

## **Study Area**

Agriculture, as an industry, does not respect the confines of political jurisdictions, and is therefore best analyzed and benchmarked by other measures. The rationale for this is simple, inputs and outputs are marketed and distributed on an increasing broader geographic scale making the agricultural “service area” within which a County’s industry operates significantly larger. In addition, the economic performance of agriculture within a county is often better benchmarked using a broader yardstick such as a region or state. In order to accomplish this effectively, the project team developed multiple target market profiles categorized as follows:

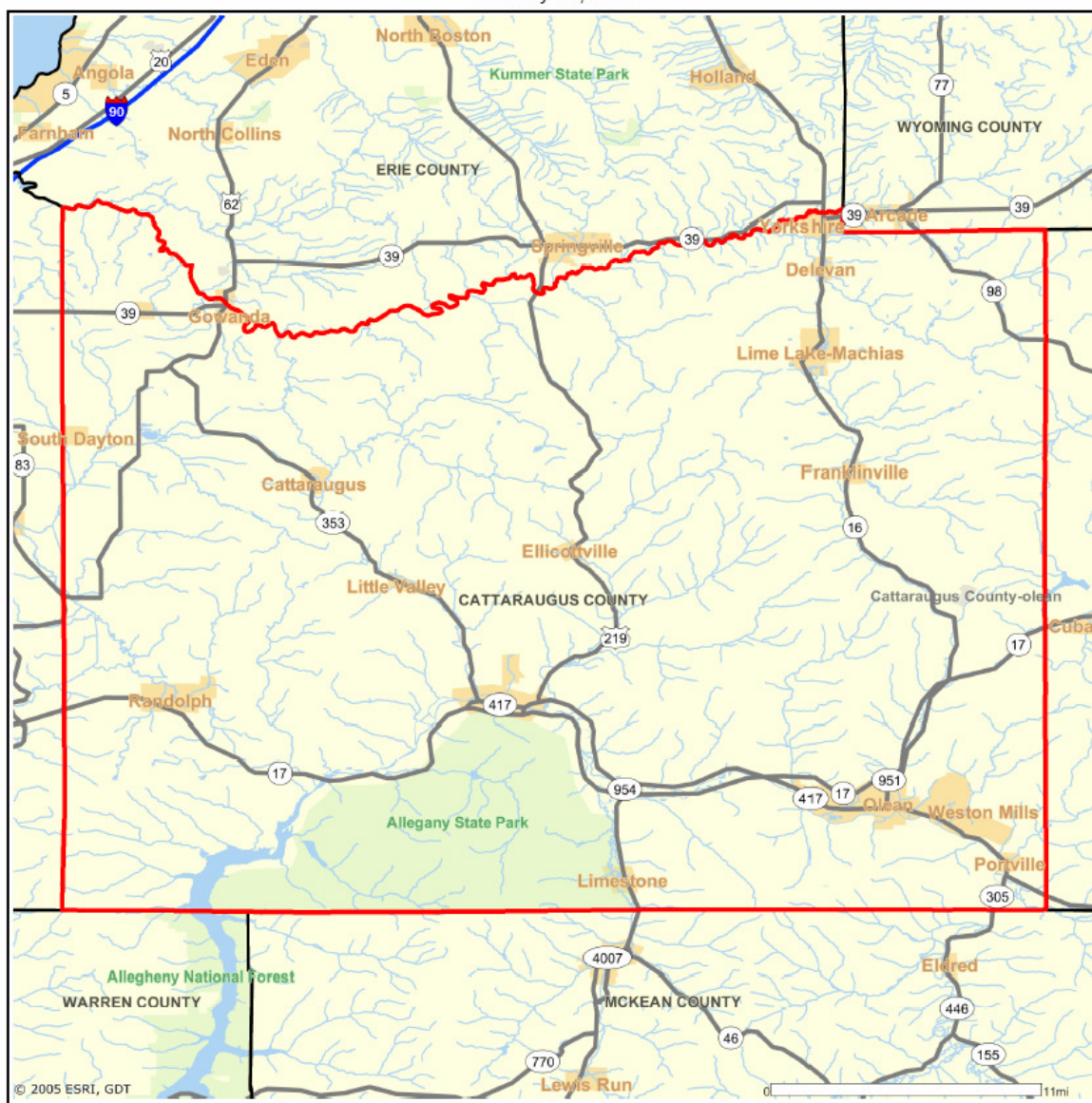
**Primary Market Area:** Cattaraugus County (See Map 1)

**Secondary Market Area:** Regional Counties within a 40-mile radius of Cattaraugus County (See Map 2)

Specifically, the data gathered using the above outlined market areas consists of demographic data, market profiles, agricultural production data, and general economic conditions.

Map1: Cattaraugus County - Primary Market Area

Prepared by ACDS, LLC  
January 22, 2006

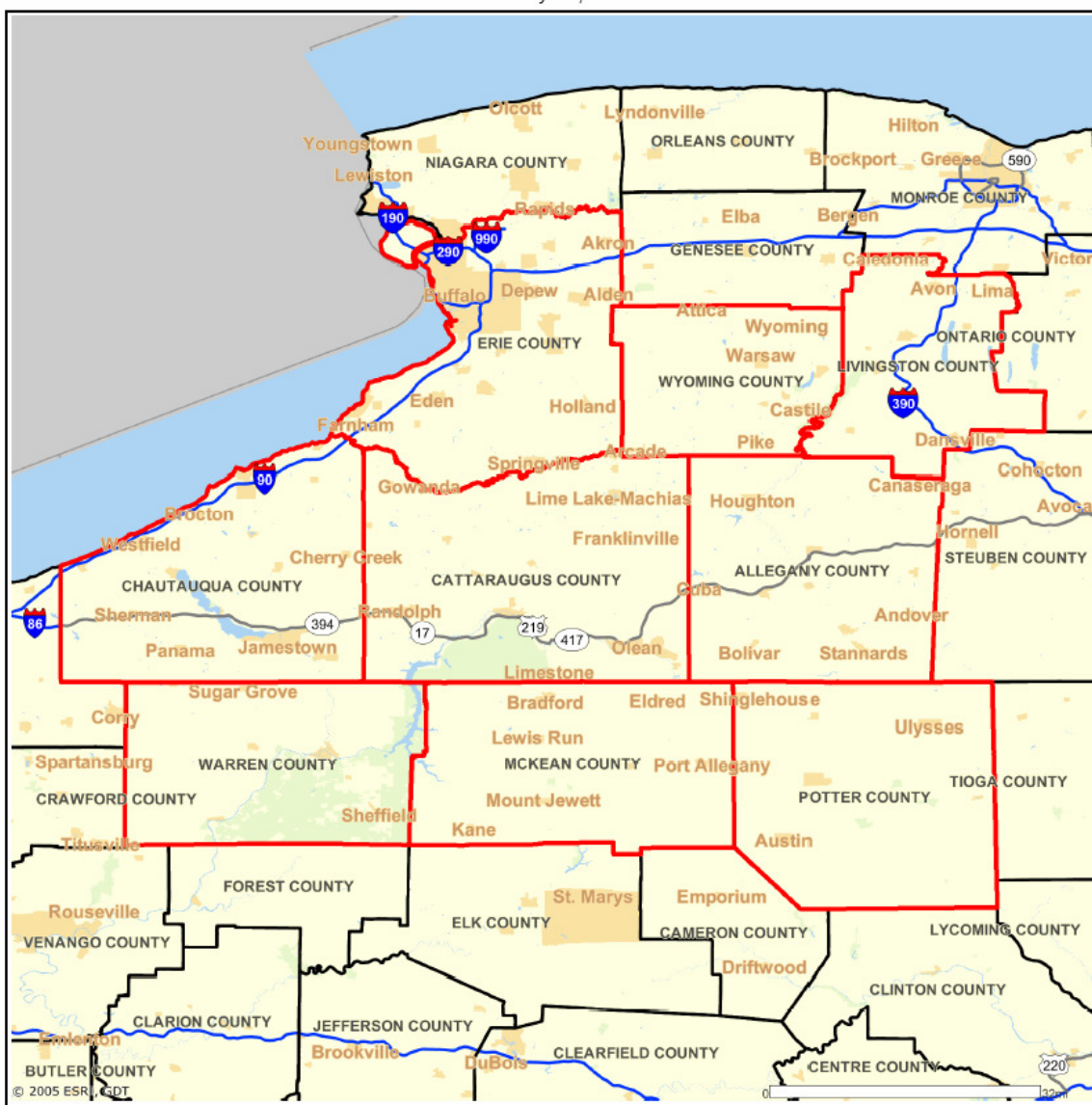


County: 36009 Cattaraugus County, NY



### Map 2: 40-Mile Counties – Secondary Market Area

Prepared by ACDS, LLC  
January 22, 2006



Counties: 36003 Allegany County, NY, 36009  
Cattaraugus County, NY, et. al.



