



Affluent Agriculture

California – The Cannery Introduces a Farm-to-table Residential Community Targeted at Affluent Consumers to the Golden State.

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The Cannery is an innovative community based around a 7.4-acre working farm. The project is led by **The New Home Company**, a construction firm specialising in environmentally mindful communities, which has enlisted the **Center for Land-Based Learning** to manage the venture. Encouraging holistic wellbeing and a sustainable way of life, The Cannery is the first community of its kind in California. Seasonal produce will be cultivated and sold to local restaurants and at the on-site market hall, while an agri-classroom will enable residents to learn about the fundamentals of farming in their spare time.

Planning communities around farmland is not a novel idea in the US. In the 1960s, over 2,000 self-sufficient communes were established, but were generally considered to be outside of mainstream culture.

Since the early 2000s, there has been a revival in communities interacting with the natural world. Now, the concept is being targeted at affluent consumers, with houses in The Cannery's Sage neighbourhood priced 'from the high \$700,000s to the low \$1 millions', according to the company website.

The Big Picture: To learn more about the move towards sustainable living, read our **Whole-system Thinking** macrotrend.

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