

Appendix 5.a. Stakeholder Ideas and Input - Values

| Themes | Count | |
|-------------------------|--------------|--|
| Food | 51 | |
| Heritage | 39 | |
| Economy | 33 | |
| Ecology | 29 | |
| Ecosystem services | 29 | |
| Land use | 25 | |
| Community | 18 | |
| Open space | 17 | |
| Education | 13 | |
| Scenery | 13 | |
| Sustainability | 13 | |
| Connect supply & demand | 11 | |
| Human health | 9 | |
| Next generation | 8 | |
| Climate | 10 | |
| Soil health | 6 | |
| Access | 5 | |
| Connection to nature | 5 | |
| Equity | 4 | |
| Quality of life | 4 | |
| Recreation | 1 | |

| Value Expressed | Coded Theme |
|---|-------------------------|
| keeping cost of farmland low | access |
| helping new entrants to farming have easier access to land; especially younger farmers amid aging farmer population | access |
| affordable farmland for 1st generation farmers | access |
| so new farmers have access to land | access |
| keep land available & accessible for all the innovative, experimental food production methods that might result in high productivity & sustainability | access |
| save travel time for moving food - protect climate, reduce gas | climate |
| sequester carbon | climate |
| reduce fossil fuels with farms closer to markets | climate |
| managing for climate change | climate |
| less transportation lost | climate |
| preserving local farmland reduces reliance on out-of-state & foreign ag. products, thereby reducing GHG emissions caused by crop transportation | climate |
| local food coop fights climate change | climate |
| managing for resilience | climate |
| it encourages those not farming to live more urban, lower-carbon lifestyles | climate |
| slow climate change | climate |
| community resilience with local food | community |
| community food systems | community |
| farmland creates and supports strong communities | community |
| support local community | community |
| fosters sense of community | community |
| providing healthy life enhancing life style in a cooperative way (people working together) | community |
| develops sense of self-sufficiency | community |
| strengthening local food networks | community |
| for community self-reliance | community |
| preserving community & farming way of life as essential to the fabric of the community | community |
| local resiliency - food supply - skills for growing food locally | community |
| local resources | community |
| more farmland allows for more people to get involved in farming, prevents concentration of large-scale industrial farming | community |
| protect rural communities | community |
| provide community diversity | community |
| keep food production in hands of people, not big corporations | community |
| to keep rural communities affordable and liveable | community |
| healthy whole community | community |
| bridge the rural urban divide | connect supply & demand |
| attracting young farmers who want proximity to urban resources | connect supply & demand |
| keep farms & food closer to urban centers | connect supply & demand |
| keeping food production close to urban centers | connect supply & demand |
| have farms closer to urban areas | connect supply & demand |

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| young farmers can have a shot at working close to their or their spouse's "day job" while they learn the trade | connect supply & demand |
| getting food production closer to the consumer | connect supply & demand |
| perishable goods can be produced closer to urban areas = fresher, tastier, more nutritious food | connect supply & demand |
| be able to grow food near where I live | connect supply & demand |
| food needs to be locally produced | connect supply & demand |
| keep food access at close distance to people | connect supply & demand |
| closeness to the land | connection to nature |
| connection to the land | connection to nature |
| connection to land | connection to nature |
| helps people stay connected to earth/land | connection to nature |
| reinforce our responsibility to land stewardship | connection to nature |
| wildlife habitat | ecology |
| environment | ecology |
| protection of ecological diversity | ecology |
| protect wildlife habitat & diversity | ecology |
| help preserve natural environment | ecology |
| wildlife habitat | ecology |
| wildlife habitat | ecology |
| farmland is better for the environment | ecology |
| preserve natural areas/soils | ecology |
| preserving natural areas | ecology |
| to assist in maintaining biodiversity in area | ecology |
| farmland/farming protects the ecology of the land | ecology |
| environmental stewardship -> protecting our environment | ecology |
| natural resources conservation & preservation | ecology |
| for biodiversity (woodlands) | ecology |
| protection of habitats & ecosystems | ecology |
| health & well-being of food, wildlife and people | ecology |
| habitat preservation | ecology |
| wildlife | ecology |
| provide wildlife habitat | ecology |
| agricultural land also can protect birds, nature, animals & plants | ecology |
| we need to preserve farmland to conserve & protect the natural resources of our county | ecology |
| farmland protects local fauna better than developed land | ecology |
| trees & grass | ecology |
| biodiversity | ecology |
| good farmers protect the environment for everyone | ecology |
| trees | ecology |
| open space for wildlife | ecology |
| the environment... | ecology |
| keep food \$'s and jobs in local economy | economy |

