



The Finger Lakes Land Trust and the City of Canandaigua are sponsoring a farmer's market in the City every Saturday from 7:30 am to 1 pm in the parking lot behind the Chamber of Commerce building on the corner of Niagara and Lafayette St.

The Importance of Agriculture to the Canandaigua Lake Watershed

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There are few places in the world that host the combination of agricultural resources (highly productive soils, fresh water, and favorable climate) that we do in the Canandaigua Lake watershed. For this reason, agricultural producers in the Canandaigua Lake watershed are an important part of the food system and provide many types of products including various milk, cheese, and meat products, vegetables, fruits, cereal grains, juices, and wines.

A Bounty of Benefits

We all benefit from working agriculture in the Canandaigua Lake watershed. Farms and agricultural businesses provide a number of economic and quality of life benefits to residents, businesses, and local communities. Using the available Ontario County statistics as a barometer, here are some of the benefits that farmers continue to cultivate:

- **\$252 million annually to the Ontario County economy-** In 1997, Ontario County farms sold \$78 million in products. Because agricultural businesses support a wide range of businesses and their dollars are often invested in the local economy, the re-circulation of dollars translates to a significant impact on our local economy.
- **Farmland and open spaces are good news for taxpayers-** Numerous studies have shown that the cost of services required for housing developments (e.g. schools, roads, police protection, emergency services, utilities) costs more than property tax revenues actually generated by those developments. However, farmland and open spaces require little in the way of services but generate revenue. These scenic vistas are not only enjoyed by residents on a day to day basis, but are also vital to attracting tourists and maintaining our tourism industry.
- **Readily available produce that is locally grown, fresh, and nutritious -** With less transportation and reduced time from field to table, local farms can offer fresh, fully ripened foods with superior taste and nutrition.
- **Protection of environmental quality and natural resources -** Over 35 percent of the land area in the Canandaigua Lake watershed is in some form of agricultural use. Thus, farmers play a significant role in their efforts to protect our water and soil resources, as well as provide valuable food and habitat for wildlife.

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