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ACKNOWLEDGEMENTS

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The South Central Regional Council of Governments (SCRCOG) received funding through the above referenced grant award to initiate an introductory planning process to create a Greater New Haven Regional Agriculture Collaborative Plan.

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Insights vital to create and implement this plan were provided through contributions and discussions with Greater New Haven farmers and agriculture producers.

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GREATER NEW HAVEN AGRICULTURE COLLABORATIVE PLAN

SPECIAL THANKS TO 1st FARM ENERGY WORKSHOP & ROUNDTABLE PARTICIPANTS

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### SPECIAL THANKS TO FINAL GREATER NEW HAVEN FORUM PARTICIPANTS

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<td>Keith Bishop</td>
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## Special Thanks to 2nd Farm Energy Workshop Participants

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**West Rock, New Haven**

*A.J.M. Ellrick, Artist, Mid 1800s*
Massaro Community Farm in Woodbridge

Massaro Community Farm is a nonprofit, certified-organic farm on a 57-acre parcel of land operated collaboratively between the Town of Woodbridge and a Board of Directors comprised of local citizens. The farm started in 2010 and is now in their tenth growing season. Previously a dairy farm that began in 1916 by the Massaro Family (2 generations), the land is now home to a 200 member CSA that operates year-round out of one heated greenhouse, six high tunnels, and acres of field crops. Aside from growing vegetables and strawberries under strict organic standards, their land conservation practices include composting, a five-kilowatt solar photovoltaic system, hiring local labor and utilizing wood for farm construction, taken from the property and milled by the farm’s neighbor. Massaro provides educational opportunities as well as hunger relief with at least 10% of what is grown donated.
INTRODUCTION

The genesis for this planning process originated through CT RC&D’s work with agriculture, planning, and economic organizations statewide. The idea to develop a plan to improve agriculture collaboration, marketing, and coordination in the New Haven region is predicated on the importance of agriculture as a business sector in the greater New Haven region as well as the State of Connecticut.

While there is an accepted paradigm that agriculture is an important industry in rural Connecticut, there exist misconceptions on the supportive role of agriculture as an industry and engine of economic growth in urban and suburban areas. A review of regional Comprehensive Economic Development Strategic plans (CEDS) adopted by various economic development regions of Connecticut highlights the absence of agriculture and associated industries in over 80% of regional economic plans. In addition, few of the Councils of Government in Connecticut identify agriculture as a major land use, economic, or food strategy within their Regional Plans of Conservation and Development. The Greater New Haven Region, through adopted plans of SCRCOG and EDC-REX, has included recommendations and advocacy for agriculture innovation in the region within both the business and tourism sector. For this reason, the region is ideally positioned to move toward implementing recommendations from this planning process.

Various factors of transportation planning, freighting of commodities and produce, land use policy, education, food security, research, and employment had yet to be explored for a complex urban, suburban, rural region in Connecticut.

The Greater New Haven Region, as a major urban center with an extensive network of businesses, agriculture, and aquaculture producers, transportation alternatives and connections to New York and Boston, was an ideal candidate for this pilot planning project.

This planning process seeks to bridge partners, stakeholders, and farmers to promote, support, and expand agriculture in the Greater New Haven Region as a vital trade and industry sector.
THE REGION

The South Central Regional Council of Governments (SCRCOG) provides a platform for inter-municipal coordination, cooperation, transportation and land use planning and decision making. SCRCOG is made up of fifteen municipalities: Bethany, Branford, East Haven, Guilford, Hamden, Madison, Meriden, Milford, New Haven, North Branford, North Haven, Orange, Wallingford, West Haven, and Woodbridge. Over the years, SCRCOG has addressed numerous issues, such as those related to housing, transportation, land use planning, and economic development (via REX Development). The SCRCOG region covers approximately 570,000 people, or 1/6th of the state’s population.

SCRCOG is one of nine Councils of Governments (COGs) in Connecticut. For federally mandated transportation planning purposes, several of the COGs, including SCRCOG, have been designated as Metropolitan Planning Organizations (MPOs).

“New Haven County, with its wealth of streams and rivers and access to Long Island Sound, has a rich farming tradition. More than 570 diverse farming operations maintain in excess of 25,000 acres in farmland. From fruits and berries and vegetables to greenhouse and nursery stock--New Haven County supports a
"growing" business–among the top in the state. In addition, New Haven County supports dairy farming, its access to Long Island Sound provides a thriving aquaculture industry, with more than 19,000 acres under lease for shellfish production. Farm markets and direct-to-consumer sales are a thriving part of the agricultural experience here.” (New Haven County Farm Bureau) Source: 2008 Agricultural Statistics Service, USDA.

The South Central Regional Council of Governments is dedicated to regional cooperation enabling cities and towns to work together to accomplish projects they cannot do as efficiently or cost effectively by themselves; creating a sense of pride in the region by aspiring to the highest quality of life and economic well-being that can be achieved and greater accountability through voluntary cooperation in the region with productive results that benefit the entire region.

With only two municipal agriculture commissions (Guilford and North Branford) in the Greater New Haven Region, there is a unique opportunity to heighten regional collaboration toward growth of agriculture and associated business/industry through a stakeholder and government partnership to create a Greater New Haven Regional Agriculture Council.

**Bishop’s Orchards in Guilford**

Started in 1871, Bishop’s Orchards is a fifth-generation family owned farm and grows the highest quality diverse mix of fruit and vegetables along with operating an 8,500 sq. ft. farm market, a winery started in 2005, Pick-Your-Own, and a 500 member CSA program that began in 2009. Bishop’s Orchards operates on 313 acres in Guilford and Northford, and is one of the few remaining commercial farm operations. Bishop’s is a sustainable farm with the vision of “Preserve and enhance the value of the land for current and future generations and provide exceptional products and services to our customers that emphasize “family, food, and recreation.” The family’s stewardship in Guilford started in 1639 when John Bishop was one of the co-signers of the Guilford Covenant. The Bishop family continues to be a community innovator to present day with new solar energy installations. The combined renewable solar systems are 477 kW DC (366 kW DC), are expected to produce 596,700 kWh per year, which is approximately 80% of the farm’s annual electric usage.
PLANNING GOALS

Numerous collaborating partners are required to advance Greater New Haven’s agriculture industry and supporting network of businesses. The South Central Regional Council of Governments (SCRCOG) has the ability, through its network of stakeholder organizations and leadership from municipal chief elected officials to initiate the planning process and host discussion on methods to institute a region wide agriculture collaborative process.

Agriculture continues to be a vibrant, yet a less than optimally supported industry sector in the Greater New Haven region. With the region’s proximity to Long Island Sound, there also exist unique opportunities for growth in aquaculture innovation. The region also hosts several agriculture and aquaculture based high schools and institutions of higher learning, including the Yale School of Forestry. Additionally, the Connecticut Agriculture Experiment Station, a revered institution of research and learning has supported the region and Connecticut since it was founded in 1875. The agriculture industry in the Greater New Haven Region, as well as Connecticut, can retain graduates of these schools in Connecticut as agriculture and supportive business sectors grow and expand in the region.

