



Farming on the Edge:
Conservation, Community and Commerce
National Conference 2001
November 12-14, 2001

SCHEDULE

MONDAY, NOVEMBER 12

1:00 pm – 7:00 pm	Registration	<i>Salons 3 and 4</i>
1:00 pm – 5:00 pm	Kane County Mobile Workshop	<i>Lobby Entrance</i>
7:00 pm – 9:00 pm	OPENING RECEPTION	<i>Salons 1, 3 and 4</i>
Featured Speaker:	The Honorable J. Dennis Hastert, U.S. House of Representatives*	<i>*Invited</i>
Welcoming Remarks:	Bill Morse, County Board Member, Kane County, Illinois William J. Gradle, Illinois State Conservationist USDA Natural Resources Conservation Service	
Sponsored by:	Kane County, Illinois and USDA Natural Resources Conservation Service	

TUESDAY, NOVEMBER 13

7:00 am – 4:00 pm	Registration	<i>Solarium</i>
7:00 am – 8:30 am	Continental Breakfast	<i>New Orleans Ballroom</i>

**WORKSHOPS SESSION 1
8:30 am – 10:00 am**

Rethinking Agriculture in an Urbanizing Environment

Defining What We Mean by “Agriculture”

Turquoise Rooms

Discuss how the term “agriculture” is being broadened and why those interpretations really matter when developing local ordinances or conservation easements.

Michael McGrath, Planning Manager, Delaware Department of Agriculture
Douglas G. Worrall, Wright, Constable and Skeen, LLP, Baltimore, Maryland

Implementing Good Policies

Ruby Room

Measuring the Effectiveness of Purchase of Agricultural Conservation Easement Programs

The time has come to assess the achievements of PACE programs. What has the investment of hundreds of millions of public and private dollars purchased in lasting farmland protection? How can these impacts be measured in ways that contribute to the implementation of PACE objectives and to public support for such programs? Part panel discussion and part workshop, this session will pay particular attention to the relationship of local PACE programs to urban planning processes and policies.

Tom Daniels, Professor, State University of New York, Albany

Al Sokolow, Public Policy Specialist, University of California Cooperative Extension, Davis

Ann Sorensen, Assistant Vice President for Research, American Farmland Trust, Illinois

Farms, Food and Families

Grass-Based Farming: Putting the Grass before the Cow

Sapphire Room

Explore the potential of grass-based farms as a more compatible livestock production method for urban-edge agriculture and ideas about new ways to incorporate grazing into community agricultural planning.

Karl Hakanson, Natural Resource Educator, University of Wisconsin Cooperative Extension

Bryan Petrucci, Director, Farms Division, American Farmland Trust, Illinois

Jeff Sharp, Assistant Professor, Rural Sociology Program, The Ohio State University

Fighting Sprawl

Visioning Community: A Learning by Doing Workshop

Jade Room

Work through the community visioning process and define the purpose, objectives and a values statement for the fictional city of Idol. Conclude with a discussion of using visioning within a comprehensive planning process.

Anna Haines, Assistant Professor, University of Wisconsin

Mary Edwards, Consultant/Community Planner, Schrieber Anderson Associates

Nuts and Bolts

Transfer of Development Rights: Case Studies

Coral Room

Explore how communities have established transfer of development rights programs and used the real estate market to protect agricultural land. Learn from the experiences of Montgomery County, Maryland, and Cache County, Utah.

Judy Daniel, Rural Area Lead Planner – Community Planning Division, Maryland-National Capital Park and Planning Commission, Maryland

Tim Watkins, Governor's Office of Planning and Budget, Utah

10:00 am – 10:30 am

Break

Salon 6

PLENARY SESSION
10:30 am – 12:00 pm
New Orleans Ballroom

Featured Speakers: Javier Gonzales, President, National Association of Counties
Ralph Grossi, President, American Farmland Trust
Will Rogers, President, The Trust for Public Land

Sponsored by: Environmental Protection Agency
and
The Trust for Public Land

12:00 pm – 1:30 pm

Lunch

Atrium

WORKSHOPS SESSION 2
1:30 pm – 2:30 pm

Rethinking Agriculture in an Urbanizing Environment

The Changing Nature of Legal Issues at the Rural-Urban Fringe

Sapphire Room

Examine traditional rural laws addressing surface water, farm equipment, partition fences, livestock and property rights as they are applied at the urban edge and explore new approaches to rural-urban legal issues.