## Interview List

Personal Interviews			
Name	Affiliation	Name	Affiliation
Chuck Couture		Thomas Livak	
Phyllis Couture		Anna Jensen	
Tim Engles		Bob and Audrey Childs	
Dan Pawlowski		Jim Bockmier	
Jeff Goodyear		Dave Habermehl	
Ron Meeder		Pete Childs	
Don and Dave Telaak		Ron Dechow	
Don Wild		Ron, Penny, and Todd Parker	
Bob Steinbar		Randy Sprague	
David Blanchard		Sue Payne	
Dennis Sibley		David and Bob Potter	
Ted Olson		Chuck Boser	
Carl George		Jim Valent	
Jim Kisker		Frank Valent	
Dave Musall		Martin Culik	
John Elder		Dave Zilker	
Ron Guzetta		Robert Maute	
Gary Patterson			
Stefanie Lundmark			
Brian Aldrich			
Jak Rease			
Elizabeth Mosher			
David Paoletta			
Everrett Mosher			
Francis and Barbara Andera			
Chris and Cathy Andera			
Community Meetings			
Conewango		Ashford	

## SWOT Analysis

### Introduction

SWOT analysis is a tool used by strategic planners and marketers to assess the competitive environment of a region, industry, business, or product. It is a very simple technique that focuses on the Strengths, Weaknesses, Opportunities, and Threats (SWOT) facing Cattaraugus County agriculture by asking the following questions:

1. What are the advantages of engaging in production agriculture in Cattaraugus County?
2. What unique local conditions support the agricultural industry?
3. What do Cattaraugus County farmers do well?
4. What do Cattaraugus County farmers do poorly?
5. What can be improved in Cattaraugus County agriculture?
6. What are key regional/industrial trends?
7. What are the options and obstacles facing Cattaraugus County farmers?
8. How does Cattaraugus County agriculture fit within the regional context?

For the Cattaraugus County Agricultural Economic Development Strategy, the strengths, weakness, opportunities, and threats were assessed for the agricultural industry overall to include production agriculture as well as agricultural support industries. The SWOT criteria identified are drawn directly from the study team's interviews with the agricultural industry within the County. As such, this analysis should be considered an industry self-assessment.

**Table C.1: SWOT Analysis Matrix**

INTERNAL FACTORS	
Strengths	Weaknesses
Stable Land Base	Tax Structure
Industry Structure	Farm Transition
Agricultural Infrastructure	Development Patterns
Market Access	Market Access
Economic Strength	Labor - Availability and Cost
Public Sector Support	Utilities
Agricultural Region	Land Competition
Location Factors	Land Fragmentation
Low Development Pressure	Transportation Infrastructure
Supportive Community	Risk Management
Diversifying Production Base	Soils
Tourism Linkages	Grain and Feed Marketing Facilities
Industry Cooperation and Integration	Farmland Consolidation
Transportation Infrastructure	Woodlot Management
Natural and Physical Assets	Neighbor Relations

EXTERNAL FACTORS	
Opportunities	Threats
Regional Business Attraction, Retention, and Expansion	Regional Development Patterns
Industry Consolidation	Regional Competitiveness
Ethnic Market Development	Diminished Capital Investment in Agriculture
Labor Force Development	Market Concentration
Venture Development	Commodity Price Fluctuation
Recreation and Tourism Development	Cost of Doing Business
Regional Land Use	International Market Access
Leadership Development	Farm Consolidation
Public Education	Extra-Regional Business Recruitment
Regional Economic Development Support	State and Local Fiscal Conditions
Regional Demographics	Federal and State Regulatory and Policy Structure
Alternative Energy Development	

### Strengths

Overall, the strength of Cattaraugus County agriculture is driven by a series of positive factors such as its strong dairy sector, access to agricultural infrastructure, high quality Northern Appalachian hardwood stands, and supportive communities. These factors are summarized below.

*Stable Land Base* – Despite several pockets of localized development pressure, Cattaraugus County’s land base remains stable and available for farming activities. Land transitioning out of farming is most often fallowed and returned to a natural state. In many cases, this land remains available for pasture and is well suited to the expansion of small rumen and beef cattle. Over time, this land also serves to expand the available base of Northern Appalachian hardwoods.

*Industry Structure* – As one of the top ten employers, the agricultural industry remains an important player in the County economy. This role is enhanced by the nearly monolithic importance of the dairy industry and its requirements for employment support services, and inputs. Collectively these needs have created strong backward linkages between dairy and other segments of the local economy such as the transportation and energy sectors. Dairy could have an even greater impact on the local economy, if it were better supported through local output industries. The County’s number two agricultural sector, Nursery and Greenhouse, has similarly strong employment effects and backward linkages.

The forest products industry also has a strong industrial base in the County that links to the land. The industry is buoyed by primary manufacturing of dimension lumber, much of it for export to other regions of the Country or overseas, where it is further processed. The region’s renowned Northern Appalachian hardwoods are the mainstay of the resource base.

*Agricultural Infrastructure* – Cattaraugus County, while it has a strong agricultural infrastructure, benefits from its proximity to a broader region that has strong agricultural clusters in dairy, vegetables, and field crops. These industries are economically strong and competitive on a regional and national level. They also support relatively strong input and output sectors that leverage the community level impact by providing upstream and downstream jobs and tax base. The following table demonstrates this strength.

Table C-2: Agricultural Infrastructure				
SIC Code	Industry Name	Number of Firms	Total Employment	Total Sales (Millions)
752	Animal specialty services	213	358	20.8
742	Veterinary services, specialties	158	1,332	41.3
2411	Logging	70	192	11.2
2499	Wood products, nec	50	591	57.6
5191	Farm supplies	47	357	105.3
2421	Sawmills and planing mills, general	45	689	67.6
2431	Millwork	36	301	34.4
2511	Wood household furniture	29	2,364	193.6
2434	Wood kitchen cabinets	26	157	9.4
2426	Hardwood dimension and flooring mills	24	679	33
2099	Food preparations, nec	23	180	42.1
2051	Bread, cake, and related products	23	1,287	13.8
2448	Wood pallets and skids	19	198	15.5
851	Forestry services	18	143	3.1
5153	Grain and field beans	18	96	49.6
811	Timber tracts	17	36	1.6
751	Livestock services, except veterinary	15	58	2.2
2541	Wood partitions and fixtures	15	111	6.8
2013	Sausages and other prepared meats	14	1,074	217.4
2033	Canned fruits and specialties	13	1,846	1,263.00
722	Crop harvesting	11	26	5
2452	Prefabricated wood buildings	11	24	1.8
2084	Wines, brandy, and brandy spirits	10	45	2.5
2052	Cookies and crackers	9	287	45.9
5159	Farm-product raw materials, nec	9	20	2.7
711	Soil preparation services	9	63	4.4
723	Crop preparation services for market	8	36	7.7
5154	Livestock	8	50	9.8
741	Veterinary services for livestock	7	60	2.5
2521	Wood office furniture	6	226	19.3
762	Farm management services	6	27	1.4
2441	Nailed wood boxes and shook	6	69	3.1
2011	Meat packing plants	6	218	133.7
2026	Fluid milk	6	570	325.7
2024	Ice cream and frozen desserts	6	609	153.7
2493	Reconstituted wood products	6	400	26
2491	Wood preserving	6	32	129.4
2022	Cheese; natural and processed	5	813	835.9
2514	Metal household furniture	5	107	41
2599	Furniture and fixtures, nec	5	30	2.2
3523	Farm machinery and equipment	5	18	1
2041	Flour and other grain mill products	5	256	4.7
2015	Poultry slaughtering and processing	4	317	172.2
2035	Pickles, sauces, and salad dressings	4	12	0.8
721	Crop planting and protection	4	49	3.1
2047	Dog and cat food	4	5	0.3
2439	Structural wood members, nec	3	46	0.4
2096	Potato chips and similar snacks	3	10	N/A
2023	Dry, condensed and evaporated dairy products	3	10	0.4
2091	Canned and cured fish and seafoods	2	3	N/A
2043	Cereal breakfast foods	2	303	0.3
831	Forest products	2	4	0.2
2032	Canned specialties	2	2	0.2
2097	Manufactured ice	2	11	0.4
2048	Prepared feeds, nec	2	8	6.3
2038	Frozen specialties, nec	2	454	0.2
2053	Frozen bakery products, except bread	2	1,034	698.1
2045	Prepared flour mixes and doughs	1	45	5
2021	Creamery butter	1	N/A	N/A
2046	Wet corn milling	1	7	N/A
2519	Household furniture, nec	1	3	0.2
2449	Wood containers, nec	1	1	0.1
761	Farm labor contractors	1	4	0.6