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| provide jobs | economy |
| employment opportunities | economy |
| thriving local economies | economy |
| provide jobs to people who want to provide food | economy |
| economy jobs | economy |
| diversifying economy | economy |
| farm profitability & ag economy | economy |
| preserving the rural economy | economy |
| farmland in USA saves us \$\$ | economy |
| proximity of producers to markets | economy |
| keep food production local | economy |
| vital to a thriving economy | economy |
| source of income for many NC familys & businesses | economy |
| contributes to economic resilience | economy |
| support local sustainable food economy | economy |
| economic diversity | economy |
| tourism | economy |
| provide opportunity for new ag enterprises | economy |
| economic diversity | economy |
| protect viability of working farms | economy |
| farmland/farming promotes a local economy, helping to keep money in the local economy | economy |
| enterprise diversity & local markets | economy |
| less competition in food production prices rise | economy |
| agricultural livelihoods | economy |
| agro tourism \$\$ | economy |
| local economy support | economy |
| more farmland allows for more people to get involved in farming, prevents concentration of large-scale industrial farming | economy |
| local is vital to economic vitality | economy |
| provide local economic development | economy |
| good jobs | economy |
| protecting the local economy | economy |
| to prioritize agriculture as a viable, sustainable economic option for NC | economy |
| clean air | ecosystem services |
| clean water | ecosystem services |
| protecting the watershed | ecosystem services |
| better protect water & wildlife vs. being developed | ecosystem services |
| water quality | ecosystem services |
| air quality | ecosystem services |
| farmland is necessary to provide food, fiber and fuel | ecosystem services |
| helps preserve stream, river & lake water quality by reducing urban stormwater runoff | ecosystem services |
| clean water | ecosystem services |

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| diminish/counter effects of urbanization (e.g. water bodies, soils) | ecosystem services |
| to provide important woodlands & wildlife habitat | ecosystem services |
| preserves water quality in our headwaters county | ecosystem services |
| important to preserve the climate & clean air | ecosystem services |
| farmland/farming cleans the air | ecosystem services |
| prevent polluting waters | ecosystem services |
| watershed protection (for both drinking water and habitat and open space) | ecosystem services |
| conserving water resources | ecosystem services |
| it helps protect our drinking water | ecosystem services |
| maintain effective water cycles at the watershed scale | ecosystem services |
| protect water quality & quantity | ecosystem services |
| protect air quality | ecosystem services |
| land for agriculture needs to have good H2O not runoff from factories or roads | ecosystem services |
| erosion control | ecosystem services |
| preserves water sources from encroachment by agribusiness & cattle farms | ecosystem services |
| farms can help protect water - ground and surface | ecosystem services |
| to protect soil and water | ecosystem services |
| for healthy communities by ensuring areas of open space and clean air & water | ecosystem services |
| preserve acreage for pollinators | ecosystem services |
| to provide habitat for pollinators | ecosystem services |
| education (ag) | education |
| increases consumer awareness of where food comes from | education |
| allow consumers to see how their food is produced | education |
| allow consumers to see where their food comes from | education |
| encourage more consumer awareness of farming if it's closer to consumers | education |
| youth sustainability education | education |
| farms are teaching tools for children | education |
| education across generations -origin of food -family history | education |
| education | education |
| reminding consumers of where food comes from; they see farms daily | education |
| to preserve scenic areas where our children can connect to where their food is grown | education |
| educating people/kids about growing food | education |
| educate children | education |
| food justice - fresh, local, affordable food | equity |
| supporting access to affordable food | equity |
| supporting access to fresh food | equity |
| everyone deserves access to local healthy food | equity |
| life on Earth (food) | food |
| food security keep food local | food |
| without farms we have no food | food |
| preserve local food in food system | food |
| food production | food |
| source of local food | food |