In fifteen municipalities, by the 2017 USDA Agriculture Census, there are an estimated 686 small, medium, and large agriculture farming operations, agriculture producers, foresters, not including aquaculture ventures and well over twenty-five farm markets as well as farm stands/stores and numerous community supported agriculture operations. Opportunities are evident for collaboration toward consistent land use policies and advocacy for agriculture growth in the region.

There is a compelling need for regional cooperation and inter-municipal collaboration to promote agriculture as an industry within the Greater New Haven Region. Numerous farms and agriculture producers and supporting industries have expressed a need for regional coordination toward a goal of increased productivity, promoting innovation, business efficiency, and employment growth throughout the region.

With or without support and recognition, agriculture and aquaculture are an important and growing business sector in the Greater New Haven Region. This project supports an emerging connection between municipal leadership and land use commissions, agriculture dependent businesses, local and regional economic development agencies together with the region’s agriculture business leaders/farmers to sustain and grow agriculture as an industry sector in the region. Through this planning process, SCRCOG and its contractor, CT RC&D set the following goals:
• Engage agriculture producers, municipalities, as well as the regional economic development corporation, state agencies, nonprofit partners, and utility partners to network and survey options and best practices to enhance economic resilience and growth of agriculture business in the Greater New Haven region.

• Provide examples of agriculture collaboration and regional planning efforts in other areas of Connecticut and New England.

• Introduce and promote within the region, existing grant and support options to build and expand the agriculture industry sector. Specific to this process is improved awareness of energy savings and renewable energy for agriculture business through the CT RC&D’s CT Farm Energy Program, as well as best practices for conservation and soil health in agriculture operations.

• Identify and provide outreach via direct mailings and emails to agriculture producers in the Greater New Haven Region, both urban, suburban, and rural.

• Evaluate capacity for geospatial process to identify opportunities for increase product to consumer connections, efficiency in freight operations, efficiency in location of farm markets and regional distribution centers, connections with schools, housing and employment, as well as a geographic understanding of optimal areas for renewable energy installation and new infrastructure.

• Kickstart a Greater New Haven Regional Agriculture Collaborative initiative to engage farmers, schools, regional economic development groups, educate stakeholders on the benefits and opportunities for regional agriculture planning, form a regional agriculture support entity, identify the roles of federal, state and regional and local governments in supporting agriculture industry, and engage the creative resources of the region’s agriculture-food system nonprofit organizations.
Blue Hills Orchard in Wallingford

For six generations, the family at Blue Hills Orchard in Wallingford has prided themselves growing high quality fruit. Continuing a long tradition of working with fruit and apples, they recently teamed up/partnered with Stormalong Cider to produce a hard cider that is similar to our traditional farmstand cider. Farming is a way of life for the Henry family and they look forward to starting a new chapter with this hard cider collaboration.
The South Central Regional Council of Governments (SCRCOG) is one of nine planning regions organized under Section 16a-4c of the Connecticut General Statutes to foster intermunicipal coordination and decision making. SCRCOG’s funding is supported through dues paid by member municipalities, in addition to state and federal grants. Federal funding is provided to SCRCOG to engage in a metropolitan planning process which advances long range planning to facilitate strategies for transportation, bicycle and pedestrian planning, freight movement, land use, conservation, emergency management, economic development as well as other areas of concern that impact long range planning and the movement of goods and people. Agriculture and food systems are a critical function of land use policy, freight, economic and security.

Specific grants are periodically awarded to SCRCOG to perform in depth planning studies for subject areas such as emergency management, natural hazard mitigation, employment access, tourism, housing. With funding provided the Connecticut Department of Agriculture, this planning study facilitated a process to engage farmers, government and other stakeholders to evaluate and design a plan to build a Greater New Haven Regional Collaborative.

CT RC&D formulated a planning process to create facilitated meetings, surveys and workshops to bridge common interests and goals between farmers, federal, state, regional and local government, economic development agencies, schools, as well as agriculture and food systems-based nonprofits.
STAKEHOLDER KICKOFF MEETING

In Fall 2018, CT RC&D hosted a kickoff workshop with various regional stakeholders in agriculture who would have an interest engaging within the planning process and implementing report recommendations. With one or more representatives from over 30 organizations, participants were introduced to the goals and objectives of the regional planning project and led through a series of individual and small group exercises. (See Kickoff Presentation and attendee list in Appendix A)

The exercises were designed to encourage both expertise contribution to the discussion and introduction of stakeholders to each other through small team interplay.

CT RC&D facilitators outlined the planning process for project to include:

- Guide and Facilitate Kickoff Meeting in the Region
- Conduct Outreach to Farmers/Ag Businesses
- Produce Educational & Support Videos
- Connect Farmers to the CT Farm Energy Program
- Conduct Two Farm Energy Workshops in the Region
- Host a Round Table with Farmer Stakeholders: Needs of the Region
- Explore Options for a “Regional Agriculture Council”
- Host a Greater New Haven Agriculture Networking Workshop
## Kickoff Meeting Participants

<table>
<thead>
<tr>
<th>Ability Beyond, Roses for Autism</th>
<th>Metro COG</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cecarelli Farms</td>
<td>New Haven Economic Development</td>
</tr>
<tr>
<td>CitySeed</td>
<td>New Haven Land Trust</td>
</tr>
<tr>
<td>Common Ground HS/NHEP</td>
<td>New Haven Planning Department</td>
</tr>
<tr>
<td>CT Council on Soil and Water Conservation</td>
<td>EDC of New Haven Marketing Division</td>
</tr>
<tr>
<td>CT Department of Agriculture</td>
<td>North Branford Economic Development</td>
</tr>
<tr>
<td>CT Department of Agriculture – Aquaculture Bureau</td>
<td>NW Hills COG</td>
</tr>
<tr>
<td>CT Edible Ecosystems</td>
<td>Senator Murphy’s Office</td>
</tr>
<tr>
<td>CT Farm Bureau Association</td>
<td>SCRCOG</td>
</tr>
<tr>
<td>CT NOFA</td>
<td>Southwest Conservation District</td>
</tr>
<tr>
<td>CT RC&amp;D</td>
<td>Trifecta Ecosystems</td>
</tr>
<tr>
<td>Eversource Energy</td>
<td>UConn Extension: Put Local on Your Tray</td>
</tr>
<tr>
<td>Food System Policy – City of New Haven</td>
<td>UIL</td>
</tr>
<tr>
<td>Love Fed New Haven</td>
<td>USDA FSA</td>
</tr>
<tr>
<td>Massaro Community Farm</td>
<td>USDA NRCS</td>
</tr>
</tbody>
</table>
MEETING OUTCOME

While a full ranking of suggestions and answers to conducted exercises are included in Appendix A, the following ranked high amongst participants when asked to construct a list of potential economic strategies to expand agriculture in the Greater New Haven Region.