Source: MarketPlace, 2nd Quarter 2005



*Market Access* – Within a 200 mile radius, there is a population base of nearly 13 million consumers spending nearly \$36.5 billion on food. Of this, \$22 billion is spent on food at home with another \$15.5 billion spent on food away from home. Notable facts about this population are that it tends to be poor (below the national per capita income by \$2,385), ethnically homogenous (91% white versus 75% for the nation), and has lower per household spending than the nation (88% of the national average.) Expanding the market to 750 miles would include nearly 50% of the nation’s consumers and significantly expand the diversity of the market. The Northeast alone accounts for nearly 54 million consumers who are ethnically diverse (75% white, 11% Hispanic, 11% Black and 5% Asian) and generally high food spenders at 114% of the national average (\$193 billion in food expenditures annually).

*Economic Strength* – Under current conditions, the economy in Cattaraugus County is relatively robust which supports industrial growth and expansion through tax base enhancement, infrastructure investments, workforce improvements, and similar activity. Part of this resurgence can be attributed to resource based industries such as forestry and petroleum extraction. This strong economic base offers good opportunities for expanding business development and business attraction programming in cooperation with private industry.

*Public Sector Support* – By and large, the agricultural industry has the support of local and county officials who recognize its importance to the County’s economy and culture. This condition is necessary, if the AFPB, the agricultural industry, or related groups are to successfully implement a plan or influence public policy.

*Agricultural Region* – Cattaraugus County is proximately located within Western New York’s primary agricultural production belt which combines with low residential and commercial growth pressure to create opportunities for continued expansion of agriculture and related industries. The County is proximate to the northern hardwood industry anchored in nearby Pennsylvania Counties which offers similar development potential for the forest products industry.

*Location Factors* – While Cattaraugus County is not directly impacted by major market opportunities given its geographic location, it is situated within a day’s drive of nearly 60% of the U.S. and Canadian populations. This factor, combined with good rail infrastructure and interstate highway access may make Cattaraugus County an attractive business relocation or expansion location for agriculturally related industries that require easy transportation distances to key Northeastern and Midwestern markets. Future improvements to Route 219 will further enhance the marketability of the area by opening a better north-south commerce route.

*Low Development Pressure* – Currently, development pressure is modest and concentrated which allows farmers to remain competitive when bidding for agricultural lands. Several issues though are of concern. With a modest number of high productivity soils, housing development seems to concentrate on these soils. Furthermore, housing unit development is taking place on larger lots, which can become land consumptive and drive up agricultural land values rapidly.

*Supportive Community* – In addition to having a supportive public sector, Cattaraugus County also has strong community support for agriculture. This manifests itself in lower levels of



neighbor conflict and little call for restrictive public policy. However, a changing demographic that includes more weekend and recreational land owners with fewer ties to the area and agriculture may change this situation.

*Diversifying Production Base* – Though Cattaraugus County does draw strength from its concentration in dairy production, having such a large base adds risk and causes the County's agricultural industry's health to be highly correlated to the economic cycles of the dairy industry. Since the mid-1900's there has been a gradual change in the structure of agriculture demonstrating a shift from nearly complete dependence on dairy. Expansion of the nursery and greenhouse industry lead this change followed by diversification of livestock and increased vegetable production. As these industries grow, they will give a new base from which to extend economic development programming. Similarly, these industries offer new ways for young and part-time farmers to become involved in agriculture.

*Tourism Linkages* – The County has a strong tourism economy that seems to be growing steadily. To date the tourism market shows a seasonal bent toward winter sports such as skiing and snowmobiling. However, the summer tourism trade is also abundant and driven by regional lake access, horse trails, and proximity to State and National Parks. Fall and spring bring hunters to the area to pursue game and game birds. To date, Cattaraugus County agriculture has been modestly successful in matching the demands of tourists and sportsmen, with the needs of the agricultural producer. As the market grows over time, farmers will have more opportunities to turn tourist related activities into a revenue stream.

*Industry Cooperation and Integration* – The agricultural industry in Cattaraugus County and Western New York is becoming more integrated over time. This is occurring between sectors and business operations and is accompanied by a high degree of cooperation and coordination. This type of cooperation provides a springboard for regional development planning.

*Transportation Infrastructure* – Cattaraugus County has a solid, though not world-class, transportation infrastructure anchored by Interstate 86, Principal Arterials such as Route 219, and a solid rail base including one Class One Railroad operator. The presence of such an infrastructure is a necessary element for most manufacturing recruitment efforts.

*Natural and Physical Assets* – Approximately 15% of Cattaraugus' soils are classified as Prime and Productive using USDA's productivity index. These soils, which are most often found in the County's widely dispersed bottomlands provides the basis for much of the County's agricultural production. Beyond these high quality bottom lands, the County has varying ranges of soil types and slopes that support a wide range of agricultural uses such as pasturing cattle and the high value hardwoods (black cherry and maple) for which the region is renowned.

**Weaknesses**

As with any industry, region, or product, Cattaraugus County agriculture has weaknesses that must be addressed while planning for the industry's economic future.

*Tax Structure* – While tax structure is not purely a local issue, many farmers were concerned that the property tax structure puts an undue burden on landowners, even with a preferential tax system in place. The primary issue is the holding cost of land. Farmers face a relatively steady tax bill whether the industry is in an up or down cycle. When going through a protracted down cycle in pricing, as is often the case in livestock markets, it becomes difficult for farmers to justify holding a large land base. This puts poorer soils and crops with a longer turn, such as pasture land and forest land, at a particular disadvantage.

Other taxes that impact agribusiness competitiveness in New York include utility taxes, the forest inventory tax, and workers compensation. Most significant for Cattaraugus County is the potential impact of fully enforcing the forest products valuation, which may cause land owners who manage woodlots to lower their tax burden by reducing timber stands or the component of long life cycle hardwoods. The long term result could be devastating the wood product industry in New York.

*Farm Transition* - The interview process clearly pointed out that many farmers are concerned about whether a next generation of farmers will take their place. Based on the decline in acreage and the increasing average age of farmers, this seems to be a real problem. Where there is growth that facilitates farm transition, it is coming from trends in consolidation or shifts to non-traditional sectors such as nursery and greenhouse or vegetable production.

Within the plain sect community, there is a different concern for farm transition. Currently, this community has the need to expand its agricultural land base as a means to retain its younger generation, but has difficulty finding suitable real estate. This may eventually cause the community to move.

*Development Patterns* – It seems well understood that development pressures in the County are unbalanced with the tourist/recreation areas as well as the northern and eastern portions of the County receiving the highest pressures. Other areas of the County face different land use pressures, making a countywide approach to land conservation challenging. Simply put, what works for some towns, will not work for others.

Complicating the issue of land competition is the form of land ownership. Large tracts of land in the County are under the ownership and control of government entities and Non-Governmental Organizations (NGO's). While all of these lands are not unavailable to farm operators, many have limited utility such as the reservation lands where clear title is impossible to attain and leasehold improvements are difficult. A related issue for some towns is the fact that many of these lands are off of the tax rolls.

*Market Access* – While market access is generally solid, local markets are not as robust. Local consumers spend the smallest portion of their income on food products while spending only 71% of their income on food stuff. This presents practical limits to developing a strong local food

system, especially one based on high price point products such as “natural” and organic foods. This situation forces direct market farmers to adapt to the tourist trade or to find retail markets nearby urban centers such as Rochester and Buffalo. Looking beyond the retail opportunity, the area lacks good direct access to wholesale and manufacturing opportunities, specifically within the dairy sector.

*Labor Availability and Cost* – Collectively, local farms represent the sixth largest employment sector, however, there are signs that the farm labor force is weakening. This will be particularly troublesome for more labor intensive operations such as dairy, especially mid-size farms, and nursery and greenhouse operations. A modest transition to new labor pools, such as Hispanic labor, may alleviate some of this burden, however, uncertain immigration legislation may cause uncertainty to this labor pool.