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| maintain local sources of food | food |
| to have land for local food production | food |
| food security | food |
| local foods | food |
| all of us need to reconnect to the labor of food as well as the land for food | food |
| no farms no food | food |
| source of food | food |
| we can't eat money | food |
| farmland gives us food security! | food |
| proximity of producers to markets | food |
| keep food production local | food |
| food from farms | food |
| local connection to your food | food |
| food security | food |
| no FARMS, no FOOD | food |
| need farmland for local foods large & small | food |
| having food sources close to where we live | food |
| local foods | food |
| delicious food, restaurants | food |
| farmland/farming enhances locally grown and consumed food | food |
| for future food production | food |
| food security | food |
| community food security | food |
| local food | food |
| local food production | food |
| we need good food to eat! | food |
| food source | food |
| perishable goods can be produced closer to urban areas = fresher, tastier, more nutritious food | food |
| to preserve land for long-term access to local food | food |
| we need food | food |
| we need good food | food |
| to preserve the food supply for the future | food |
| food production | food |
| I really like to EAT | food |
| food | food |
| to have food to eat | food |
| provide source of local food | food |
| I like to eat local food | food |
| local food is fresher, less expensive | food |
| so we can feed ourselves | food |
| fresh food | food |
| long-term food security | food |
| decreasing local food insecurity | food |

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| good sources of fresh food | food |
| it's important to be able to feed myself and my neighbors (fresh food) | food |
| protect a way of life | heritage |
| legacy farm family | heritage |
| culture | heritage |
| heritage | heritage |
| preserving heritage and culture | heritage |
| keep farms in families who have owned them for years | heritage |
| rural character | heritage |
| heritage for future generations | heritage |
| cultural heritage | heritage |
| way of life | heritage |
| preserve farming community values | heritage |
| (agri)cultural heritage | heritage |
| local history/culture | heritage |
| preserving community & farming way of life as essential to the fabric of the community | heritage |
| preservation of farmland preserves the rural lifestyle | heritage |
| preserving farmland preserves family history | heritage |
| restore historical richness & diversity in area: (for example Carolinas used to produce rice, olives) | heritage |
| preserving farmland preserves the farmer | heritage |
| preserve heritage of community | heritage |
| providing an identity to an area not based on the urban environment | heritage |
| preserves cultural history of Orange Co. | heritage |
| to preserve the Triangle's rural heritage | heritage |
| retain local culture | heritage |
| rural character | heritage |
| save family legacy | heritage |
| part of our area's history | heritage |
| agricultural history | heritage |
| community history & identity | heritage |
| cultural history | heritage |
| to protect the rural character of Chatham County | heritage |
| preserve rural character of Chatham Co. | heritage |
| tradition | heritage |
| farmland in Chatham is part of our heritage | heritage |
| to preserve rural quality of county | heritage |
| family traditions | heritage |
| preserve cultural traditions | heritage |
| protect rural history | heritage |
| help rural families retain heritage properties | heritage |
| preserving regional food ways | heritage |
| healthy living | human health |

