

Passion for the Land aims to amplify the voices of rural residents in dialogues about policies, land use, and community development. These stories are designed to spark discussions with diverse audiences about resource stewardship, agricultural viability, and the rural way of



Video Screening Discussion Questions

- What did you appreciate about the stories...anything particular stand out?
- What stories moved you and why?
- What did you learn from these stories?
- What is the relationship between agriculture and the environment?
- How do these stories relate to rural communities across the country?

Additional Discussion Topics

- How can we sustain the environment & create thriving rural communities?
- What are the benefits of agriculture beyond food, fiber and shelter?
- Where does our water come from?
- How do land use policies & environmental regulations impact agriculture?
- How can we engage the younger generation in agriculture for the future?
- How can family farmers and ranchers diversify their business operations?
- How are family farmers and ranchers overcoming challenges?
- What role(s) do the people in agriculture provide in our communities?
- What are the challenges facing farmers and ranchers in your area?

Additional Resources:

Upper Feather River Watershed Group, www.ufrwg.org
Feather River Coordinated Resource Management, www.feather-river-crm.org
California Department of Conservation, www.conservation.ca.gov
Central Valley Regional Water Quality Control Board, www.swrcb.ca.gov
California Foundation for Agriculture in the Classroom, www.cfaite.org
Sierra Business Council, www.sbcouncil.org
UCCE Land Use Fact Sheet Series, <http://ucanr.org/landusefactsheets>
California Farm Bureau Federation, www.cfbf.com
Plumas-Sierra UC Cooperative Extension, ucce-plumas-sierra.ucdavis.edu
California Rangeland Trust, www.rangelandtrust.org
Feather River Land Trust, www.frlt.org

Please share your thoughts about how the DVD was used on the Tracking Form online: <http://ucanr.org/arc-pflvideosurvey>

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Passion for the Land

Personal Stories from the Sierra Valley



These stories explore the interconnections between our environment, agriculture, the people, and local communities

This collection of short videos presents personal stories from rural residents about the benefits and challenges of agricultural viability, resource stewardship and preserving a rural way of life in Northern California's beautiful Sierra Valley.



These stories were created by the storytellers and project team to promote awareness and to stimulate discussion about a variety of issues facing, not only the individuals and communities of Sierra Valley; but, people in diverse rural areas across America.



Produced by
University of California Cooperative Extension
Plumas-Sierra Counties



UC Davis Art of Regional Change

youtube.com/PassionForTheLand

artofregionalchange.ucdavis.edu



Sierra Valley

is a broad open valley in northeastern California about 30 miles from Reno and Truckee. It was an ancient lake bed that was once part of the great inland ocean of Lake Lahontan. At 5,000 foot elevation and 130,000 acres in size, it is one of the largest alpine valleys in the States. Temperatures are harsh and the growing season is short. Maidu and Washoe Indians were the first residents of this part of the Sierra Nevada. Ranches were settled in the 1850s and initially provided dairy products to gold miners & towns. Cattle raising and timber production have been prevalent activities since then. Most of the land is privately owned and used for agriculture, surrounded by national forests.

Sierra Valley is also an Audubon Society nationally designated Important Bird Area and home to over 260 bird species, plus the headwaters of the Feather River Watershed which provides water to Californians for power, drinking, municipal and many recreational uses.



We Care About the Well-Being of Our People & Resources



Who are the people in our communities and what do they value? How do we determine the 'highest and best use' for a piece of land or our water?

What are we doing to support agricultural viability, economic, social & environmental sustainability?

People in Sierra Valley got together to identify issues they cared about and wanted others to understand. They scripted and recorded their individual stories, gathered images & selected music.



The Project Team then did the technical editing of the pieces to create this collection of twelve short videos.

(more images online: artofregionalchange.ucdavis.edu)



These messages are those of the storytellers. The University staff helped facilitate the process. The short videos are similar to digital letters to the editor like you would see in a local newspaper.

Storytellers (in order shown)

Is Sustainable Attainable? by Gary Romano

How a small family farm is diversifying their place to survive

Water Worries by Cindy Maddalena

Nobody survives without agriculture & agriculture needs water

Passing It On by Dave & Doris Goss

Lifetime residents have hosted Ranch Days for over 35 years

Keeping People on the Land by Holly George

People in Ag are the golden threads of our rural communities

Chasing Water by Carol Dobbas

How ranchers are coming together to deal with water regulations

Future Farmers of America by Bill Loveridge

An Ag Teacher's story of today's youth and the future of Ag

Just a Farmer by Dave Goicoechea

A farmer's experience dealing with zoning & land use regulations

Unforeseen Consequences by Cindy Noble

Communication & succession planning are essential to ag viability

Blue Gold by Gia Martynn

Water is the thread that binds us...where does yours come from?

Preserving for the Future by George Goodwin

A southern California resident now owns a ranch that belonged to relatives and wants to see it saved for the next generation.

The Next Hundred Years by Lacey Maddalena

Growing up in a ranching family, what do you do when your Dad dies unexpectedly and you're only 24 years old?

A View from the Barn by Rick Roberti

A sixth generation rancher shares his perspective of what the 'old barn' has seen over the years....you'll be amazed.