*Utilities* – Access to affordable, high quality utilities is an imperative to anchoring and attracting a strong agricultural base. This is particularly true for the County’s two largest agricultural sectors of dairy and nursery and greenhouse. Each of these industries has relatively high energy requirements and, in the case of dairy, requires a consistently high quality to maintain herd health and milk production. Based on interview results, many regional farms feel at a disadvantage in terms of energy costs by paying regionally high costs for electric power. In addition, many farmers feel that they have “end of the line” power problems such as low voltage. Similarly, high speed data infrastructure is limited and considered non-competitive.

*Land Competition* – Overall growth rates in the County do not indicate strong competition for the land base. However, there are pockets of local competition throughout the County that have an impact on the future of agriculture due to the fact that the scattered pockets of productivity class I, II, and III soils are the most likely to be developed. This has strong implications for areas like Little Valley and the northern boarder with Erie County that offer affordable housing for Buffalo commuters. Even without development pressure, the limited inventory of Prime and Productive soils has caused farmers to bid up prices as they compete for land. Long-term, this will diminish the number of farmers able to operate at an efficient scale.

*Land Fragmentation* – Land fragmentation is closely related to both the dispersed nature of Prime and Productive soils as well as the level of land competition. Farm expansion is often done by leapfrogging neighbors and sometimes skipping entire valley’s to secure adequate acreages. This causes geographic fragmentation of operational farming units and stretches limited resources and infrastructure. Ultimately, this adds to fixed and operational costs.

*Transportation Infrastructure* – Despite the strong rail infrastructure and southern transportation backbone of Interstate 86, the remainder of the County is served predominately by rural interconnecting roads linking the County’s towns and villages. This road network is not supportive of large volumes of truck traffic and can make transporting agricultural equipment difficult. In addition, farmers complain of generally poor road maintenance. This makes broad based economic development a challenge and adds cost to farming operations.

*Risk Management* – At both the farm and industry levels, risk management is a challenge. At the industry level, local farms are highly dependent on the overall health of the dairy industry to

support healthy farm operations. There is very little diversification in the industry, for instance, even the local beef cattle industry is predicated on the dairy industry as its primary input supplier. As dairy contracts and expands, so does agriculture in Cattaraugus County. As an overall risk management tool, there should be an effort to encourage a higher level of diversification both within the dairy industry and outside of the dairy industry.

At the farm level, risk management issues take on many forms. First is related to insurance. Unless there is an off-farm employer providing benefits, many farms are not able to offer basic health and disability benefits. This is due in part to farm size relative to premiums as well as a poor understanding of the available insurance and risk management tools. Second, farms often are neither well diversified nor well hedged against market down-turns. Specifically, small and mid sized farms are often not hedged on feed or milk pricing and seem to have a limited understanding of the role of futures and options markets. Improved business planning is one way to improve this condition.

*Soils* – Cattaraugus County has a very limited availability of Prime and Productive soils. In fact, only 15% of locally prominent soils are rated as Prime and many of these are found in areas with the highest development pressure. Looking more broadly at Prime, Productive, and Soils of Statewide Importance, these types are highly dispersed through the various bottomland areas in the County and in northern areas of the County.

The challenge facing local farmers regarding soils is three fold. First, competition for Prime and Productive Soils (these soil types tend to be highly developable as well as very productive for agriculture) is high both among farmers and farm and non-farm land uses. This drives some locally intense land competition leading to high localized agricultural land values. Second, the dispersed nature of the high quality soil types causes crop production to be highly dispersed which affects costs and growth opportunities. Third, soil limitations combined with high dairy concentration make these soils highly dedicated to corn, grain, and forage production, limiting the amount of crop diversification possible.

*Grain and Feed Marketing Facilities* – Small farm size, farm dispersion and the regional center of the dairy and grain industries being outside of the County has created a situation whereby the primary grain and feed infrastructure is outside of the County. While the market remains somewhat competitive, access to this infrastructure is becoming more limited for both inputs and outputs. This is complicated by higher energy costs and long distribution routes. Custom services such as grain drying, crop services and harvesting are also challenged. The end result is a higher price point for local farmers and a higher level of coordination and planning.

*Farmland Consolidation* – Closely allied with several previous issues, farm consolidation and growth is causing locally high competitive pressures for the best farmland. In some cases, this pressure yields a patchwork of ownership that may expand many miles all supporting the same operations. As noted earlier, farm consolidation is also hindered by the large land holdings of non-farm operators such as the Seneca Nation, the State of New York, and the U.S. Government. Current trends in dairy dictate that consolidation is a necessary condition of survival for many farms and this situation will be a continuing problem for local farmers.

*Woodlot Management* – Interviews indicated that despite having a recognized high value timber resource, many landowners do not effectively manage timber resource for their maximum economic or ecological advantage. Resources are available to landowners to support both of these values and are promoted to some degree by numerous organizations. Yet, landowner participation is considered low. With better participation and outreach, landowners should better utilize forest planning techniques improving woodland habitat and ultimately harvest return which in some cases may exceed returns to their agricultural operations.

*Neighbor Relations* – Neighbor relations seem to be generally good across the County, however, significant potential exists for this to change. The factors leading this challenge are the locally increasing development pressures in areas such as northern Cattaraugus County, the Ellicottville area, and Salamanca as well as the increasing absentee land ownership (increasing at nearly 1.2 % annually) driven in part by vacation homes and recreational properties. In Maryland, the increasing dispersion of residences among farms is often referred to as “death by a thousand cuts” due to the myriad small problems that it produces such as complaints about farm operations, traffic problems, property incursions for unauthorized recreational uses, conflicting land management intentions, and a growing constituent base that does not understand the industrial nature of agriculture. Based on interviews, farmers are already beginning to feel the pressures of neighbors, especially when the farm is in animal production. As non-farm residences and non-farm land uses such as hunting and trail riding become more prevalent, this issue will become a quantifiable weakness.

**Opportunities**

The long-term success of the industry is dependent upon its ability to recognize the opportunities presented by changes in the business environment whether they are driven by local, regional or global forces. The opportunities facing most of Cattaraugus County's active agricultural operations are driven by regional market conditions, human resources, and transportation infrastructure as noted below.

*Regional Business Attraction, Retention, and Expansion Planning* – Few communities in the region, or indeed the United States, do an adequate job of actively retaining, expanding, or attracting agricultural and related businesses. Given Cattaraugus County's strong transportation system, access to key eastern and Midwestern markets, and a regionally strong agricultural sector, it is in a good position to target market for business retention, expansion, and attraction. The end result of such activity should enhance input and output infrastructure as well as targeting new market development opportunities in alternative energy and ethnic specialty meat products.

*Industry Consolidation* - While many people view industry consolidation as an absolute deterrent to small agricultural communities, it does in fact offer opportunity. As food processors and agribusinesses get larger, they often overlook increasingly larger niche opportunities such as the recent trend toward natural and local food marketing. Recent Roper and Hartman studies indicated that these market niches are rapidly growing and offer better price points than many gourmet and organic food products. Often these markets are best accessed by partnerships between grower groups and small, specialized marketing companies. Good examples can be found in the cheese industry where artisanal cheeses are most often represented by specialty brokers allowing farmers to concentrate on milk and cheese production. This market, in particular, is a good example of the opportunity present as many large processors shy away from the special production, handling and aging requirements of these products.

Beyond product marketing, food industry consolidation often offers localized, though often temporal, opportunities to serve a valuable input niche. At the production level, the use of cow-calf operations to supply large dairy and beef herds is one example. As well, dairy farmers local to a manufacturing plant may find themselves in a good negotiating position at contract time due to their ability to act as a balancing supplier of milk.

*Ethnic Market Development* – Ethnic markets for agricultural products and production processes are presenting new possibilities for crops and livestock on a regular basis. For Cattaraugus County, the most notable ethnic markets are Muslim (represented by H'Allal) and Hispanic. Each of these markets exists in generally large numbers throughout the region, and is highly concentrated within a day's drive in the Midwestern and Eastern United States and Canada. Fast growing Hispanic markets can be found within the fresh fruit and vegetable sector as well as in dairy, where fresh, raw milk cheeses are seeing large growth. Similarly, H'Allal offers an opportunity for dairy and meat products as well as other processed foods. Cattaraugus County is very well situated to exploit this market with the largest Muslim population in North America within a one-day drive.

