

# ***PLOWING AHEAD: FARMLAND PRESERVATION IN 2010 & BEYOND***

## **CONFERENCE AGENDA**

(as of March 9, 2010)

|                |  |
|----------------|--|
| 8:00 – 8:45 AM | Registration   |
| 8:45 – 9:30 AM | Welcome - Terry Jones, WLA Chairman<br>Yesterday & Today Presentation  |
| 9:30 – 11:15   | Morning Breakout (see below)   |
| 11:15 – 11:30  | BREAK  |
| 11:30 – 12:45  | White Paper Presentation<br><b>Keynote Address:</b><br><b>Kathleen Merrigan, USDA Deputy Secretary of Agriculture</b><br>Introduced by Representative Rosa DeLauro |
| 12:45 – 1:45   | LUNCH – networking time – featuring CT Grown ingredients   |
| 1:45 – 2:45    | Panel - Putting Farmland into the Food Agenda  |
| 2:45 – 3:45    | Afternoon Breakout – Coalition Goal-setting  |
| 3:45 – 4:00    | Wrap-Up  |
| 4:00 – 4:30    | Reception  |

### Morning Breakout Session

- 1) **Creative Funding for the Future of Farmland Preservation** – *Learn about successful funding and policy tools from national experts and innovative practitioners.*

Presenters – Bob Wagner of American Farmland Trust, Mike McGrath of DE State Farmland Preservation Program, Ernest Cook of Trust for Public Land

- 2) **New Farmer Training and Farmland Access** – *Discover the elements of a successful farmer training program and learn about innovative efforts in Vermont and Long Island to help new farmers access farmland.*

Presenters – Jennifer Hashley of the New Entry Sustainable Farming Project, Stephen Searl of Peconic Land Trust, Jon Ramsey of Vermont Land Trust

- 3) **Starting a Successful Community Farm.** *Explore what towns and land trusts are doing with their farmland and learn about innovative tenure options.*

Presenters – Jim Oldham of Equity Trust, Jason Morrill of Massaro Community Farm in Woodbridge, Ann Bell, Kevin Meehan and Ben Saunders of Ambler Farm in Wilton

- 4) **Marketing & Communicating about Farmland Preservation.** *Learn about communication techniques to talk about the importance of farmland and farmland preservation in your community.*

Presenters – Chris Watts of Precision Marketing, whose clients include at The Farmers Cow and the Save Dairy Campaign of the CT Farm Bureau, Kristin DeBoer of Kestrel Trust (MA)