<table>
<thead>
<tr>
<th>Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regional and Local Marketing/Branding: for farm products and food; videos for cooking and food web</td>
</tr>
<tr>
<td>Inventory farms and farmers in the state; develop a webpage or app that lists all the farms, their location and their market info</td>
</tr>
<tr>
<td>Focus on urban farming and community gardening; legislation to support urban, CEA, indoor farming</td>
</tr>
<tr>
<td>Funding and development for local food hubs/aggregator; create a destination marketplace; regional markets; winter markets</td>
</tr>
<tr>
<td>CT Farms Link: Inventory, map, and gain access to prime rural and urban farmland (engage municipalities &amp; land trusts); connect farmers to farmland</td>
</tr>
<tr>
<td>Education: workforce training, ensure expertise, internships, business counseling, workshops to help understand funding from farm bureau, farm labor-training/wages, help farmers with GAP and FSMA certifications</td>
</tr>
</tbody>
</table>

Off Center Farm  City Seed Farm Market  Rosabianca Vineyards
FARM ENERGY WORKSHOPS

An important aspect of the project was to educate farmers and stakeholders about options for improving business through renewable energy resources, funding assistance and to receive feedback on how a regional collaboration could advance the interests of agriculture business in the Greater New Haven Region. Toward that end, CT RC&D through its CT Farm Energy Program hosted two workshops in 2019 and 2020 for agriculture producers and other interested parties.

MARCH 11, 2019 WORKSHOP

With over forty workshop participants attending the March 11th, 2019 CT Farm Energy Workshop hosted by Bishop’s Orchards, attendees learned about both renewable energy options available and potential grant funding and options available to form a regional agriculture organization in the Greater New Haven Region.

Prior to the Farm Energy workshop, CT RC&D hosted a roundtable with Janice Ehlemeyer of the Lower CT River Valley Council of Governments (RiverCOG) and Walter Adametz of the Middlesex Chapter of CT Farm Bureau and chairman of the RiverCOG’s Regional Agriculture Council presenting an outline of how RiverCOG was able to create the first and currently singular regional agriculture council in Connecticut.

The roundtable provided a forum for farmers to also comment and contribute to ideas of how to support agriculture in the Greater New Haven Region.

FEBRUARY 20, 2020 WORKSHOP

With direct emails to over 200 New Haven agriculture producers, twelve attendees, including eight farms attended this workshop to learn about options for geothermal assessments and other renewable energy savings options and grants. (It is likely that the pending COVID-19 situation and farmer focus on business resilience kept attendance low).
**WORKSHOP OUTCOME**

Listed below is a compilation of the discussion at the March 11, 2019 roundtable with suggestions and recommendations provided by both Greater New Haven farmers and agriculture producers, as well as suggestions from farmers in other regions of the state how their region or town had implemented successful policies.

<table>
<thead>
<tr>
<th>Recommendation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regional mapping and marketing for both farms that rely on customers and also to increase awareness of the contribution of all farms (public access or not) to the economy and food security in the region.</td>
</tr>
<tr>
<td>Incorporate agriculture into the region’s Plan of Conservation and Development and maintain autonomy as well as increase staff and funding for the Department of Agriculture, including quick appointment of an experienced commissioner by newly elected Governor.</td>
</tr>
<tr>
<td>Appoint a Regional Agriculture Council or Commission to facilitate regional agriculture goals and objectives as well as advocate for state policy to benefit the region. The Connecticut Farm Bureau for New Haven is a good place to initiate this type of Regional Agriculture Council.</td>
</tr>
<tr>
<td>Funding and development for local food hubs/aggregator; create a destination marketplace; regional markets; winter markets.</td>
</tr>
<tr>
<td>Include agriculture commodity and produce movement as well as the potential for a regional food distribution hub into the region’s transportation planning process: look to ports for new opportunities, lower costs, freight train options.</td>
</tr>
<tr>
<td>Create improved uniform policy regionwide for land use and agriculture as well as working to educate municipal assessors about aggressive policies of assessment which impact agriculture. Coordinate with the Connecticut Chapter of the American Planning Association, the Connecticut Association of Zoning Enforcement Officials, and the University of Connecticut as well as other land use and agriculture policy educators to improve land use policy education and zoning issues associate with agriculture: zoning issues, solar as an accessory use vs special permit and building exemptions.</td>
</tr>
<tr>
<td>CT DEEP should value wood as a fair renewable energy resource and encourage a friendly stance towards the issue.</td>
</tr>
</tbody>
</table>
The final Greater New Haven Regional meeting to inform recommendations in the final plan was designed as an information and networking forum, with invitations emailed to agriculture producers, businesses, government officials, interested nonprofit organizations, and schools. A flyer for the event was posted online via the website and social media for interested members of the public.

Hosted at the Connecticut Agriculture Experiment Station in New Haven, the first part of the forum provided:

- An overview the project’s process and outcomes, including the kickoff meeting, workshops, surveys, and education videos filmed at three separate farms in the region.
  
  [Link](https://greaternewhavenfarms.org/producers/)

- An overview of a regional website designed by CT RC&D staff to kick off a virtual formation of regional information sharing and collaboration in the Greater New Haven Region.
  
  [Link](https://greaternewhavenfarms.org/)

- REX Development presented on work they have completed to support the region’s farm as tourism destinations on their tourism website:
  
  [Link](https://www.visitnewhaven.com/)

**REX serves as the federally designated Economic Development District (EDD). In this role, REX maintains the Comprehensive Economic Development Strategy (CEDS) and provide oversight on progress towards the stated goals and objectives. The EDD includes the towns of Bethany, Branford, East Haven, Guilford, Hamden, Madison, Meriden, Milford, New Haven, North Branford, North Haven, Orange, Wallingford, West Haven, and Woodbridge.**
FORUM GROUP EXERCISE OUTCOME

The second half of the networking forum involved breaking the 40+ participants into three working groups to answer a series of questions on optimal steps to form a regional agriculture council. It was emphasized that to form a regional agriculture council, a regional organizer whether an organization, a single person, or a group of persons would need to advocate for forming a new council. The exercise is designed to begin answering questions cooperatively and creating camaraderie toward the potential organizing of a regional agriculture council.

The discussion and responses were facilitated and recorded by CT RC&D staff. After twenty minutes of robust discussion at each table, each team reported out on their responses and recommendations. The complete series of questions and answers by group are provided in Appendix A. Below is a compilation of responses from each table where there was concurrence on recommendations.

A) Who should be on a newly formed regional agriculture council?
   • Modeled after Lower CT River Regional Ag Council – look at enabling legislation/legal standing and structure
   • Farmer representatives (variety of growers/ producers/workers); receiver of product (businesses & restaurant industry); someone in food health/nutrition/level processing/prep industry representative; aquaculture, schools
   • Liaisons: New Haven County Farm Bureau, CTDEEP, CTDPH, SCRCOG, REX, Workforce Alliance, UConn, CTNOFA

B) How would representatives be appointed?
   • Adopt resolution by SCRCOG: Specify representation structure: appointed by mayor or first selectman of each town if SCRCOG is administering.
   • Per CT Statute, if formed at the request of local stakeholders advocating to form a regional agriculture council, representation could be recommended by stakeholders or a member of local agriculture council to municipality.
   • Establish a loosely organize group organized independently or under another advocacy group, not organized as government entity under CT Statute to create resolution and establish regional mission and goals.

