

Goal 2: Mansfield's Agribusinesses are Green and Growing

	Priority
Strategy 2.1: Attract and Support agriculture-related businesses and reional value-added agribusiness expansion	H
A Assign Town staff to play an active role in regional initiatives to identify gaps in the agriculture value chain and to participate in and support initiatives that will fill those gaps (such as certified processing kitchen, mobile slaughter unit, or a meat processing facility).	
B Support food processing and <u>agricultural product</u> distribution initiatives (at both the town and regional levels)	H
C Identify an industrial zone dedicated to <u>Provide flexibility in zoning to enable development of</u> infrastructure that would support agriculture-related businesses such as inputs, food waste, aggregation, processing, distribution, etc.	H
D The Town should identify a liaison for this project as the Food Innovation Center is being planned to ensure that it will meet the needs of local and regional farmers. Incubate and retain new farm operations-	H
Strategy 2.2: Support and Promote Agritourism in Mansfield and the Region [GROUP WANTED STRATEGY 2.2 SUBSUMED UNDER 2.3, AND GENERALLY FELT THERE WAS TOO MUCH ON THE LIST. I'M REALIZING THERE WAS NO DISCUSSION OF ACTIONS UNDER STRATEGY 2.2, OR WHETHER THEY SHOULD BE KEPT.]	
A Help connect farmers to other local and regional agritourism activities and initiatives (UConn Dairy Bar and animal barns, Walktober, Winter Wandering, Summer Sensations). Ensure farmers are listed on the State's "Farm Map" and in The Last Green Valley's Visitor Guide.	
B Ensure that regulations support compatible commercial enterprises on farms and appropriate signage and parking (see Goal 3).	
C Support non-profit community farms (local and regional) that provide education, community food and farm experiences.	
D Actively recruit, engage and retain entrepreneurs for agricultural products (advertise Pleasant Valley as an Agricultural Innovation zone).	
Strategy 2.3: Support agribusiness Marketing Efforts	H
A Identify appropriate projects and apply annually for money through Connecticut's Farm Viability Grant program.	
B Give out small grants to famers for development of a CSA, signage or other marketing materials.	
C Facilitate a vibrant farmers market(Electronic terminal for to receive SNAP benefits, (other ways to support the farmers market include building a pavilion in a dedicated location, incentivizing vendors by subsidizing insurance, vendors fees, works to develop a marketing plan that is incorporated in to its tourism and economic development plan)	H

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D	<p>Identify a staff liaison to serve on UConn committees planning for projects that will fill gaps in the region's food system. One of the recommended actions from The Governor's Council for Agricultural Development is the establishment of a food science program and facility at UConn—a Food Innovation Center. This center, built with state and federal funding would include food processing facilities and associated resources for business development, food safety, packing, etc. <u>GROUP FELT THAT THIS WAS ALREADY CONVERGED UNDER STRATEGY 2.1</u></p>	
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Strategy 2.3: Support agribusiness Marketing Efforts CONT.		Priority
E	<p>Share sponsorship of events for regional farmers to allow for networking and presentation of relevant information and resources, marketing channel selection, and explore potential for regional cooperative to facilitate sales to institutions and restaurants.</p>	
F	<p>Support the creation of new market channels for local agricultural products through a "Good Food/Local Food" campaign for the retail/restaurant center and support incentives for the use of local products at schools and institutions. Help connect new restaurants in Storrs Center with local farmers through the State's "Farm-to-Chef" program. <u>[THE GROUP FELT THAT A SIGNAGE PROGRAM [PART OF ANOTHER, LOWER PRIORITY ACTION] COULD BE BUNDLED IN HERE.]</u></p>	<u>H</u>
G	<p>Support initiatives to remove barriers (institutional purchasing policies, GAP certification).</p>	

