The Nature Conservancy’s Arizona Chapter, and Chip Norton, Verde Conservation District Supervisor, piloted Sinagua Malt, demonstrating irrigation practices that used less water.

- “This is a market solution to conservation problems. We have a chance to turn this (river's decline) around.” – Chip Norton, Co-founder, Sinagua Malt
The Verde Valley has a robust agricultural heritage. Buy Verde Valley-grown food, and get to know local farmers and food artisans.
Verde Grown is a brand that represents 2,000 years of resilience, hard work, and respect for the land in the Verde Valley.

It represents a collaboration of food producers in the Verde Valley in conjunction with Local First Arizona to get the word out about locally grown foods.

Verde Grown Producers remain connected to their roots in agriculture and celebrate their achievements.

There are currently 41 food producers of beef, wine, baked goods, produce, and other agricultural products under the Verde Grown brand.
RESOURCES
Arizona Wine Growers Association: www.azwinegrowersassociation.com
Page Springs Cellars: www.pagespringscellars.com
Sinagua Malt: www.sinaguamalt.com
Southwest Wine Center at Yavapai College: www.southwestwinecenter.com
USDA Water for Agriculture: www.water4ag.psu.edu/project-sites/verde-valley-az-profile
Verde Grown: www.goodfoodfinderaz.com/verdevalley
Verde Valley Archaeology Center: www.verdevalleyarchaeology.org
Verde Valley Food Policy Council: www.cornucopia.org/verde-valley-food-policy-council
Verde Valley Wine Consortium: www.verdevalleywine.org
Yavapai College Horticulture: www.yc.edu/v6/schools/cate/horticulture
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