

Purpose

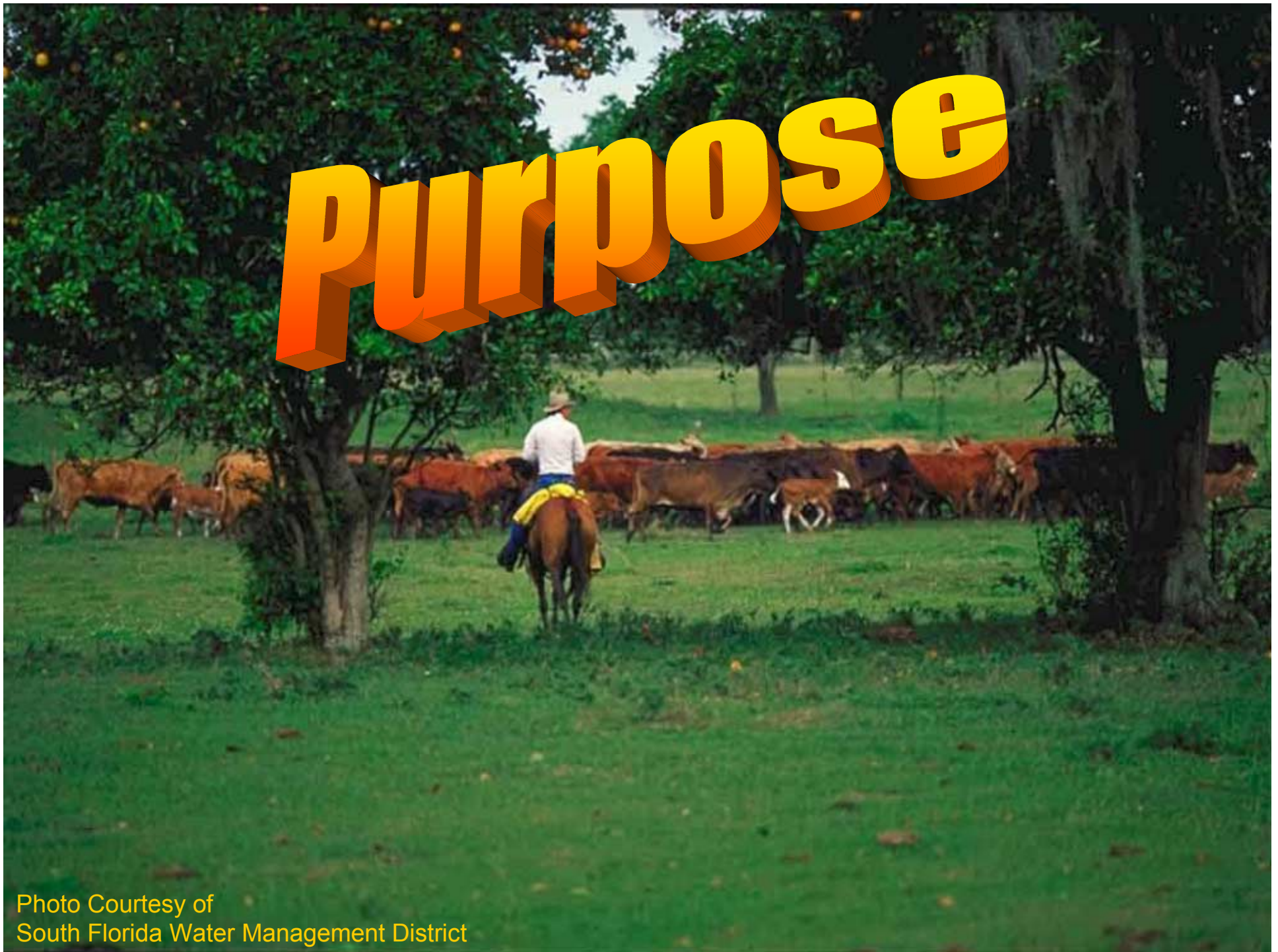


Photo Courtesy of
South Florida Water Management District



The purpose of the Concept Paper is to take a new look at the role that agriculture plays in our economy, landscape and environment.

It also strives to underscore the importance of agriculture to our *personal* well-being as well as to the well-being of local and global economies. In addition, it strives to inform policy makers of the consequences of their actions on agriculture.



The Concept Paper is called “A New Look at Agriculture.” That’s because there is a tendency in our planning and policy making, and even our every day lives, to think of agriculture as expendable ... if we even think of it at all.



The Concept Paper explains why agriculture is important to each one of us. It also describes the obstacles faced by agriculture, suggests more than 250 ways to overcome these obstacles, and proposes 15 priority actions for immediate attention.

The original focus of the Concept Paper was on South Florida. But it can be adapted to any state ... and any county ... that helps produce our food.

The underlying premise of this paper is:

"There will be no agriculture if it is not profitable for producers to remain in agriculture."

This, in turn, generated five goals – or components of success – that must be accomplished to retain and sustain agriculture's *commodity* and *resource* values.

The Five Components of Success are:

1. Improving profitability for producers.
2. Creating a conducive business climate.
3. Ensuring adequate infrastructure.
4. Enhancing environmental compatibility.
5. Integrating agriculture into the landscape