Peggy Kirk Hall, Senior Research Associate in Agricultural Law,
C. William Swank Program for Rural-Urban Policy, The Ohio State University

Implementing Good Policies

How Zoning Helps Farming

Ruby Room

Both Wisconsin and Oregon had established far-sighted agricultural zoning years ago in response to concerns over the loss of agricultural land. But have these programs stood the test of time? This session will examine the creation and implementation of these innovative programs, and will address the successes and challenges that these programs have experienced to date.

Denny Caneff, Development and Policy Coordinator, Upper Midwest Regional Office,
American Farmland Trust, Wisconsin

Jim Johnson, Land Use and Water Planning Coordinator, Oregon Department of Agriculture

Farms, Food and Families

Jade Room

Drummer Silty Clay Loam, Farmland Protection and Future Farmers of America

A father/daughter team will discuss how a Future Farmers of America chapter has used Illinois' official state soil, Drummer silty clay loam, to promote farmland protection awareness.

Bridget McLeese, Junior President, Monticello, Illinois, FFA

Robert McLeese, State Soil Scientist, USDA Natural Resources Conservation Service,
Illinois

Fighting Sprawl

Using Working Lands Conservation to Counter the Pressures of Rural Sprawl *Coral Room*

In a time when new modes of communication—the Internet, e-mail and overnight delivery—allow businesses the freedom to locate employees virtually anywhere they choose, rural open space is increasingly threatened by sprawl development. Find out about government policies that could improve working land conservation, including paying landowners to produce specific “environmental goods” for the public and using development rights programs in a comprehensive conservation program.

Tracy Wolff, Contractor to Division of Natural Resources Policy Studies, National Governors Association Center for Best Practices, Washington, D.C.

Nuts and Bolts

Financing the Purchase of Agricultural Conservation Easements with Installment Purchase Agreements *Turquoise Rooms*

Discover the advantages to landowners and counties of using installment purchase agreements to fund purchase of agricultural conservation easement programs, including a discussion of the mechanics of Pennsylvania’s new program.

Daniel Patrick O’Connell, President, Evergreen Capital Advisors, Inc., New Jersey
Ray Pickering, Director, Bureau of Farmland Preservation, Pennsylvania Department of Agriculture

PLENARY SESSION

2:45 pm – 3:45 pm

New Orleans Ballroom

Featured Speaker: Fred Kirschenmann, North Dakota farmer and
Director, Leopold Center for Sustainable Agriculture

Sponsored by: University of Illinois Extension

3:45 pm – 4:00 pm

Break

Salon 6

WORKSHOPS SESSION 3

4:00 pm – 5:30 pm

Rethinking Agriculture in an Urbanizing Environment

Agriculture in the City

Jade Room

Hear about two projects in Wisconsin where food and farming are integral parts of urban community life. Growing Power opens production, processing, marketing and distribution doors for farmers and consumers in Milwaukee. Madison’s Troy Gardens Project, a community-owned and managed property, blends an urban farm, community gardens, edible landscapes, prairie and

woodland habitats with a 30-unit mixed income affordable housing development.

Will Allen, Growing Power, Milwaukee, Wisconsin

Cindy Crigler, Growing Power

Mark Heffernan, Growing Power

Sharon Lezberg, Friends of Troy Gardens, Madison, Wisconsin

Marge Pitts, Friends of Troy Gardens

Implementing Good Policies

Expanding the Toolbox: Integrating Multiple Farmland Policies

Ruby Room

Using visuals and handout material, this panel will examine the multiple approaches being used to curb sprawl and protect and enhance agriculture, the menu of farmland protection tools available, the roots of the legislation that created these tools and how local governments apply them.