C) What would be an ideal umbrella organization to support the formation of a regional agriculture council?
   • SCRCOG (CT Statute provides direct guidance)/EDC-REX is alternative option; CitySeed; New Haven Farm Bureau; Yale; CT RC&D; City of New Haven

D) Who would the staff and support the regional agriculture council?
   • SCRCOG/EDC-REX or Regional Ag Council employee or contractor with appropriate experience /Volunteers
   • Support: SCRCOG PL Funds, State or Federal Grants, Greater New Haven Foundation/ Donors

E) Who would be the ideal first members on a regional agriculture council?
   Farmers; Receiver of product; farm worker; businesses & restaurant industry; health; nutrition; entry level processing; prep; farm to school; energy; organic; conservation; aquaculture/agriculture technology; tourism; food policy; food waste; farm markets; veteran, minority, disabled agriculture stakeholders/farmers

F) How would the regional agriculture council be funded?
   DOAG (similar to RiverCOG); “Farmers’ Buyers Club” (investment similar to Co-op/CSA/share); CitySeed Model (bandwidth fee); Greater New Community Foundation

G) Is the Greater New Haven Agriculture website a valuable, viable and sustainable practice?
   1. Why is it valuable?
      • If it’s connected to larger entities and other communities/agritourism, geographic connection with online geospatial map for which farms have recreational access/food policy for access/snap and farm to school/transportation access links
      • Wholesale market is easier with a broker - volume needed is the issue. Central produce distribution is needed, food hub where everyone can collaborate: CitySeed, New Haven Farms, New Haven Land Trust is interested in that and working towards that in the future; Put Local on your Tray; Commercial kitchen & food incubation.
   2. Who will maintain and update monthly or weekly?
      • Staff person through SCRCOG or other entity under which it is formed. (CT RC&D for 2020)
   3. If the answer to the above questions is yes, recommend a solution:
      • Tie to schools; educational process; interns; pay through work study program.
Dolan Brothers Shellfish Company in Guilford

Patty King of Dolan Brothers Shellfish/ Bow-King Seafood is the captain of her clam boat harvesting Tuxis Island clams fresh from the cold waters of Long Island Sound near Guilford. Her brother, D.J. King is a Branford, Connecticut lobsterman who pulls traps in the same area. In addition to an offering of these Dolan Brothers Shellfish products at her booth, she provides shellfish for Norm Bloom and Son oysters and clams bearing the brands Copps Island and CedarPoint. She also operates a seafood made-by-her catering business, Bow-King Seafood.
Agriculture in Connecticut in the early part of the twenty-first century has evolved into a dynamic interplay of generational family sustained farm businesses, including commercial crop and livestock farmers, and greenhouse growers. A generation of new start-up agriculture business has emerged over the last ten-twenty years with young farmers, veteran farmers, tourism-based agriculture destinations, community supported agriculture enterprises, expansion of organic farms, indoor crop and fish farming, hobbyist farms, as well as aquaculture and hydroponic farming.

The economics of Connecticut agriculture is continuously adapting to market demands, public policy, climate and technological advances. There are numerous resources to explore opportunities for new or expanded agriculture business innovation with existing research in Connecticut’s agriculture schools, emerging business models and market data for agriculture in Connecticut, including but not limited to: the United States Department of Agriculture (USDA), the Natural Resource Conservation Service (NRCS), Connecticut’s Department of Agriculture (CTDOAG), the University of Connecticut, Connecticut Farm Bureau Association, Working Lands Alliance, the Connecticut Northeast Organic Farmers Association, City Seed, the Sound School, the Common Ground School as well as the experience and expertise of current agriculture business (farmers) in the region.

The Greater New Haven Region hosts a vibrant array of agriculture operations working within in its urban, suburban and rural areas with significant potential for expansion. That said, numerous limitations to expand agriculture industry in the Greater New Haven Region based primarily on a need for regional leadership and guidance; an entity that would navigate on behalf of the agriculture industry, the complexities of marketing, options for regional efficiency and connections with end users, freight operations, grant opportunities, and funding.
Public perception of Northeast agriculture continues to be an important component of product marketing and the success or failure of farm operations in New England, Connecticut, and Greater New Haven.

While the Midwest, California, and other regions of the United States are major agriculture centers, there is a compelling rationale on the value of regional collaboration to promote the importance of locally grown food and agriculture production that are unique and prosperous because of New England’s geography, population density, access to freight distribution, and niche markets.

A recently published report by a research team from the University of Connecticut, commissioned by Farm Credit East, provides a compelling outline for why government, policymakers, and economic growth advocates should be energetically promoting agriculture in the Greater New Haven Region.

“The Northeastern region of the United States comprises 5 percent of the United States land mass but houses 20 percent of the population. Even within this relatively small, densely population area, agriculture, forestry and fisheries are important economic components at the household, state and regional levels.

To put the economic impact estimates in context, it is worthwhile to highlight some of the evolving changes affecting the structure of agriculture in eight New England states. The number of mid-sized farms is declining while the number of small and large farms is increasing. In fact, six of the eight states included are among the 16 states nationally where the total number of farms increased between 2007 and 2012.

While small farms are able to capture niche markets or supply locally grown products desired by residents, the number of large farms (over 1,000 acres) are able to exploit scale economies and compete in national markets. Agriculture in the northeastern United States is characterized by being diverse, value-added oriented, and economically important to the population in at least 8 of the 11 states comprising the region.

In 2012, the agriculture sector (including forestry and fisheries) in these states accounted for nearly $100 billion in statewide sales and just under half a million jobs. This translates into $2,312 per resident. Moreover, beyond these measured economic impacts, not included in this study is the value of ecosystem services, scenic views and social benefits derived from open space in farming and forestry in this region, which is significant, affecting the quality of life and social well-being of residents and of future generations.”  Economics Impacts of Agriculture in Eight Northeastern States, Dr. Rigoberto Lopez, Nataliya Plesha, Ph.D. Candidate, Dr. Benjamin Campbell/ University of Connecticut
Clover Nook Farm in Bethany

Clover Nook Farm is an 8th generation family farm with roots dating back to 1765. Clover Nook Farm, owned and operated by the Demander family, located in Bethany, Connecticut, provides the community with the highest quality fresh fruits, vegetables, and meats while utilizing sustainable farming practices and being good stewards of the land. All products grown and raised at Clover Nook are available at the roadside store, along with many other locally made items.
Unique to Connecticut, the Greater New Haven Region is home to many schools and research centers which support study and career development in agriculture, agriculture technology and conservation innovation. Technology and creative innovation in agriculture can yield more productive food systems, clean water, healthy soils and renewable energy. It is also an opportunity to retain graduates from these schools in the region as well as Connecticut to create new business and industry, expand employment and ensure food security.

“While jobs in agriculture aren’t as prevalent as in the early 1800s when seventy two percent of the workforce was employed in “farm occupations”, a demand in 2020 by an ever increasing world population for food in the next decade provides an opening for new graduates of agriculture to build agriculture into a dynamic and important industry in Connecticut: indoor agriculture, aquaponics, aquaculture, crop diversity, soil health innovation, hemp production are a few examples.

In other areas of the United States, the industry is changing. Farmers are getting younger. “Other exciting shifts in the industry are also taking place. Some young farm workers work in places like warehouse farms. Indoor agriculture allows farms to expand into areas in and around cities using techniques like verticals farming, and hydroponics and aquaponics.”

James Zeoli got a phone call just before 5 p.m. Wednesday that his farm stand at the Woodmont Farmers Market in Milford was down to only one dozen eggs.