*Labor Force Development* – Based on interviews, the region seems to have a solid workforce, especially for production, transportation, warehousing, and manufacturing jobs. However, the

work force is limited by factors such as immigration status, literacy, math proficiency, and advanced skills. Therefore, development of this labor force for agricultural and related jobs is likely to increase its productivity and improve business recruitment and retention. Work force development of agricultural and related labor should correspond with federal efforts to rectify the immigrant status of many workers in agriculture and related fields.

*Venture Development* - Western New York has excellent potential to build upon its agricultural industry by aggregating its resources and targeting high probability opportunities. Agricultural industry sectors are already well integrated across county lines and are increasingly integrating across commodity lines. The next logical step to foster this regional growth is to create a public-private partnership between growth-oriented agricultural sectors and economic development officials to leverage additional growth. Models such as the Golden Capital Network in California and the newly created Hudson Valley Agriculture Development Corporation provide useful models.

*Recreation and Tourism Development* – Regional tourism is vibrant and diverse and is already a sector that is somewhat linked to agriculture. Locally, the situation is largely the same with agriculture playing only a minor role in the expansion of year-round tourism (based on 2002 data approximately \$320,000 in output contribution). As has been demonstrated in areas like Lancaster County Pennsylvania, tourism can have much larger impacts on agriculture where it is properly planned and marketed. Regionally many of the assets are in place including a large Amish community with a strong network of craftsman shops and store fronts, a large equine community, and multi-season outdoor recreation venues. Packaged and marketed as a region with multiple options for destination agritourism (e.g., horse parks/trails, agriculturally related festivals, etc.) could dramatically increase the recreation and tourism value of agriculture.

*Regional Land Use* – Regional land use patterns have largely spared Cattaraugus County from expansive suburban development, however, the suburbanization of neighbors has an impact on local land use that may be a positive factor for agriculture. Specifically, the growth in non-resident land ownership, especially properties purchased for recreational uses, is creating a new class of land-owner with different land management objectives. From a jurisdictional stand point, this type of landowner is often preferable to a resident property owner, because they often pay more taxes than they consume in services. From an agricultural operations standpoint, this type of landownership and land use pattern may offer access to favorable lease terms, especially when the farmer plays an active role in advancing the landowners property management goals.

*Leadership Development* – Regionally, there is very strong agricultural leadership. However, this leadership is often internally focused within a county or an industry sector. Working within existing structures, leaders should be developed to focus on regional agricultural needs especially as it relates to attracting new agriculturally related industries such as processing and manufacturing capacity.

*Public Education* – As with leadership development above, the region is rich in public education programming from youth to adult focused programming. However, programs are often parochial in nature and focus on limited target audiences and markets. A greater value can be derived from these programs by working within a regional context,.



*Regional Economic Development Support* – The regional industrial real estate market lacks a significant speculative development and marketing partner. The public sector in other regions, such as Pennsylvania, has stepped into this role to create agriculture related business parks with pre-approved development sites. Because Western New York lacks such a partnership and because of its reputation as a difficult place to do business, agricultural development projects are being lost to regional competitors.

*Regional Demographics* – As noted previously, Cattaraugus County has proximate access to a large market area within a 750 mile radius. This market includes nearly 50% of the nation's consumers and includes high levels of diversity including large Hispanic and Middle Eastern populations. The Northeast alone accounts for nearly 54 million consumers who are ethnically diverse (75% white, 11% Hispanic, 11% Black and 5% Asian) and generally high food spenders at 114% of the national average (\$193 billion in food expenditures annually).

*Alternative Energy Development* - Key trends leading alternative energy market development include advances in biotechnology, bio-refining, food engineering, and energy. As these new market developments continue to unfold, it will be important to have the flexibility in land use and economic development policies to embrace those that are regionally viable. By example, to successfully embrace the bio-refining of green crop residues, it may be necessary to amend land use regulations to accommodate on-farm refining capacity. Maintaining solid relationships with the agriculture and technology sectors is a necessary precursor to successfully capture these opportunities. Access to the transportation industry and proximity to oil and gas infrastructure, especially refining, is important and are all strong factors for Cattaraugus County and the region.

Wind energy development is another important growth industry regionally and one that offers a strong development opportunity in Cattaraugus County. As with other energy development processes, communities wishing to support wind energy projects should be proactive in dealing with land use issues.

**Threats**

Threats represent those elements of the business environment that offer the greatest challenges to long-term survival of the agricultural industry. Many threats are beyond the control of the industry and frequently require additional resources.

*Development Patterns/Pressure (sprawl without growth)* – Unlike many areas in the Northeast, Cattaraugus County and the surrounding area are undergoing very modest growth. However, this does not mean that the land base is not being pressured. In fact, the growth that is occurring is more land consumptive than in previous decades, consisting primarily of large lot single-family residences and recreational properties. This has the practical effect of fracturing the land base and dispersing ownership. To the extent that this type of development takes place on agricultural lands, it may effectively change the land's use from agriculture to some other use or have one of the following impacts.

The first impact comes from the nature of conflicting land uses. Agriculture, despite providing a pleasant and pastoral landscape, is a commercial and industrial land use that produces dust, odors, slow moving traffic, and other conditions that conflict with residential use. There are true economic costs associated with managing farm operations, especially livestock operations, in close proximity to rural residences. In addition to the direct costs associated with operational changes, there are additional social costs to this conflict that include neighbor infighting, nuisance suits, and crop damage.

The second impact from current land development pressure comes from the patchwork of development. As developed parcels leapfrog existing farms, they limit the expansion capability of existing operations while impacting successful intergenerational transfers. In addition, the patchwork of farms requires farmers to travel greater distances between parcels increasing both the time and expense of farming.

The third issue involves the quality of land resources being consumed by development. To put it simply, the best soils and topography for farming are the easiest lands to develop and generally the first to convert. This increases the proportion of marginal soils under cultivation and has the potential to limit the efficiency of county farms.

The fourth issue affected by land use patterns centers on the increase in land value. As a result of increased demand for land, farmers are sometimes forced to compete for land at higher prices than farm economics can comfortably support. This impacts both operational costs as well as farm transition pressures.

*Regional Competitiveness* - The agricultural products produced in Cattaraugus County and indeed all of New York are commodities that must compete in World markets. In this regard, Cattaraugus County has certain disadvantages such as the high cost of doing business in the area which is driven by relatively high land values, taxes, labor costs, and diminishing competitiveness of local input and output markets. As well, Cattaraugus County does not share the same productive assets (e.g., Prime and Productive soils) as its neighbors of Erie, Wyoming, and Livingston Counties and therefore has lower production efficiencies per unit of crop land.

This has the effect of forcing out marginal operations and accelerating the adoption of innovation and industry consolidation.

*Diminished Capital Investment in Agriculture* - In order for an industry to remain competitive, the industry must make capital investments in plant and equipment. Current economic conditions, combined with issues of impermanence, are slowing the rate at which these investments are being made especially on mid-size and small farms. This sends the signal that farms are planning to exit agricultural production over time and is indeed a national problem.

*Market Concentration* – Agricultural industries in all sectors have been consolidating under concentrated ownership. These changes, while occurring to some degree at the production level, are most prominent in post-harvest handling and processing. This concentration of market power is increasingly blamed for depressing markets and creating other unfavorable conditions for growers.

*Commodity Price Fluctuations* – Agricultural products such as dairy, beef, and small grains are commodities with worldwide markets and worldwide production and are therefore subject to significant price fluctuations as commodity markets cycle. Cattaraugus County is not immune to these cycles. Due to its heavy dependence on dairy, the impacts of these cycles may be amplified across the all agricultural sectors.

*Cost of Doing Business* – To some extent, the region’s agricultural infrastructure has been in decline for years, a condition fostered by the poor financial conditions which reduced investment in local infrastructure. At the same time, farmers began to use more “just-in-time” inventory methods and relied on common carriers to deliver supplies from lowest cost providers around the Country, opening regional suppliers to more national level competition and reducing local competitiveness.

Beyond infrastructure issues, the tax structure imposed on agricultural and forest landowners places an ever present burden on the regional industry irrelevant to the industry cycle. While this may not ultimately affect the long term costs borne by New York farms, it does have a significant cash flow impact or “cost” during depressed business cycles. The end result is a higher cost of doing business.

*International Market Access* – Cattaraugus County farms, especially in the dairy and horticultural sectors, are experiencing significantly higher international trade pressure. This change has milk selling as components rather than fluid that can largely be sourced anywhere in the world. Similarly, plant material from Canada puts significant price pressure on the Nursery and Greenhouse sector reducing demand for local products. This pressure is expected to increase based on current World Trade Organization negotiations that will eliminate agricultural subsidies providing for freer trade of goods and services.