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<p>H Work with farmers to identify more diverse and appropriate markets; help make connections with programs like farm-to-school, farm-to-chef, and UConn dining services as well as connections to new restaurants, stores, and the distributors they work with. <u>[I'M HAVING DIFFICULTY WITH THE FORMAT, BUT THIS ACTION WAS IDENTIFIED AS AN "H"]</u></p> <p>J <u>[FORMERLY STRATEGY 2.2: Support and Promote Agritourism in Mansfield and the region. [GROUP WANTED STRATEGY 2.2 SUBSUMED UNDER 2.3, AND GENERALLY FELT THERE WAS TOO MUCH ON THE LIST. THERE WAS NO DISCUSSION OF ACTIONS UNDER STRATEGY 2.2, OR WHETHER THEY SHOULD BE KEPT.]</u></p> <p>H <u>[FOMERLY STRATEGY 2.6] J Update Town website to contain information on events, resources, and opportunities offered by organizations relevant to agriculture in Mansfield</u></p> <p>K [NEW ACTION]: <u>Support and promote environmentally sustainable farming practices. [IDENTIFIED AS A HIGH PRIORITY]</u></p>	
<p>Strategy 2.4: Facilitate Access to Farmland</p>	<p>H</p>
<p>A Conduct outreach to all farmers about tax exemptions, conservation options, regulations and other resources.</p>	
<p>B Commit municipal funds and support to farmland preservation.</p>	
<p>C Provide financial match to state and federal programs that purchase development rights on agricultural land in Mansfield.</p>	<p>H</p>
<p>D Identify and consider Town-owned farmland for permanent preservation for agricultural use.</p>	<p>H</p>
<p>E Identify all farms that are 30 acres or less and conduct outreach for the State's Community Farms Preservation Program.</p>	<p>M</p>
<p>Identify opportunities for farming on all preserved land in Mansfield, <u>including state and federal lands. Support advocacy for use of open state/federal lands for agricultural, where appropriate. [NO FINAL DECISION ON LAST SENTENCE; GENERAL SENTIMENT WAS THAT, AS IS THE CASE NOW FOR ONE MAN IN MANSFIELD HOLLOW, USE OF STATE/FEDERAL LANDS FOR AG IS A GOOD THING – BUT NOT ON ALL STATE/FEDERAL LANDS (E.G., WE SHOULDN'T FUT DOWN STATE FORESTS FOR FARMLAND, WE SHOULDN'T FARM ON HABITAT LAND, ETC]-</u></p>	<p>H</p>
<p>G Identify Town-owned land that could be used or restored for agriculture.</p>	

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H	Identify privately owned land that can be farmed, or restored to farming, and do outreach to support land owners (matching funds, developing an application for leasing, connect landowners with the Farmlink program.)	
I	Identify UConn-owned land that could be available for lease to farmers.	
J	Continue to lease viable agricultural land to local farmers.	
K	Prioritize new farmers for lease of select Town-owned farmland.	
L	Pursue the preservation of UConn agricultural land. Support advocacy for the preservation of state and federal lands for agricultural use.	H

		Priority
	Strategy 2.5: Organize/host/co-host events for farmers that connect them with available resources CONSOLIDATE 2.5 AND 2.7 UNDER NEW, low-priority STRATEGY: Connect farmers with resources.	<u>L</u>
A	Work with other Towns to share the responsibility for putting together an annual or semi-annual event that brings people from relevant organizations for farmers to talk with directly.	
B	Host or co-host an event that focuses on land preservation options and strategies and include CT Farmland Trust, American Farmland Trust, CT Department of Agriculture, and local land trusts.	<u>M</u>
C	Host or co-host an event that focuses on generally accepted best agricultural practices that provide environmental and public benefits, and include Cooperative Extension, Connecticut agricultural research station, CT Natural Resources Conservation Services (NRCS), CT Department of Agriculture, CT Farm Bureau and CT Conservation districts.	
D	Host or co-host an event to connect farmers directly with NRCS to develop individual Plans of Conservation.	
E	Host or co-host an event that focuses on transitioning to organic production. While becoming a organically certified can be time consuming and expensive, organic production leads to higher prices for farmers and lessens the negative environmental impacts from farming. The Connecticut DOAG has a cost-share program which reimburses up to 75% of the cost of organic certification.	
F	Partner with UConn to make information about upcoming speakers, events, research related to agriculture more easily accessible to the public.	

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G	Work with UConn to develop UConn sponsored events that support agriculture in the region. Structure events so that Mansfield farmers have opportunities to get to know farmers in surrounding communities. Focus on opportunities for expanded production, coordinated farmer efforts and marketing channels.	
H	Sponsor events that promote a farmer network. Support the development of a network of Mansfield farmers that communicate regularly, collaborate and share information.	
	Strategy 2.6: Update Town website to contain information on events, resources, and opportunities offered by organizations relevant to agriculture in Mansfield. <u>[GROUP DECIDED THAT THIS WAS REALLY AN ACTION UNDER 2.3]</u>	
A	Include an "Agricultural Portal" on the Town website that lets farmers know about upcoming events and includes links to other resources and information.	
	Strategy 2.7: Partner with UConn to pursue improving access to information for farmers. CONSOLIDATE 2.5 AND 2.7 UNDER NEW, low-priority STRATEGY: <u>Connect farmers with resources</u>	<u>L</u>
A	Extension has recently submitted a grant application for a project that will focus on making Extension resources available by using digital media to let people know what Extension is doing and letting people communicate with one another. The Town can work with Jiff Martin to track the funding of this grant and identify opportunities for partnership with Mansfield farmers in the production of these tools. Perhaps Mansfield farmers can be early testers of the system.	
B	Partner with UConn Extension to explore improving usability of NRCS database of best practices.	