Zeoli said the market set up had begun the afternoon with 20 dozen eggs for sale, but he quickly sent over 10 dozen more eggs from Shamrock Farm in Orange for the final 90 minutes of the market hours.

“People want the product,” said Zeoli, who also is the first selectman of Orange, of locally produced agricultural goods.

“There’s a lot of market out there,” he said.

But the question remains about what the supply of local food will look like as farmers age and beginners in the agriculture world take alternate routes to making a living off the land.

At age 57, Zeoli said he is far from being old, but recognizes that he is just below the average age of farmers in Connecticut these days.

There were 10 percent fewer farmers under the age of 45 reported in 2012 than there were in 2002, suggesting that the overall population of farmers is aging and that the future of these farms may be uncertain without an immediate successor on board.

“The agriculture industry, and the profession of farming, is definitely changing. It is a vital and essential industry that’s not going anywhere any time soon. “More than 22 million people are employed in agriculture related field. That’s one in 12 American jobs.”

“According to the newly released 2017 Census of Agriculture from the U.S. Department of Agriculture (USDA), there were over 321,000 young farmers (under the age of 35) in the U.S. That count is up from 2012, when there were 208,000.”

A Greater New Haven Region Agriculture Collaboration venture would also provide a benchmark in Connecticut to lead New England as a technologically advanced, efficient and productive source of agriculture products, conservation in processing and innovation in new food system technology.

Cited Sources:
https://civileats.com/2019/04/12/ag-census-despite-many-challenges-the-u-s-has-more-young-farmers-than-it-did-five-years-ago/

https://www.payscale.com/career-news/2018/06/wait-how-many-us-jobs-are-dependent-on-agriculture

https://www.nass.usda.gov/AgCensus/

Huneebee Project
Envisions a world in which our youth, the community, and our environment are in mutual and collaborative relationship. Through a social enterprise that promotes transferable job-skill-building for youth, community engagement, and shared appreciation for our natural environment. https://www.huneebeeproject.com/

The Sound School
The Sound School will provide an authentic, highly engaging, 21st-century curriculum utilizing aquaculture and agriculture, our unique setting and resources promoting success for all students. We will graduate students who are able use these skills and abilities in any pursuit after graduation whether at a four-year college or in the work force. http://sound.school/

Yale School of Forestry & Environmental Studies
Yale’s School of Forestry & Environmental Studies aspires to lead the world toward a sustainable future with cutting-edge research, teaching, and public engagement on society’s evolving and urgent environmental challenges. https://environment.yale.edu/

Common Ground High School
A center for learning and leadership, inviting people across ages and identities to connect to their urban environment, build community, grow into their full potential, and contribute to a just and sustainable world through active, authentic learning rooted in justice and our environment: a farm, in a forest, in a city. http://commongroundct.org/

Connecticut Agriculture Experiment Station
The Connecticut Agricultural Experiment Station (CAES), established in 1875, is the first agricultural experiment station in the United States. The mission of CAES is research to educate the public and to transfer new findings to people trying to solve agricultural, public health, and environmental problems. https://portal.ct.gov/caes
GREATER NEW HAVEN AGRICULTURE COLLABORATIVE PLAN

RESOURCES TOWARD IMPLEMENTATION

CONNECTICUT GUIDANCE

Greater New Haven Region: Municipal Agriculture Commissions

Guilford: 8 Member Commission – Last Meeting Date as of this report: December 16, 2019
http://www.ci.guilford.ct.us/boards/agricultural-commission/

North Branford: 5 Member Commission – Last Meeting Date as of this report: March 31, 2014

New England Municipal and Regional Agriculture Commissions
Connecticut Municipal/Regional Agriculture Commissions
https://agvocatect.org/ct-agriculture-commissions/

Massachusetts Association of Agriculture Commissions
https://www.massagcom.org/AgComs.php

Public Act 11-188: AN ACT AUTHORIZING LOCAL AND REGIONAL AGRICULTURAL COUNCILS AND CONCERNING CONSIDERATION OF AGRICULTURE IN LOCAL PLANS OF CONSERVATION AND DEVELOPMENT AND ZONING REGULATIONS

Connecticut Resources for Municipal Guidance: Agriculture

AGvocate: Connecticut’s website for statewide advocacy for local agriculture - List of partners and resources, land use policies and publications, supportive research links, events, and map and links to municipals agriculture commissions https://agvocatect.org/

Connecticut and Regional Agriculture Stakeholder Websites

Connecticut Department of Agriculture https://portal.ct.gov/DOAG

Connecticut Farm Bureau Association https://www.cfba.org/

Northeast Organic Farmers Association/Connecticut https://nofa.org/

City of New Haven Food Policy Council
https://www.newhavenct.gov/depts/food_system/new_haven_food_policy_council.htm

CitySeed https://cityseed.org/

RELEVANT ARTICLES & WEBSITES: REGIONAL AGRICULTURE

Article about Lower CT River Valley Regional Agriculture Council Formation:
https://patch.com/connecticut/thelymes/first-regional-agriculture-council-formed

FHWA: Innovative Data Sources Enhance Agriculture Freight Connectivity:

January 2013: The New England Food System in 2060: Envisioning Tomorrow’s Policy Through Today’s Assessments/Margaret Sova McCabe- Joanne Burke:
https://digitalcommons.mainelaw.maine.edu/cgi/viewcontent.cgi?article=1117&context=mlr

Metropolitan Washington Council of Governments’ (COG) Chesapeake Bay and Water Resources Policy Committee (CBPC):
https://www.mwcog.org/environment/planning-areas/agriculture-and-forestry/regional-agriculture-initiative/

Regional Trends in New England Farm to Institution Procurement Policy:

Successful Development of Local and Regional Food Systems: The New England Story by Jeffrey O’Hara:

Vermont Department of Agriculture Business Development website:
https://agriculture.vermont.gov/businessdevelopment


Wrack Lines: Hooked on Connecticut seafood:

FUNDING RESOURCES

USDA
https://www.usda.gov/topics/farming/grants-and-loans

NRCS
https://www.nrcs.usda.gov/wps/portal/nrcs/detail/national/programs/?&cid=stelprdb1048817

CONNECTICUT DEPARTMENT OF AGRICULTURE

NORTHEAST SARE
https://www.northeastsare.org/
APPENDIX A

Workshop Flyers

Kickoff Workshop Results and Responses

Final Greater New Haven Forum – Group Exercise Comment Sheets

Farmer/Agriculture Producer Outreach: Mailings
   Brochures, Letters, and Postcards

List of Greater New Haven Farms – Contact List

Video Production: Filming Spreadsheet, Outreach, & Companion Guide

Greater New Haven Agriculture Website
   Overview of Process, Link, and Samples Pages

Workshop PowerPoint Presentations
GREATER NEW HAVEN AGRICULTURE COLLABORATIVE PLAN

Workshop Flyers

**Greener New Haven Regional Rural & Urban Agriculture Collaborative**

**Kick Off Meeting**

**10.25.18**

10 AM | THURSDAY

SCRCOG Office
127 Washington Ave, 4th Floor West
North Haven, CT 06473

Interested in participating in the Greater New Haven Regional Rural & Urban Agriculture Collaborative Committee? Come join us to learn more!