*Farm Consolidation* – Nationally and regionally, farms are consolidating into increasingly larger production units. The dairy industry has been significantly impacted by this trend, which has affected all aspects of the industry such as input infrastructure, operating costs, land

requirements, capital requirements, and labor utilization. Cattaraugus County is not well suited to this type of farm consolidation due to its topography, soils, and infrastructure.

*Extra-Regional Business Recruitment* – Ohio and Pennsylvania have developed aggressive statewide policies for business recruitment that are effectively targeting food and agribusiness related companies. These programs are designed to fast track the relocation and development process and offer incentive packages tailored to certain manufacturing and distribution companies. Businesses looking to relocate to the region are often attracted to these programs even though they may prefer a location in New York. In order to counter balance this trend, communities in Western New York must be aggressively prepared to compete for appropriate opportunities.

*State & Local Fiscal Conditions* - Poor fiscal conditions will impact the development of local and regional agricultural development initiatives. Many government officials are currently considering cuts to existing programs, a condition that will likely be in place for the next 2 to 3 fiscal cycles as the costs of healthcare and unfunded mandates increase. In this environment, new initiatives must demonstrate a clear linkage to overarching economic development goals such as increasing tax base or employment in order to be given serious consideration.

*Federal and State Regulatory and Policy Structure* – Proposed federal and state immigrant labor policies remain unresolved, yet efforts to place greater punitive remedies on farmers and other businesses that knowingly (or unknowingly) employ undocumented labor are gaining in political popularity. If many of the proposed legislative changes are made, the costs of farming (especially dairy greenhouse, nursery, and vegetable) may rise to unsustainable levels. Such changes have the potential to be devastating to local agriculture.

In addition to the aforementioned proposed changes to immigrant labor regulations, there may be significant changes to federal program funding in both commodity and conservation programs. These changes would be based, in part, on federal fiscal conditions.

## ***Introduction***

This appendix is intended to introduce the reader to the demographic profile of Cattaraugus County and the surrounding 40-mile market area as defined in Appendix A. The project team hopes to illustrate trends within market areas as well as relationships among the market areas such as population rates, neighborhood profiles, employment characteristics, workforce characteristics, and the differentials in consumer spending patterns that can influence development planning. Included in this data are the results of the 2000 U.S. population census as well as 2005 and 2010 ESRI factor projections.

Data for this appendix was purchased on behalf of Cattaraugus County. This data was selected because it offers reliable projection methodologies available and is comparable across multiple jurisdictions. Other, demographic data such as that provided by the U.S. Census Bureau, is available, but does not offer the same predictive power. Due to the proprietary nature of this data, it is intended for the internal use of the County only.

## ***Highlights***

Following are highlights of Cattaraugus County's demographic data.

- Cattaraugus County is expected to lose population at a rate of -0.09% between 2005 and 2010, this is nearly double the 40-mile market area's expected decline of .04%.
- Cattaraugus County's population is aging rapidly as is the region.
- Housing units in Cattaraugus County and the region are expected to grow over the same time period by 1.4%, reflecting a higher number of second homes.
- Household income growth is not keeping pace with regional and national averages.
- Average home value is expected to rise faster than the regional average , representing a median household value of more than 167,000 by 2010.
- Based on Consumer Expenditure Data, Cattaraugus County has consumer food expenditure rates that significantly lag the region and nation.
- Cattaraugus County has very low population diversity, however, Native American and Hispanic populations are demonstrating growth.
- Educational attainment levels in Cattaraugus County exhibit generally low attainment beyond the secondary school level.
- Cattaraugus County has low commuter rate with 70% of workers commuting less than 25 minutes.
- Cattaraugus County's workforce is oriented toward blue-collar (29%) jobs with nearly 1% reporting agriculture related jobs and 10% manufacturing related employment.
- Cattaraugus County has high unemployment (7.0%), but leads the region which has 7.7% unemployment.
- Approximately 88% of the housing stock was constructed before 1990 with a median construction date of 1954. 15% of housing is classified as mobile housing.



## Market Profile

County: 36009

Counties: 36003

Prepared by ACDS, LLC

Cattaraugus County,  
NY

40-Mile Market Area

	2000 Total Population	83,955	1,439,528
	2000 Group Quarters	3,236	59,896
	2005 Total Population	83,590	1,436,542
	2010 Total Population	83,195	1,433,727
	2005 - 2010 Annual Rate	-0.09%	-0.04%
	2000 Households	32,023	565,201
	2000 Average Household Size	2.52	2.44
	2005 Households	32,390	571,851
	2005 Average Household Size	2.48	2.4
	2010 Households	32,531	575,083
	2010 Average Household Size	2.46	2.39
	2005 - 2010 Annual Rate	0.09%	0.11%
	2000 Families	21,662	368,454
	2000 Average Family Size	3.05	3.03
	2005 Families	21,681	368,444
	2005 Average Family Size	3.01	3
	2010 Families	21,523	365,604
	2010 Average Family Size	2.99	2.98
	2005 - 2010 Annual Rate	-0.15%	-0.15%
	<b>2000 Housing Units</b>	39,839	642,936
	Owner Occupied Housing Units	59.8%	59.8%
	Renter Occupied Housing Units	20.6%	28.1%
	Vacant Housing Units	19.6%	12.1%
	<b>2005 Housing Units</b>	40,894	658,013
	Owner Occupied Housing Units	60.2%	60.7%
	Renter Occupied Housing Units	19.0%	26.2%
	Vacant Housing Units	20.8%	13.1%
	<b>2010 Housing Units</b>	41,472	666,980
	Owner Occupied Housing Units	59.7%	60.4%
	Renter Occupied Housing Units	18.7%	25.8%
	Vacant Housing Units	21.6%	13.8%
<b>Median Household Income</b>			
2000		\$33,340	\$37,203
2005		\$37,209	\$42,743
2010		\$41,282	\$48,643
<b>Median Home Value</b>			
2000		\$58,997	\$81,245
2005		\$124,864	\$129,481
2010		\$167,434	\$176,022
<b>Per Capita Income</b>			
2000		\$15,959	\$19,132
2005		\$18,747	\$22,964
2010		\$21,413	\$27,215
<b>Median Age</b>			
2000		37.3	37.7
2005		38.6	39.1
2010		40.1	40.6

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005 and 2010.



## Market Profile

County: 36009

Counties: 36003

Prepared by ACDS, LLC

Cattaraugus County,  
NY

40-Mile Market Area

**2000 Households by Income**

Household Income Base	32,055	565,230
< \$15,000	19.2%	18.5%
\$15,000 - \$24,999	17.5%	14.9%
\$25,000 - \$34,999	15.6%	13.6%
\$35,000 - \$49,999	18.8%	17.1%
\$50,000 - \$74,999	18.1%	18.9%
\$75,000 - \$99,999	6.3%	8.9%
\$100,000 - \$149,999	3.3%	5.5%
\$150,000 - \$199,999	0.6%	1.3%
\$200,000 +	0.6%	1.2%
Average Household Income	\$41,061	\$47,751

**2005 Households by Income**

Household Income Base	32,390	571,826
< \$15,000	16.2%	15.5%
\$15,000 - \$24,999	15.8%	13.3%
\$25,000 - \$34,999	14.7%	12.2%
\$35,000 - \$49,999	18.8%	16.6%
\$50,000 - \$74,999	18.6%	19.1%
\$75,000 - \$99,999	8.7%	10.8%
\$100,000 - \$149,999	5.4%	8.6%
\$150,000 - \$199,999	1.0%	2.0%
\$200,000 +	0.9%	1.9%
Average Household Income	\$46,966	\$56,202

**2010 Households by Income**

Household Income Base	32,531	575,058
< \$15,000	14.3%	13.5%
\$15,000 - \$24,999	14.7%	11.8%
\$25,000 - \$34,999	13.2%	10.8%
\$35,000 - \$49,999	17.9%	15.2%
\$50,000 - \$74,999	19.5%	19.1%
\$75,000 - \$99,999	9.6%	11.8%
\$100,000 - \$149,999	7.5%	11.3%
\$150,000 - \$199,999	1.7%	3.3%
\$200,000 +	1.6%	3.3%
Average Household Income	\$53,206	\$66,217

**2000 Owner Occupied HUs by Value**

Total	23,831	384,389
< \$50,000	38.3%	19.5%
\$50,000 - \$99,999	46.4%	50.2%
\$100,000 - \$149,999	10.4%	19.3%
\$150,000 - \$199,999	3.1%	6.4%
\$200,000 - \$299,999	1.2%	3.2%
\$300,000 - \$499,999	0.4%	1.0%
\$500,000 - \$999,999	0.1%	0.3%
\$1,000,000+	0.1%	0.1%
Average Home Value	\$69,293	\$93,388

**2000 Specified Renter Occupied HUs by Contract Rent**

Total	7,903	178,278
With Cash Rent	91.1%	95.0%
No Cash Rent	8.9%	5.0%
Median Rent	\$328	\$390
Average Rent	\$319	\$405

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005 and 2010.





