

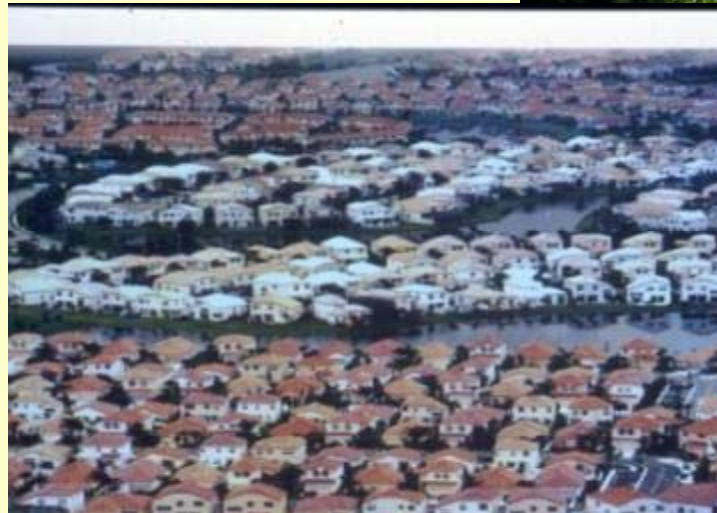
Keeping Indian River County Green = Keeping Ag Profitable

Indian River County
Agricultural Forum
November 20, 2009



Rural Lands Are at Risk

- Economic threats
- to core ag industries
- The “other” (last) crop option



Tailor-Made, Not Single Solutions

- Address the economics of ownership
- Make owning ag land an asset, not a liability
- A full menu of options

Different types of agriculture and land ownership = Different combinations of tools



A Full Menu of Options

Economic Development Tools

- Ag a core part of ED program
- Increasing the demand for local food
- Ecosystem services the new crop



Photo credit: Brian Belcher, Christian Cossalter & Sven Wunder (provided by Dr. Laila Racevskis, IFAS, University of Florida)

Land Use-Related Tools

- Starting with the land first
- Reconfiguring development



Ag Core Part of ED Program

Strategies like:

- Economic impact studies
- Ag-supportive tax policies & incentives
- Dedicated Ag ED person
- Business planning & marketing assistance
- Ag business retention & expansion program.



Hillsborough County Ag Industry Development Program



Miami-Dade branding and marketing program

Connecting Food to People

Strategies like:

- Agritourism program
- Farmers markets
- Community-supported agriculture
- Farm to table program
- Grower cooperatives
- Farm link program



Indian River Land Trust "Keep It Local" Pledge



Ecosystem Services & Markets

- ES another crop for farmers
–more about later
- Services we all benefit from
- Habitat, energy, water and carbon storage
- Win/win for landowners, the environment, and the public



Land Use-Related Tools

Strategies like:

- Ag at the planning table
- Ag zoning & districts
- Ag transition zoning
- Scenic overlay zones
- Growth planning



Sarasota County Ag Reserve and Resource Management Area



Tree canopy scenic overlay zone in Leon County

More Land Use Tools

Strategies to reshape/relocate development:

- Conservation design
- Cluster development
- Transfer of development rights
- Purchase of development rights



Farmton Tree Farm and Babcock Ranch conservation design



Calvert County MD TDR-PDR program

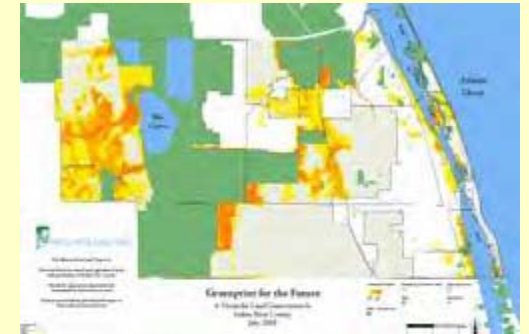
Other Land Conservation Tools

Strategies like:

- Green infrastructure first
- Greenprinting
- Conservation easements
- A land trust



A special thanks to the Indian River Land Trust and Bob Adair for many of the photos used in this presentation.



Indian River Land Trust Greenprint



Treasure Hammock Ranch – 1st property in Florida to receive a conservation easement specifically designed to protect agriculture

Indian River County Agriculture



Sustainability is leaving your community as good, or better, than when it was given to us. It is taking that long term view – leaving your campsite cleaner than when you found it, not eating your seed corn.



The Place for More Information:

The Florida Planning Toolbox

Jean Scott
Strategies for Livable
Communities

jwscott234@cs.com



www.cuesfau.org/toolbox