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**Farm Energy Workshop**

**March 11, 2019 6-8 PM**

Hosted by: Bishop's Orchards
1355 Boston Post Road, Guilford, CT

Join us early from 5-6 pm for a discussion about agriculture in the region.

**Round Table + Pizza**

RSVP by March 8th to 860.343.3977 or akshorn@scrcog.org

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**Greater New Haven Agriculture Forum**

**Feb. 13, 2020 | 3 - 5 PM**

Jonas Auditorium
The Connecticut Agricultural Experiment Station
123 Huntington St, New Haven, CT

Join us for an educational and networking opportunity as we discuss the results of the Greater New Haven Regional Collaborative project and seek to develop next steps toward supporting regional agriculture and aquaculture businesses. We invite area agriculture producers, municipal leaders, economic development professionals, as well as local nonprofit and government stakeholders.

For more information, please call 860.345.5977

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**Farm Energy Workshop**

**Feb. 20, 2020 | 3 PM**

Kellogg Environmental Center
500 Hawthorne Ave, Derby, CT

*Snow Date: March 12th @ 3 PM*

Hosted by Southwest Conservation District & CT Farm Energy Program

Are you a farm or rural small business who would like to reduce your energy consumption and costs?

Guest speakers will cover energy efficiency and renewable energy options along with State & Federal incentives including Energize CT, USDA REAP, ZREC, Net Zero, Tax Incentives, and C-PACE. Followed by one on-one time to speak directly with presenters about your specific operation.

Advance registration requested. For questions or to RSVP, call 860.343.3977 or email amaro@ctfarmenergy.org
<table>
<thead>
<tr>
<th>Exercise A.</th>
<th>Answers</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Farmers: How can your business be supported by the Greater New Haven Economic Network?</td>
<td>Email NHV econ dev Emily. Provide direct technical assistance to farmers (soil &amp; water) and educational outreach.</td>
</tr>
</tbody>
</table>
| B. Others: What might your organization do to support agricultural business in Greater New Haven? | Various answers including:
- Work training programs
- Provided direct technical assistance to farmers (soil & water) and educational outreach
- Food systems Hub (small business accelerator)
- Food Hub sales and distribution (3x)
- Soil and Water Conservation Districts
- Regional collaborative group
- Farmland preservation
- Chestnut trees in nature preserves
- Conduit between farmers and COGs
- How to organize farmers regionally
- Advocacy
- “Boots on Ground” assistance
- Consultative support with engineering and sustainability
- Tracking and planning
- Incentives for energy efficiency, process and equipment upgrades, financing
- Robust year-round market (indoor)
- Modernize local food
- Workshops to address challenges and be successful
- Enact policies to support farmers and food-based businesses
- Mapping prime farmland
- Host a Hack
- Knowledge sharing or mutual sharing of ag support
- Climate resilience support to municipalities
- Covered year-round market
- Healthcare for farmers
- Local compost production
- Food processors: canning, pickling, value-added goods
- Agriculture education and advertising (2x)
- Increase SNAP and WIC
- Supplies and storage solutions
- SNAP & FMNP
- Support farmers and Garden of Color (land + training + support)
- School gardens/school food
- Agroforestry
- Land management
Exercise B.- Putting All Our Eggs In The Basket

Construct a list of potential economic strategies to expand agriculture in the Greater New Haven Region. (List in order of importance, 1 being most important)

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Exercise B. - Putting All Our Eggs In The Basket

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#### Inventory Farms

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#### Education/training

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<td>Business ( internship - marketing, product offerings) - comm with Ag Experiment Station</td>
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<tr>
<td>Regional and Local Marketing/Branding: for farm products and food; videos for cooking and food web</td>
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<tr>
<td>Inventory farms and farmers in the state; develop a webpage or app that lists all the farms, their location and their market info</td>
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<td>4</td>
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</tr>
<tr>
<td>Funding and development for local food hubs/aggregator; create a destination marketplace; regional markets; winter markets</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>CT Farm Link; Inventory, map and gain access to prime rural and urban farmland (engage municipalities &amp; land trusts); connect farmers to farmland</td>
<td>1</td>
<td>0</td>
<td>3</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Strengthen regional connections; partner with local and regional specialists; networking between producers and stakeholders; engage non-farming community to avoid conflicts</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Support energy efficiency programs- help farmers' bottom lines and profitability; invest in programming for innovation; identify transportation issues</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Form a regional ag council with representation from each municipality within the COG</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Education: workforce training, ensure expertise, internships, business counseling, workshop funding from farm bureaus, farm labor training/wages, help farmers with GAP and FSMA certifications</td>
<td>0</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Tax exemptions, assistance programs and access to capital; SNAP and WC</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Expand value added food business sector and other complimentary businesses- commercial kitchen access or connections</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Institutional purchasing; engage large institutions (schools, hospitals) to develop priority procurement practices to obtain local foods; Farm to School/Institution</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
</tbody>
</table>
Exercise C.
1. Suggest five farms, organizations, or individuals working within the Greater New Haven Region to participate on the Greater New Haven Regional Agriculture Stakeholder Committee.
2. Who would appoint the Greater New Haven Regional Agriculture Stakeholder Committee?

