

Friday, January 23, 2009

9:45am – 12:15pm

## WORKSHOPS

### A1. Public Relations: Raising the Visibility of Agriculture in the Community

*Diane BaedekerPetit, USDA, NRCS Public Affairs Officer*

*Tracy Anderson, Organizer, CLASH, Cape Land and Sea Harvest*

- \* This conference workshop will cover how AgComs can plan and execute an effective public relations campaign, intended to raise the visibility of agriculture in the community. Speakers will address how to determine your objectives, develop a message, and plan so that your message not only reaches your target audience, but also inspires them to take action. You will learn hands on how to develop a communications plan by working through a series of practical exercises with the presenters

This session will also provide visual examples of a successful Massachusetts community event that encourages community involvement in agriculture. Discussions on branding, timelines, media etiquette and more will also be included in the workshop.

### A2. Inventories of Agricultural Land, Farms & Farmers at the Local Level

An overview of completed and ongoing town-level inventories of agricultural land, farmers, farmers needs, economic impact of agriculture, and potential of agricultural land parcels for farmland protection program eligibility will be provided by:

- \* *Jon Jaffe and Rick Hermanot, Business Consultants, First Pioneer Farm Credit; **Inventory and Assessment of Economic Impact of Agriculture on the Town of Carver, MA***
- \* *June House, Rehoboth AgCom; **“Bringing us Together: a Project to Develop and Strengthen the Connections to our Farms”** Inventory of agriculture and agricultural needs.*
- \* *Clem Clay, Trust for Public Lands; **“Analyzing Agricultural Parcels for Potential APR Enrollment in Pioneer Valley Towns.”***
- \* *Katherine Beauchamp, Association for the Preservation of Cape Cod and Tom Stone, Woods Hole Research Center; **“Agricultural Land Use on Cape Cod, Past, Present and Future.”***

The speakers will address why the inventories and assessments were conducted, how they were conducted, their results, and how the information has been, or will be, used. There will be discussion on how AgComs can support these efforts as well as how these efforts can be replicated in Massachusetts municipalities that do not have local data.

### A3. Massachusetts Buy Local Programs and Campaigns

An overview of Massachusetts' Buy Local Programs and Campaigns will be provided by:

- \* *Kelly Coleman, Program Director, **Be a Local Hero, Buy Locally Grown**®, Community Involved in Sustaining Agriculture (CISA)*
- \* *Sarah Cogswell, Buy Local Coordinator, **Buy Fresh Buy Local Southeastern Massachusetts**, Southeastern Massachusetts Agricultural Partnership (SEMAP)*
- \* *Barbara Zheutlin, Executive Director, **Berkshire Grown Buy Local**, Berkshire Grown*
- \* *Jim O'Brien, Campaign Coordinator, **Essex County and the Merrimack Valley Buy Fresh Campaign***
- \* *Jessie Gunnard, Program Coordinator, **Buy Fresh Buy Local Cape Cod**, Barnstable County*

The speakers will address why it is important to Buy Local, how the regional programs and campaigns are raising awareness of the value and benefits of buying local, and how they promote local growers and buyers. There will be discussion on how AgComs can support these regional programs and Massachusetts local growers and buyers.

### A4. Farmer Preservation, Farm Transfer-How to keep farmers on the land

*Kathryn Ruhf, Principal, Land for Good*

*Katie Cavanagh, Coordinator, Farms Forever Program, SEMAP*

- \* This conference workshop will cover methods and programs for keeping farmers on the land. The value of farm succession and transfer planning will be addressed. Programs and services available to assist landowners with transfer planning will also be presented. How to “grow new farmers” will be discussed and new and beginner farmer success stories will be showcased.

