



REGIONAL ECONOMIC  
DEVELOPMENT CENTER  
— at Yavapai College

# 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



# RESEARCH... the root of education and progress

- 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](http://www.vvwinetrail.com)
- Learn more about the Verde Valley **American Viticultural Area** (AVA): [www.verdevalleyava.org](http://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>

# 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<sup>rd</sup> 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*

Local First AZ: <https://www.goodfoodfinderaz.com/verdevalley>



The Verde Valley has a robust agricultural heritage. Buy Verde Valley-grown food, and get to know the farmers and food artisans.

**FARMERS MARKETS**      **FARMS**      **WINERIES**      **BREWERIES**      **FOODIE EVENTS**



# VERDE GROWN

Proudly Grown in the Verde Valley

- 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](http://www.azwinegrowersassociation.com)

Page Springs Cellars: [www.pagespringscellars.com](http://www.pagespringscellars.com)

Salt River Project: [www.watershedconnection.com/projects/verde-valley.aspx](http://www.watershedconnection.com/projects/verde-valley.aspx)

Sinagua Malt: [www.sinaguamalt.com](http://www.sinaguamalt.com)

Southwest Wine Center at Yavapai College: [www.southwestwinecenter.com](http://www.southwestwinecenter.com)

The Nature Conservancy: <https://www.nature.org/en-us/about-us/where-we-work/united-states/arizona/stories-in-arizona/growing-food-saving-water-on-the-verde-river>

USDA Water for Agriculture: [www.water4ag.psu.edu/project-sites/verde-valley-az-profile](http://www.water4ag.psu.edu/project-sites/verde-valley-az-profile)

Verde Grown: [www.goodfoodfinderaz.com/verdevalley](http://www.goodfoodfinderaz.com/verdevalley)

Verde Valley Archaeology Center: [www.verdevalleyarchaeology.org](http://www.verdevalleyarchaeology.org)

Verde Valley Food Policy Council: [www.cornucopia.org/verde-valley-food-policy-council](http://www.cornucopia.org/verde-valley-food-policy-council)

Verde Valley Wine Consortium: [www.verdevalleywine.org](http://www.verdevalleywine.org)

Yavapai College Horticulture: [www.yc.edu/v6/schools/cate/horticulture](http://www.yc.edu/v6/schools/cate/horticulture)



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Questions for me?

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