<table>
<thead>
<tr>
<th>Answers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Suggestions</strong></td>
</tr>
<tr>
<td>SCRCOG (2x)</td>
</tr>
<tr>
<td>Yale/Yale FES/Yale Farm YSFP (3x)</td>
</tr>
<tr>
<td>CT Farm Bureau/Joan Nichols from CT Farm Bureau/New Haven County Farm Bureau (3x)</td>
</tr>
<tr>
<td>Local Farms/New Haven Farms and their member farms/Farmers (7x)</td>
</tr>
<tr>
<td>Farmer- Will Delliacamera from Cecarelli Farm, North Branford (2x)</td>
</tr>
<tr>
<td>City Seed (5x)</td>
</tr>
<tr>
<td>Land Trusts/New Haven Land Trust (4x)</td>
</tr>
<tr>
<td>New Haven Economic Development Department (2x)</td>
</tr>
<tr>
<td>New Haven Food Policy Council (3x)</td>
</tr>
<tr>
<td>CT DoAg (2x)</td>
</tr>
<tr>
<td>CT Ag Experiment Station- does trials of different varieties (3x)</td>
</tr>
<tr>
<td>CT CORE (3x)-Isa Mujahid</td>
</tr>
<tr>
<td>Peels on Wheels Composting, New Haven (2x)</td>
</tr>
<tr>
<td>Love Fed New Haven (3x)<a href="mailto:-ravenamadala@gmail.com">-ravenamadala@gmail.com</a></td>
</tr>
<tr>
<td>Vo Ag schools/Ag School in New Haven/ Common Ground HS (3x)</td>
</tr>
<tr>
<td>Latha Swamy (out of NH)- Genesis Vicente (2x)</td>
</tr>
<tr>
<td>Doreen Abubatat- advocate in <a href="mailto:NewHall-doreenabubatar@gmail.com">NewHall-doreenabubatar@gmail.com</a></td>
</tr>
<tr>
<td>Andy Bozewuto- opening Regional Food Hub in Northford, also beef farmer, also runs trucking business, etc.</td>
</tr>
<tr>
<td>Farmer organizations</td>
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<tr>
<td>Farmer- Joe DeFrancesco III</td>
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<tr>
<td>Farmer- Jay Meollyn</td>
</tr>
<tr>
<td>Farmer- Kirsten Marra/Chris Wellington</td>
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<tr>
<td>Farmer- George Hindinger</td>
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<tr>
<td>Farmer- Ben Burgos</td>
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<tr>
<td>Farmer- Larry Augur</td>
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<tr>
<td>Farmer- Joe Geremia (I have more farmer names- Diane Blais, NRCS)</td>
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<tr>
<td>Major food companies (e.g. Stop and Shop, ShopRite, etc.)</td>
</tr>
<tr>
<td>Diane Blais- NRCS USD-District Conservationist</td>
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<tr>
<td>Shellfish Commissions</td>
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<tr>
<td>Southwest Conservation District- Rep</td>
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<tr>
<td>CT Council Soil and Water Cons. -Rep</td>
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<tr>
<td>Bishops Orchards</td>
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<tr>
<td>In General: Cheshire Greenhouse Businesses</td>
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<tr>
<td>Regional Water Authority</td>
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<tr>
<td>Regional Planning</td>
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<tr>
<td>Trifecta Ecosystems</td>
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<tr>
<td>Roses for Autism</td>
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<tr>
<td>NH Bioregional Group</td>
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<tr>
<td>Oyster Businesses</td>
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<tr>
<td>Greenware</td>
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<tr>
<td>Tom Pinchbeck- Linchbeck Growers</td>
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<tr>
<td>Chain Tevia- H2O Grow</td>
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<td>Bren Smith, Greenwave, New Haven</td>
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<tr>
<td>Bun Lai, Miya’s, New Haven</td>
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<tr>
<td>Municipal Leaders- elected, civil service</td>
</tr>
<tr>
<td>Conservation Districts/USDA/Other State Agencies</td>
</tr>
<tr>
<td>UCONN/UCONN Master Gardeners/ Joe Borelli- UCONN Extension /RMA</td>
</tr>
</tbody>
</table>
Exercise D.
Scripting the Greater New Haven Farm Video
Identify 3 Top Themes:

<table>
<thead>
<tr>
<th>Actors/Feature/Locations?</th>
<th>Animals</th>
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<tbody>
<tr>
<td>NH Farms (2x)</td>
<td>Sheep</td>
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<tr>
<td>NH Land Trust (2x)</td>
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<tr>
<td>Common ground HS</td>
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<tr>
<td>Massaro Comm Farm (2x)</td>
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<tr>
<td>Barberry Farm-Kingsly</td>
<td></td>
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<tr>
<td>Sankow Beaver Brook Farm</td>
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</tr>
<tr>
<td>Trifecta Ecosystems (2x)</td>
<td></td>
</tr>
<tr>
<td>Roses for Autism</td>
<td></td>
</tr>
</tbody>
</table>

Which Animals Should be Featured:

Identify 3 Farm Locations:
Forming a Greater New Haven Regional Agriculture Stakeholder Committee/Council/Commission – Group A

Choose someone to speak for the group’s recommendations:

A) Who? - Network (sounds too loose) Commission would have more legal standing and structure. Validity
   New Haven County Farm Bureau (difficult to get a quorum) – So many different group and commissions (farmer members) – Ag Commission in North Branford.
   Someone from the COG and REX to be liaison to the Council, Someone from
   Stability (add members to the farmers to regularly attend) – Workforce Alliance

B) How are they appointed?

   Establish a goal of the group first and then bring in people that support that goal and mission.
   Bringing food hubs and partnerships?
   Farm to School Organizations (Brigaid – farm to school)
   How to not reinvent the wheel?
   How to have the group rotate responsibilities?
   UConn based – Farm to School – need action plan to implement (involving farmers)
   Food purchasing program – needs to be transparency with contractors

C) Under another organization (umbrella) (who?)
   a. Is there another similar organization that could support the committee/Council?
      i. Organization that has capacity – COG/REX/Farm Bureau/
   b. Or should the region form an independent entity (nonprofit) pluses and minuses? – Possible

D) Who staffs and supports the Committee (funding) – Funding could come from partnered organizations – contributions – grant start up – two diverse groups can balance the organizations – volunteer

E) Who would be the ideal first members to kick off the Organization, Council, Committee off the ground – Food Policy Council – City Seed – Tough to find farmers – (look for young farmers)?

F) How will it be funded? – Greater New Community Foundation

Is the Greater New Haven Agriculture Website a valuable, viable and sustainable practice?

A) Why is it valuable – Yes… People need a place to go. – with Producers- Agri-go tourism difficult
B) Who will maintain and update it weekly or monthly? – link Facebook and Social Media.
C) If the answer to above two questions is yes, recommend a solution
   Keep under one umbrella – multiple task- cost effectiveness rather than scattered – timeliness. That organization would take over the website.

At some point, one person could report to that committee. Some of the agriculture students from UConn (there’s a time and place for students – internship with captive – once that finishes – then who takes the continuity over for the website). (Sound School and Common Ground)

VoAg – Middletown High School and Lyman Hall.) – How to pay for sustaining (living wage)

Colleges – pay through work study program.
GREATER NEW HAVEN AGRICULTURE COLLABORATIVE PLAN

Forming a Greater New Haven Regional Agriculture Stakeholder Committee/Council/Commission – Group B

Thoughts around having a Regional AG Commission in general:

Would be good to have one. As town staff this is the first ag forum attended, helpful to get info, communication is key.

Who are we, what do we do, gets drawn out, needs to be action oriented, not drawn out, steam can be lost with a new board or commission?

A) Who? Farmers, new haven food policy council, variety of ag to include kelp and aquaculture, UConn or CT NOFA in the region, Farm to School Collaborative that in the region.

Define the purpose of the group. Include agriculture and aquaculture, good to have an independent body, besides the government

B) How are they appointed?

If it’s housed under SCRCOG then the members would have to appointed by the mayor and first selectman. May have more authority behind it, but limits on the advocacy. COG could go after specific needs and funding. Foundation funds potentially.

C) Under another organization (umbrella) (who?)

How formal would it be, do you need an organization to do a marketing campaign? REX would be potentially a good fit, are they a non-profit? City Seed, they work with the city to facilitate things, comes down to a capacity issue. People are already on the framework. How to get people who are not already involved. Integrate students from the local Universities in the region. Tap into grants, need a grant writer. Capital generator.

Is there still a need for agriculture advocacy with all the groups in the state now?

a. Is there another similar organization that could support the committee/Council?

b. Or should the region form an independent entity (nonprofit) pluses and minuses?

D) Who staffs and supports the Committee (funding)?

E) Who would be the ideal first members to kick off the Organization, Council, Committee off the ground

Each town has a farmer’s market committee, more direct relation to the customer. City Seed would want to be part of it, famers who would want to volunteer. Ideas of business districts, certain tax districts, as a farm you would pay a tax to help fund this. Direct to consumer, so important, want to sustain and so they have a limit. Farms are doing direct to consumers, cater events, wholesale is frustrating because the stores want the product in their own bag, not the farms bag. Example from a local farm, the produce goes to MA to get packaged and comes back to the region and then local residents don’t necessarily know it’s their own product. Money wasted on transportation, etc.