**A5. Laws and Regulations Affecting Agriculture: Zoning, Health, RTF, Chapter 61; Working with Town Boards**

*Bob Ritchie, General Counsel, MA Department of Agricultural Resources*

*Frank DiLuna, ESQ, Murtha Cullina, LLP*

- \* This conference workshop will cover zoning and health laws and regulations that affect agriculture. Local Right to Farm bylaws will be discussed as will Chapter 61 and Right of First Refusal. Discussion will take place on how AgComs can work with town boards and staff to address or resolve issues related to agriculture, planning, zoning, health and Chapter 61.

**A6. The Wetlands Protection Act & Agriculture; Working with Your Conservation Commission**

*Laurell Farinon, Conservation Agent, Rochester, MA*

*Dan Lenthall, District Conservationist, USDA Natural Resources Conservation Service*

- \* This conference workshop will cover the Wetlands Protection Act. The Act exempts “work performed for the normal maintenance or improvement of land in agricultural use.” The Wetland Protection Act Agricultural Regulation defines this exemption. This regulation will be covered in some detail. Examples of real situations involving agricultural activities and wetlands will be provided. Technical assistance farm planning services provided through the Natural Resources Conservation Service will be explained. Discussion will take place about how AgComs can work with Conservation Commissions and Agents to educate farmers and their community and reduce potential violations of the law and regulation.

**A7. Funding AgCom Efforts**

*Paul LeBeau, Town Administrator, Holliston, MA*

*Mary Greendale, Grant Writer specializing in agriculture*

- \* Paul LeBeau will provide an overview of the rules and guidelines that govern municipal budgeting, handling money, and accepting grants and gifts. Actual funding related situations will be discussed and Paul will discuss how each situation fits into the rules and guidelines.
- \* Mary Greendale will provide instruction on “How to Get Grants.” She will cover how to interpret and respond to RFP’s (request for proposals), how to write proposals including, planning actions and “deliverables”, budgets and timelines and how to manage grant funds. Mary will provide an overview of grant programs available to agriculture.

Friday, January 23, 2009

2:00 pm – 4:30 pm

## WORKSHOPS

### B1. Farmland Protection Tools

*Cris Coffin, New England Director, American Farmland Trust*

*Ben Bowell, New England Field Representative, American Farmland Trust*

- \* Cris Coffin and Ben Bowell will provide workshop participants with an overview of programs and planning techniques that may be used to protect working farmland in Massachusetts.

In this workshop you will learn about programs like APR and Farm Viability, Chapter 61A and use of right of first refusal, planning and zoning bylaws, agricultural districts and municipal agincentive agreements, tax policies, installment purchase agreements and other methods for farmland protection.

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**Saturday, January 24, 2009**

**9:00 am – 12:30 pm**

## **WORKSHOPS**

### **C1. Farmland Protection Tools**

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*Ben Bowell, New England Field Representative, American Farmland Trust*

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### **C2. Future of AgComs: Should We Organize Statewide? Facilitated Discussion**

*Mary Greendale, facilitator, Public Affairs/Communications Specialist*

*Executive Director of State Association (proposed)*

- \* This is a facilitated session that will provide the opportunity for AgCom members to discuss their future and whether or not they should organize statewide. Why organize will be discussed. AgCom members will identify the needs, benefits, and drawbacks to organizing beyond municipal boundaries. They will further discuss and weigh the needs, benefits and drawbacks of organizing. If a consensus develops in favor of organizing then a discussion will take place on how to organize and steps will be outlined.

### **C3. Conflict Management and Resolution**

*Loraine Della Porta, ESQ, Deputy Director, MA Office of Dispute Resolution*

- \* Loraine Della Porta, ESQ, Deputy Director, Massachusetts Office of Dispute Resolution will help workshop participants discover productive ways to handle conflicts – ways that make a difference in your work with AgComs. Often AgCom members are called upon to serve as conflict management facilitators or neutral party facilitators to help resolve a conflict where agriculture is affected.

In this workshop you will learn about your conflict management style, tools and techniques for managing and resolving conflict, facilitating communication, principles of negotiation, basic mediation skills, and crafting an agreement.