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| healthy people | human health |
| health, healthy people | human health |
| food safety in USA - regulation/oversight | human health |
| perishable goods can be produced closer to urban areas = fresher, tastier, more nutritious food | human health |
| healthy food | human health |
| health & well-being of food, wildlife and people | human health |
| open spaces are good for mental health | human health |
| prevents further poisoning by chemical use | human health |
| preserve open space and natural environment from development | land use |
| future land for growth | land use |
| keep urban sprawl in check | land use |
| control sprawl | land use |
| better than subdivisions for the environment | land use |
| keep population lower than in areas without farms | land use |
| asphalt is the land's last crop | land use |
| once land is developed it is very difficult to turn concrete back to farmland | land use |
| open land is development | land use |
| ability to support population growth in Triangle | land use |
| developers will develop apartment complexes Limit home ownership | land use |
| development pressure taking farmland away, urban sprawl | land use |
| reducing suburban sprawl | land use |
| because of loss of farmland | land use |
| it encourages those not farming to live more urban, lower-carbon lifestyles | land use |
| increase number of small farms | land use |
| preserving opportunities to produce more on smaller footprints | land use |
| land conversion is often permanent | land use |
| less development | land use |
| no traffic | land use |
| provide green space prevent development | land use |
| population and housing crowds out productive farmland | land use |
| protect from development | land use |
| resist takeover by mega-sites | land use |
| keep plants on land instead of concrete | land use |
| so my kids can farm | next generation |
| children need to know that food comes from the land, not the store | next generation |
| educating our children about farming | next generation |
| farmland provides future generations to appreciate the rural way of life | next generation |
| future generations to have land | next generation |
| ensure good farmland available for future generations | next generation |
| youth sustainability education | next generation |
| plan for the future farmers | next generation |
| protect open spaces | open space |
| open space | open space |

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| maintain open space for environmental reasons | open space |
| open spaces | open space |
| preserving green space near urban centers | open space |
| preserve working open space | open space |
| open land | open space |
| preserve large farms to protect larger parcels of land | open space |
| wild/open space | open space |
| farmland/farming gives us open space | open space |
| open space | open space |
| because who wants to spend all their time in a city | open space |
| give space to enjoy nature | open space |
| open space | open space |
| more green space | open space |
| farms provide open space | open space |
| healthy green space | open space |
| quality of life | quality of life |
| quality of life | quality of life |
| enhance quality of life for all residents | quality of life |
| quiet | quality of life |
| recreation | recreation |
| scenic views | scenery |
| save beautiful landscapes | scenery |
| scenic views | scenery |
| scenic viewsheds | scenery |
| farmland is "prettier" than urban areas | scenery |
| promoting the attractiveness of the area | scenery |
| beauty, scenic value | scenery |
| to preserve scenic areas where our children can connect to where their food is grown | scenery |
| farmland is more aesthetically pleasing than developed land | scenery |
| beautifying the landscape | scenery |
| good farmers create beautiful viewsapes | scenery |
| rural landscapes | scenery |
| aesthetic value in communities | scenery |
| soil quality/health | soil health |
| protecting existing farmland protects the best soil around | soil health |
| secure prime soils for farms to grow food | soil health |
| protect soils | soil health |
| farmland utilized soils for their intended use | soil health |
| soil stewardship | soil health |
| sustainability, longevity | sustainability |
| sustainability - economic, environmental, social | sustainability |
| managing for resilience | sustainability |
| local resiliency - food supply - skills for growing food locally | sustainability |

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|---|----------------|
| local resources | sustainability |
| to preserve land for long-term access to local food | sustainability |
| farmers are good stewards of the land "Always leave the land better than you found it" | sustainability |
| helps us to rethink what it means to create nature preserves - humans as part of the ecosystem not to be evicted from ecosystem | sustainability |
| long-term leases & stable land use for row crop farmers allows for better crop rotations = more sustainable | sustainability |
| youth sustainability education | sustainability |
| keep land available & accessible for all the innovative, experimental food production methods that might result in high productivity & sustainability | sustainability |
| to prioritize agriculture as a viable, sustainable economic option for NC | sustainability |
| less pressure on environment | sustainability |