## Market Profile

County: 36009

Counties: 36003

Prepared by ACDS, LLC

Cattaraugus County,  
NY

40-Mile Market Area



### 2000 Population by Age

Total	83,955	1,439,528
0 - 4	6.2%	6.0%
5 - 9	6.9%	6.9%
10 - 14	8.0%	7.2%
15 - 24	14.3%	13.5%
25 - 34	11.3%	12.3%
35 - 44	15.2%	15.7%
45 - 54	14.0%	13.7%
55 - 64	9.4%	9.2%
65 - 74	7.7%	7.9%
75 - 84	5.2%	5.7%
85+	1.8%	1.9%
18+	73.8%	75.6%

### 2005 Population by Age

Total	83,590	1,436,542
0 - 4	6.3%	6.0%
5 - 9	6.0%	5.8%
10 - 14	6.8%	6.8%
15 - 24	15.9%	14.9%
25 - 34	10.6%	11.1%
35 - 44	13.5%	14.2%
45 - 54	15.3%	15.0%
55 - 64	11.0%	10.6%
65 - 74	7.4%	7.2%
75 - 84	5.2%	6.0%
85+	2.0%	2.4%
18+	76.3%	77.2%

### 2010 Population by Age

Total	83,195	1,433,727
0 - 4	6.2%	5.9%
5 - 9	5.7%	5.4%
10 - 14	6.5%	6.3%
15 - 24	15.1%	15.0%
25 - 34	11.2%	11.2%
35 - 44	11.9%	12.5%
45 - 54	15.2%	15.3%
55 - 64	13.4%	12.7%
65 - 74	7.5%	7.4%
75 - 84	5.2%	5.7%
85+	2.2%	2.7%
18+	77.5%	78.4%

### 2000 Population by Sex

Males	49.0%	48.5%
Females	51.0%	51.5%

### 2005 Population by Sex

Males	49.1%	48.5%
Females	50.9%	51.5%

### 2010 Population by Sex

Males	49.1%	48.5%
Females	50.9%	51.5%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005 and 2010.



## Market Profile

County: 36009

Counties: 36003

Prepared by ACDS, LLC

Cattaraugus County,  
NY

40-Mile Market Area



### 2000 Population by Race/Ethnicity

Total	83,955	1,439,528
White Alone	94.6%	86.6%
Black Alone	1.1%	9.3%
American Indian Alone	2.6%	0.6%
Asian or Pacific Islander Alone	0.5%	1.1%
Some Other Race Alone	0.2%	1.2%
Two or More Races	1.0%	1.2%
Hispanic Origin	0.9%	2.9%
Diversity Index	12.0	28.5

### 2005 Population by Race/Ethnicity

Total	83,590	1,436,542
White Alone	93.5%	84.6%
Black Alone	1.5%	10.3%
American Indian Alone	2.8%	0.7%
Asian or Pacific Islander Alone	0.6%	1.5%
Some Other Race Alone	0.4%	1.5%
Two or More Races	1.3%	1.5%
Hispanic Origin	1.4%	3.6%
Diversity Index	14.8	32.3

### 2010 Population by Race/Ethnicity

Total	83,195	1,433,727
White Alone	92.6%	82.6%
Black Alone	1.7%	11.3%
American Indian Alone	3.0%	0.7%
Asian or Pacific Islander Alone	0.8%	1.9%
Some Other Race Alone	0.4%	1.8%
Two or More Races	1.5%	1.7%
Hispanic Origin	1.7%	4.3%
Diversity Index	17.0	36.1



### 2000 Population 3+ by School Enrollment

Total	80,881	1,389,538
Enrolled in Nursery/Preschool	1.4%	1.7%
Enrolled in Kindergarten	1.5%	1.4%
Enrolled in Grade 1-8	12.6%	12.1%
Enrolled in Grade 9-12	6.6%	6.0%
Enrolled in College	4.7%	5.6%
Enrolled in Grad/Prof School	0.6%	1.2%
Not Enrolled in School	72.5%	72.1%

### 2000 Population 25+ by Educational Attainment

Total	54,154	956,912
Less than 9th Grade	5.7%	5.2%
9th - 12th Grade, No Diploma	13.1%	12.4%
High School Graduate	41.2%	33.3%
Some College, No Degree	16.6%	18.3%
Associate Degree	8.5%	9.2%
Bachelor's Degree	8.3%	12.7%
Master's/Prof/Doctorate Degree	6.6%	8.9%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005 and 2010.



## Market Profile

County: 36009

Counties: 36003

Prepared by ACDS, LLC

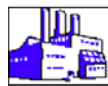
Cattaraugus County,  
NY

40-Mile Market Area



### 2000 Population 15+ by Sex and Marital Status

Total	66,237	1,150,944
Females	51.9%	52.3%
Never Married	12.1%	13.1%
Married, not Separated	27.4%	26.3%
Married, Separated	1.4%	1.3%
Widowed	6.2%	6.7%
Divorced	4.8%	4.9%
Males	48.1%	47.7%
Never Married	13.5%	14.8%
Married, not Separated	27.3%	26.5%
Married, Separated	1.1%	1.0%
Widowed	1.6%	1.6%
Divorced	4.7%	3.9%



### 2000 Population 16+ by Employment Status

Total	64,739	1,130,316
In Labor Force	63.1%	62.1%
Civilian Employed	58.4%	57.6%
Civilian Unemployed	4.7%	4.4%
In Armed Forces	0.0%	0.1%
Not in Labor Force	36.9%	37.9%

### 2005 Civilian Population 16+ in Labor Force

Civilian Employed	93.0%	92.3%
Civilian Unemployed	7.0%	7.7%

### 2010 Civilian Population 16+ in Labor Force

Civilian Employed	93.6%	93.0%
Civilian Unemployed	6.4%	7.0%

### 2000 Females 16+ by Employment Status and Age of Children

Total	33,658	591,574
Own Children < 6 Only	6.8%	6.3%
Employed/in Armed Forces	4.4%	4.1%
Unemployed	0.3%	0.3%
Not in Labor Force	2.0%	1.9%
Own Children <6 and 6-17	5.2%	5.6%
Employed/in Armed Forces	3.1%	3.4%
Unemployed	0.2%	0.2%
Not in Labor Force	1.9%	2.0%
Own Children 6-17 Only	17.2%	16.7%
Employed/in Armed Forces	13.6%	12.8%
Unemployed	0.5%	0.5%
Not in Labor Force	3.1%	3.4%
No Own Children <18	70.8%	71.4%
Employed/in Armed Forces	32.9%	33.2%
Unemployed	2.4%	2.5%
Not in Labor Force	35.5%	35.8%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005 and 2010.