Judy Daniel, Rural Area Lead Planner, Community Planning Division, Maryland-National Capital Park and Planning Commission, Maryland

Al Sokolow, Public Policy Specialist, University of California, Davis

Erik Vink, Assistant Director, California Department of Conservation

Farms, Food and Families

Taking Action for Farms through Agricultural and Farmland Protection Plans *Sapphire Room*

Learn about the benefits and drawbacks of New York's farmland protection planning process.

Phil Gottwals, Senior Associate, Claggett Wolfe Associates

David Haight, Field Representative, Northeast Regional Office, American Farmland Trust, New York

Teri Ptacek, Field Project Specialist, Northeast Regional Office, American Farmland Trust, New York

Fighting Sprawl

Using Private-Public Partnerships to Implement Agricultural Buffer Zones

Coral Room

Learn from the success of the Mesa County Community Separator Project, the direct result of two Colorado Governor's Smart Growth Award-winning intergovernmental agreements.

Jim Baughman, Mesa County Commissioner, Colorado

Rob Bleiberg, Executive Director, Mesa Land Trust, Colorado

Nuts and Bolts

The Role of Land Trusts in Protecting Agricultural Land

Turquoise Rooms

Discuss what land trusts can do and ways they have been active in protecting the agricultural land base in urbanizing areas across the country.

Denny Caneff, Development and Policy Coordinator, Upper Midwest Regional Office, American Farmland Trust, Wisconsin

Rick Gauger, Executive Director, Wisconsin Farmland Conservancy

Renee Kivikko, Midwest Director, Land Trust Alliance, Michigan

Jeffrey Marshall, Vice President of Resource Protection, Heritage Conservancy, Pennsylvania

5:30 pm – 6:30 pm	POSTER SESSIONS	<i>Salon 6</i>
6:30 pm – 8:00 pm	<i>Dinner</i>	<i>Salons 1, 3 & 4</i>

WEDNESDAY, NOVEMBER 14

7:00 am – 11:30 am	<i>Registration</i>	<i>Solarium</i>
7:00 am – 8:00 am	<i>Continental Breakfast</i>	<i>Atrium</i>

**WORKSHOPS SESSION 4
8:00 am – 9:30 am**

Rethinking Agriculture in an Urbanizing Environment *Turquoise Rooms*

The Farm Bill and the Politics of Farmland Protection Policy

An update on the pending federal farm bill, which could actually be law by early November, and discussion of the political forces that help or hurt the chances of increasing Farmland Protection Program and other conservation program funding.

Edward Thompson, Jr., Senior Vice President for Public Policy, American Farmland Trust, Washington, D.C.

Implementing Good Policies

Public Funding for Farmland and Conservation

Ruby Room

Find out how to design, create and enact winning finance measures to protect working lands and to address the unique policy and political aspects of farmland conservation.

Adam Eichberg, Associate Director, Conservation Finance Program, The Trust for Public Land

Craig Lee, Vice President, The Trust for Public Land

Andy McLeod, Director, Conservation Finance Program, The Trust for Public Land

Farms, Food and Families

Farm Succession: The Challenges of Keeping Farmers on the Land

Sapphire Room

Explore current challenges in farm succession and innovative models to help farmers acquire land. Address federal, state and local policy barriers and the opportunities and connections between retirement, estate tax, business and family goal planning.

John Baker, Attorney/Administrator, Beginning Farmer Center, Iowa State University

Kathy Ruhf, Co-Director, New England Small Farm Institute, Massachusetts

Dr. George W. Stevenson, Associate Director, Center for Integrated Agricultural Systems, University of Wisconsin

Fighting Sprawl

Managing Sprawl and Preserving Farmland: Case Studies from Ohio

Jade Room

Learn from recent case studies, including a status report of Ohio's state bond initiative, a summary of the county farmland protection planning grant program, and other efforts to protect agricultural land.

Jill Clark, Field Representative, American Farmland Trust, Ohio

Kim Littleton, ACP Visioning & Planning, Ltd., Ohio

Allen Prindle, Economics Professor, Otterbein College, Ohio

Sara Schott, graduate student, The Ohio State University

Nuts and Bolts

Points-Based Appraisals and Farmland Protection

Coral Room

Compare points-based appraisal systems to traditional written appraisals used in determining easement values. Case studies will include points-based appraisals in Montgomery County, Maryland; the new point system in Lancaster County, Pennsylvania; and a potential point system being considered in Michigan.