## Market Profile

County: 36009

Counties: 36003

Prepared by ACDS, LLC

Cattaraugus County,  
NY

40-Mile Market Area

**2005 Employed Population 16+ by Industry**

Total	40,589	667,459
Agriculture/Mining	2.9%	1.4%
Construction	6.3%	5.4%
Manufacturing	14.9%	12.7%
Wholesale Trade	3.5%	4.3%
Retail Trade	12.2%	11.8%
Transportation/Utilities	4.3%	4.4%
Information	1.4%	1.9%
Finance/Insurance/Real Estate	3.2%	5.4%
Services	46.9%	48.3%
Public Administration	4.4%	4.4%

**2005 Employed Population 16+ by Occupation**

Total	40,589	667,459
White Collar	51.1%	59.0%
Management/Business/Financial	9.3%	11.6%
Professional	20.0%	22.7%
Sales	10.0%	10.6%
Administrative Support	11.7%	14.1%
Services	20.2%	18.4%
Blue Collar	28.7%	22.6%
Farming/Forestry/Fishing	1.1%	0.6%
Construction/Extraction	5.5%	4.2%
Installation/Maintenance/Repair	4.2%	3.6%
Production	9.8%	7.8%
Transportation/Material Moving	8.1%	6.4%

**2000 Workers 16+ by Means of Transportation to Work**

Total	36,941	637,171
Drove Alone - Car, Truck, or Van	76.6%	79.7%
Carpooled - Car, Truck, or Van	12.6%	10.4%
Public Transportation	0.7%	3.0%
Walked	5.6%	3.8%
Other Means	1.0%	0.7%
Worked at Home	3.4%	2.6%

**2000 Workers 16+ by Travel Time to Work**

Total	36,941	637,171
Did not Work at Home	96.6%	97.4%
Less than 5 minutes	8.6%	4.7%
5 to 9 minutes	17.3%	13.2%
10 to 19 minutes	30.6%	33.2%
20 to 24 minutes	10.2%	15.8%
25 to 34 minutes	12.8%	17.4%
35 to 44 minutes	4.1%	4.8%
45 to 59 minutes	6.4%	4.3%
60 to 89 minutes	4.3%	2.4%
90 or more minutes	2.3%	1.6%
Worked at Home	3.4%	2.6%
Average Travel Time to Work (in min)	21.7	21.3

**2000 Households by Vehicles Available**

Total	32,023	565,201
None	9.7%	13.0%
1	37.1%	37.8%
2	39.2%	37.0%
3	10.8%	9.3%
4	2.5%	2.2%
5+	0.8%	0.7%
Average Number of Vehicles Available	1.6	1.5

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005.



## Market Profile

County: 36009

Counties: 36003

Prepared by ACDS, LLC

Cattaraugus County,  
NY

40-Mile Market Area

**2000 Households by Type**

Total	32,023	565,201
Family Households	67.6%	65.2%
Married-couple Family	52.3%	48.8%
With Related Children	23.5%	21.6%
Other Family (No Spouse)	15.4%	16.4%
With Related Children	10.5%	10.4%
Nonfamily Households	32.4%	34.8%
Householder Living Alone	26.8%	29.2%
Householder Not Living Alone	5.5%	5.6%
Households with Related Children	34.0%	32.1%
Households with Persons 65+	26.6%	27.6%

**2000 Households by Size**

Total	32,023	565,201
1 Person Household	26.8%	29.2%
2 Person Household	34.0%	32.9%
3 Person Household	15.8%	15.7%
4 Person Household	13.4%	13.4%
5 Person Household	6.5%	6.0%
6 Person Household	2.3%	1.9%
7+ Person Household	1.2%	0.9%

**2000 Households by Year Householder Moved In**

Total	32,023	565,201
Moved in 1999 to March 2000	13.9%	15.3%
Moved in 1995 to 1998	23.0%	23.3%
Moved in 1990 to 1994	15.9%	15.6%
Moved in 1980 to 1989	18.7%	17.6%
Moved in 1970 to 1979	11.7%	11.9%
Moved in 1969 or Earlier	16.8%	16.3%
Median Year Householder Moved In	1991	1991

**2000 Housing Units by Units in Structure**

Total	39,839	642,936
1, Detached	65.3%	60.1%
1, Attached	1.8%	2.5%
2	7.5%	16.9%
3 or 4	4.3%	6.0%
5 to 9	2.4%	3.9%
10 to 19	1.1%	1.9%
20+	1.5%	3.4%
Mobile Home	14.9%	5.1%
Other	1.2%	0.2%

**2000 Housing Units by Year Structure Built**

Total	39,839	642,936
1999 to March 2000	1.4%	0.9%
1995 to 1998	4.7%	3.1%
1990 to 1994	6.2%	4.0%
1980 to 1989	11.0%	7.3%
1970 to 1979	12.7%	11.1%
1969 or Earlier	64.1%	73.7%
Median Year Structure Built	1954	1952

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



## Market Profile

Prepared by ACDS, LLC

County: 36009

Counties: 36003

Cattaraugus County,  
NY

40-Mile Market Area

### Top 3 Tapestry Segments

1.	Rooted Rural	Rustbelt Retirees
2.	Salt of the Earth	Cozy and Comfortable
3.	Great Expectations	Rustbelt Traditions



**2005 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$41,490,761	\$915,613,368
Average Spent	\$1,280.97	\$1,601.14
Spending Potential Index	49	61
Computers & Accessories: Total \$	\$5,293,100	\$116,005,706
Average Spent	\$163.42	\$202.86
Spending Potential Index	66	82
Education: Total \$	\$23,170,535	\$535,266,966
Average Spent	\$715.36	\$936.03
Spending Potential Index	65	86
Entertainment/Recreation: Total \$	\$73,225,725	\$1,516,061,065
Average Spent	\$2,260.75	\$2,651.15
Spending Potential Index	71	83
Food at Home: Total \$	\$111,704,565	\$2,281,747,920
Average Spent	\$3,448.74	\$3,990.11
Spending Potential Index	73	84
Food Away from Home: Total \$	\$71,765,173	\$1,533,876,497
Average Spent	\$2,215.66	\$2,682.30
Spending Potential Index	69	83
Health Care: Total \$	\$91,247,680	\$1,781,113,344
Average Spent	\$2,817.16	\$3,114.65
Spending Potential Index	79	88
HH Furnishings & Equipment: Total \$	\$40,880,984	\$869,470,457
Average Spent	\$1,262.15	\$1,520.45
Spending Potential Index	59	71
Investments: Total \$	\$67,447,418	\$1,932,246,526
Average Spent	\$2,082.35	\$3,378.93
Spending Potential Index	46	75
Retail Goods: Total \$	\$579,378,075	\$11,557,125,512
Average Spent	\$17,887.56	\$20,210.03
Spending Potential Index	71	80
Shelter: Total \$	\$282,839,805	\$6,374,023,159
Average Spent	\$8,732.32	\$11,146.30
Spending Potential Index	63	81
TV/Video/Sound Equipment: Total \$	\$23,908,604	\$506,511,540
Average Spent	\$738.15	\$885.74
Spending Potential Index	70	84
Travel: Total \$	\$37,790,642	\$827,680,147
Average Spent	\$1,166.74	\$1,447.37
Spending Potential Index	67	84
Vehicle Maintenance & Repairs: Total \$	\$23,480,680	\$483,797,045
Average Spent	\$724.94	\$846.02
Spending Potential Index	70	82

**Data Note:** The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Expenditure data are derived from the 2001, 2002 and 2003 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2005 and 2010.

### ***Implications for the Cattaraugus County Agricultural and Farmland Protection Plan***

Cattaraugus County is best described as a transitioning rural county. Overall, the County is losing population base, however, some communities, like Ellicottville, are experiencing growth. The greatest external demographic influences are proximity to employment opportunities in Buffalo and the recreational opportunities afforded in the Enchanted Mountains region. The resulting development affects the northern portions of the County's most significantly and will likely be heightened by improvements to Route 219. The southern and western portions of the County demonstrate very little change in housing stock, population growth, wealth, homeownership, and other demographic features.

Because of the above-mentioned uneven pressures, the impact on agriculture in terms of conversion pressure is felt more strongly in the northeastern portions of the County with easy access to the Buffalo area.

Several demographic and market factors are significant:

- Growth is slow and not, in most places in the County, a significant threat to farmland transition.
- Where growth pressure is highest, high quality farmland is transitioning first.
- Housing value increases lead the region and are led by growth in vacation and second homes. As with growth pressure, increases in value are not uniform across the County.
- Shrinking population and rising housing unit numbers contributes to sprawl without the benefit of affiliated growth. Conversely, such housing places fewer demands on community services.
- The employment base is geared toward blue-collar professions such as manufacturing which may offer a competitive advantage in attracting food-manufacturing companies.
- The projected aging of the population when combined with declining household size indicates a likely shift in the food market as the population moves to a fixed income base and makes smaller average food purchases. These trends will likely keep the food market depressed.
- Slow growth in high-income households and ethnic diversity do not indicate strong opportunity for specialty retail and direct marketing opportunities.
- Lagging household and per capita income, indicate that Cattaraugus County's households may have less disposable income for non-essential food and recreation items, making outside consumers of these products an important market segment.

Overall, demographic and market research indicates that growth pressure threatens a discrete area in the County that is defined by its commuting distance to metropolitan Buffalo and the County's tourist attractions. Outside of this, the economic development



challenges for agriculture focus on developing a more competitive industrial base that suits workforce conditions and supports the needs and interests of local agriculture.