Tom Daniels, Professor, State University of New York, Albany

Rich Harlow, Program Manager, Farmland and Open Space Program, Michigan Department of Agriculture

John Zawitoski, Agricultural Services Division, Montgomery County, Maryland

9:30 am – 10:00 am

Break

Salon 6

WORKSHOPS SESSION 5

10:00 am – 11:30 am

Rethinking Agriculture in an Urbanizing Environment

What Americans Value about Farmland

Turquoise Rooms

Farmland produces both agricultural commodities, for which a clearly defined market exists, and other amenities called *public goods*, including scenic vistas, wildlife habitat and even cultural heritage amenities. Support for any publicly funded program to protect farmland must consider the preferences of the general public. Find out about a recent study that tells us why the non-farm public values agricultural lands.

Mary Ahearn, Economist, Resource Economics Division, USDA Economic Research Service, Washington, D.C.

Ann Sorensen, Assistant Vice President for Research, American Farmland Trust, Illinois

Implementing Good Policies

Building Support for Farm, Forest and Ranch Land Protection

Ruby Room

Learn about a variety of resources and strategies that are being used successfully around the country to bring attention to land protection and the economic vitality of farming.

Jayne Daly, Director of Programs, The Glynwood Center, New York

Ann Hughes, McHenry County farmer, Illinois

Jill Schwartz, Director of Marketing, American Farmland Trust, Washington, D.C.

Farms, Food and Families

What Matters to Markets, Farmers and Chefs

Sapphire Room

Learn about many benefits of direct marketing for urban-edge farmers from the perspective of a farmers' market organizer, a restaurant chef and a Wisconsin farm couple.

Judy Hageman, Wisconsin farmer

Bernadine Prince, Director, Public Education, American Farmland Trust, Washington, D.C.

Sarah Stegner, Executive Chef, Ritz Carlton, Chicago

Bill Warner, Wisconsin farmer

Ann Harvey Yonkers, Freshfarm Market Manager, American Farmland Trust,
Washington, D.C.

Fighting Sprawl

Keeping Rural America Rural: Developing Community Support for Rural Land Conservation

Jade Room

Successful farming depends on economic productivity, profitability, community support and undeveloped rural land. It also involves reconciling the issues that often place farmers and environmentalists at odds. Discuss the issues that must be resolved to develop trust and community support to shape growth and protect undeveloped rural lands.

James Kurtz, Chief Council, Wisconsin Department of Natural Resources

Joyce O'Keefe, Associate Director & Policy Director, Openlands Project, Illinois

Nuts and Bolts

21st-Century Ranchlands Conservation: Can Technology Enhance Preservation? *Coral Room*

Examine the role Geographic Information Systems applications play in the advancement of agricultural land policies, using regional, state and local examples from the Rocky Mountain region.

Townsend Anderson, Director of Partnership Development, The Orton Family Foundation,
Colorado

Jeff Jones, Director, Rocky Mountain Regional Office, American Farmland Trust, Colorado

C. J. Mucklow, Director/Agricultural Agent, Routt County Cooperative Extension Service,
Colorado

11:30 am – 1:00 pm

Lunch

New Orleans Ballroom

WORKSHOPS SESSION 6

1:00 pm – 2:00 pm

Rethinking Agriculture in an Urbanizing Environment

The Code of Country Living: Getting Along with Farmers as Neighbors *Jade Room*

Find out how the Illinois Farm Bureau's *Code of Country Living* improves awareness of the realities of country living for urbanites considering a move to rural communities.

Kevin Rund, Director of Local Government, Illinois Farm Bureau

Implementing Good Policies

Agricultural Economic Development as a Farmland Protection Strategy *Ruby Room*

Examine what is needed in agricultural economic development and farm transition programs to complement and support land conservation efforts. Review recent case studies conducted by American Farmland Trust and others in the mid-Atlantic region, as well as several existing and proposed programs that merge economic development with land conservation.

Allison Deets, Development Coordinator, Mid-Atlantic Regional Office, American Farmland Trust, Virginia

Bob Wagner, Assistant Vice President for Field Programs, American Farmland Trust, Massachusetts

Farms, Food and Families

Integrating an Organic Produce Farm into a New Conservation Community *Sapphire Room*

Two urban-edge farmers highlight the advantages and challenges of small-scale organic agriculture in suburban Chicago.

John Demaree and *Cathy Morgan*, Prairie Crossing Farm, Illinois

Fighting Sprawl

Controlling Sprawl: A Mandate for Regional Action

Coral Room

A tyranny of small decisions is undercutting good intentions in the management of growth. This session highlights the efforts of several metropolitan regions and the strengths and weaknesses of regional institutions for managing land use. Case studies include Minneapolis/St. Paul, Atlanta, Chicago and Dayton, as well as several regional planning efforts.

Lawrence W. Libby, C. William Swank Professor of Rural-Urban Policy, The Ohio State University

Nuts and Bolts

The City that Saves Farmland: The Virginia Beach Story

Turquoise Rooms

The most populous city in Virginia also has more than 32,000 acres under cultivation. Learn how, without state or county support, Virginia Beach has created a successful farmland protection program.

Melvin Atkinson, ARP Coordinator, City of Virginia Beach Department of Agriculture

PLENARY SESSION
2:15 pm – 3:15 pm
New Orleans Ballroom

Featured Speaker: Paul Farmer, Executive Director, American Planning Association

Sponsored by: USDA Forest Service
and
IMC Global Inc.

WORKSHOPS SESSION 7
3:30 pm – 4:30 pm

Rethinking Agriculture in an Urbanizing Environment

Jade Room

The Process is the Product: Facilitating Public Participation to Address Community Issues

Examples of the “Common Ground” process developed by the Wallace House Foundation demonstrate how citizens, public and private organizations, and government can be successfully engage to address land use, farmland protection and comprehensive planning issues.

Kent Newman, Executive Director, Wallace House Foundation, Des Moines, Iowa

Implementing Good Policies

Implementing Sound Land Use Policy Using Soil Surveys and LESA

Turquoise Rooms

Examine how the Land Use and Site Assessment (LESA) system can be used to help implement effective farmland protection and other land use policies.

Tim DeWitt, Director GIS/Planning Services, Bennett & Williams Environmental Consultants, Inc., Ohio

Cheryl Simmons, LESA Specialist, USDA Natural Resources Conservation Service, Washington, D.C.

H. R. Sinclair, Jr., Soil Scientist, USDA Natural Resources Conservation Service, Nebraska

Ming Zhang, GIS/Coordinator, Bennett & Williams Environmental Consultants, Inc., Ohio

Farms, Food and Families

Linking Agriculture and Minority Communities

Sapphire Room

Explore how the Small Farm Resource and Training Center in Fresno, California, is working to link agriculture with minority communities in the region.

Greg Kirkpatrick, Land Protection Representative, California Regional Office, American Farmland Trust

Fighting Sprawl

When City and Country Clash: A Community Involvement Project

Ruby Room

Community action on land use decisions becomes possible when citizens of various, and possibly conflicting, opinions discover where their interests are interconnected. Role-play citizens using the

publication *Land Use Conflict: When Cities and Country Clash* to learn the methods and resources available when working to develop a shared sense of direction for community planning.

Mark A. Edelman, Professor of Economics, Iowa State University

David Patton, Program Leader – Public Issues Education, The Ohio State University

Nuts and Bolts

Working with the Media

Coral Room

Explore the effective strategies, tools and techniques to ensure that your message is getting heard. Get a “media insider’s” view from a 26-year veteran reporter on growth and development issues in the western Chicago suburbs. Learn how land use issues, and how land conservation activists talk about those issues, can either get the media’s attention or turn it off.

Brook McDonald, Executive Director, Conservation Foundation of Naperville, Illinois

William Presecky, Reporter, *Chicago Tribune*

For more information: Call Kevin Schmidt, x 3035



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