F) How will it be funded?

Is the Greater New Haven Agriculture Website a valuable, viable and sustainable practice?

D) Why is it valuable

E) Who will maintain and update it weekly or monthly?

F) If the answer to above two questions is yes, recommend a solution

Agritourism, what other things would be helpful to be shown on the map, recreational access, Andrea to share that data layer info. The website is valuable. CitySeed would like to do that and haven’t so think it would be helpful and get it out there; Maintenance of it, automated by getting a company to sponsor the website and have that digital company update it with some regularity, quarterly, monthly, what are they willing to do?: Wholesale market is easier with a broker, volume needed is the issue. Individual school or town is hard because of the labor cost to the farm for delivery. Central distribution is needed, food hub everyone can collaborate. City Seed, New Haven Farms, New Haven Land Trust is interested in that and working towards that in the future. Put Local on your Tray. Commercial kitchen & food incubation.

General comments: Urban areas, policy with SNAP and school food – farming community is struggling to organize around and will have an impact on urban consumers.
GREATER NEW HAVEN AGRICULTURE COLLABORATIVE PLAN

Forming a Greater New Haven Regional Agriculture Stakeholder Committee/Council/Commission - Group C

Choose someone to speak for the group’s recommendations:

If interested in forming this, who would be on it? We will load this worksheet on the screen and the designated person can speak from the sheet.

G) Who?

**Modeled after Lower CT River Regional Ag Council – look at enabling legislation (per Joan with CFBA)**
Farmer representative (variety of growers/producers); receiver of product; farm worker – directly related to industry; Someone who’s trying to access local food (businesses & restaurant industry); someone in health/nutrition (health system in New Haven); Entry level processing/prep industry representative; Lori Martin – Haven’s Harvest - prevent food waste; Quantum Biopower rep – how to deal with food waste; CitySeed; someone from DEEP for regulatory recommendations (Joe Wettemann)

H) How are they appointed?

Member of towns appointed by mayor or first selectman; Member of ag council; Members appointed through the COG; Appointed through the New Haven Policy Council; New Haven Food Commission; Adopt resolution – within, specify who is going to be represented – council of 15 members etc.

I) Under another organization (umbrella) (who?)

a. Is there another similar organization that could support the committee/Council?
   SCRCOG
b. Or should the region form an independent entity (nonprofit) pluses and minuses?
   Majority say no, but possibility. B corp?

J) Who staffs and supports the Committee (funding)?

SCRCOG employees.

K) Who would be the ideal first members to kick off the Organization, Council. Committee off the ground?

Farmer representative (variety of growers/producers); receiver of product; farm worker – directly related to industry; Someone who’s trying to access local food (businesses & restaurant industry); someone in health/nutrition (health system in New Haven); Entry level processing/prep industry representative; Lori Martin – Haven’s Harvest - prevent food waste; Quantum Biopower rep – how to deal with food waste; CitySeed; someone from DEEP for regulatory recommendations (Joe Wettemann)

L) How will it be funded? DOAG Grant? Federal Funding?

Not soft money; DOAG grant initially (similar to RiverCOG) after formulation of group; “Farmers’ Buyers Club” – investment similar to Co-op/CSA/share; Similar to CitySeed (bandwidth fee) for sustainable funding

Is the Greater New Haven Agriculture Website a valuable, viable and sustainable practice?

G) Why is it valuable?

Could be – as long as it’s connected to larger entities; Valuable due its ties to other communities

H) Who will maintain and update it weekly or monthly?

Staff person through SCRCOG – if SCRCOG is fiscal sponsor.

I) If the answer to above two questions is yes, recommend a solution

Tie to schools/educational process – interns
## Regional EDC and Municipal Planner Contact List - July 2018

<table>
<thead>
<tr>
<th>Town</th>
<th>Name</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bethany</td>
<td>Isabel Kearns</td>
<td>Zoning Enforcement Officer/Town Planner</td>
</tr>
<tr>
<td>Branford</td>
<td>Richard Stoecker</td>
<td>Assistant Town Planner</td>
</tr>
<tr>
<td>East Haven</td>
<td>Christopher Soto</td>
<td>Town Planner</td>
</tr>
<tr>
<td>Guilford</td>
<td>George Kral</td>
<td>Town Planner</td>
</tr>
<tr>
<td>Hamden</td>
<td>Matthew Davis</td>
<td>Assistant Town Planner</td>
</tr>
<tr>
<td>Madison</td>
<td>David Anderson</td>
<td>Town Planner</td>
</tr>
<tr>
<td>Meriden</td>
<td>Bob Seale</td>
<td>City Planner</td>
</tr>
<tr>
<td>Milford</td>
<td>David B. Sulikis</td>
<td>City Planner</td>
</tr>
<tr>
<td>New Haven</td>
<td>Michael Piscitelli</td>
<td>City Planner</td>
</tr>
<tr>
<td>North Branford</td>
<td>Carey Duques</td>
<td>Town Planner</td>
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<tr>
<td>North Haven</td>
<td>Alan Fredricksen</td>
<td>Town Planner</td>
</tr>
<tr>
<td>Orange</td>
<td>Paul Dinice</td>
<td>Town Planner</td>
</tr>
<tr>
<td>Wallingford</td>
<td>Kacie Hand</td>
<td>Town Planner</td>
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<tr>
<td>West Haven</td>
<td>David Killeen</td>
<td>Assistant City Planner</td>
</tr>
<tr>
<td>Woodbridge</td>
<td>Betsy Yagla</td>
<td>Assistant Administrative Officer</td>
</tr>
<tr>
<td>EDC - REX</td>
<td>Ginny Kozlowski</td>
<td>Executive Director</td>
</tr>
<tr>
<td>EDC - REX</td>
<td>Barbara Malmberg</td>
<td>Project Manager</td>
</tr>
<tr>
<td>EDC - REX</td>
<td>Sarah Washburn</td>
<td>Tourism Sales Manager</td>
</tr>
</tbody>
</table>
February 13, 2019

Dear Agriculture Producer,

We at CT Resource Conservation and Development (CT RC&D) are working in partnership with the South Central Regional of Connecticut on the Greater New Haven Regional Rural & Urban Agriculture Collaborative; funding provided in part by the CT Department of Agriculture through the Community Investment Act.

In the Fall of 2018, we hosted a Kick Off Meeting in North Haven with agriculture producers and service producers. After a successful turnout with informative input, we are looking to host a second meeting and round table discussion with farmers within the SCRCOG’s fifteen municipalities: Bethany, Branford, East Haven, Guilford, Hamden, Madison, Meriden, Milford, New Haven, North Branford, North Haven, Orange, Wallingford, West Haven, and Woodbridge. Please join us on March 11, 2019 from 5pm – 6pm at Bishop’s Orchards located at 1355 Boston Post Road, Guilford, CT 06437. Following the roundtable will be an informative Farm Energy Workshop from 6pm – 8pm. Enclosed you will find a flyer for the evening.

Additionally, if you are unable to attend the round table discussion but would like to provide feedback, please be sure to give us a call at 860.345.3977 or send us an email at ajohnson@ctrccd.org. We are here to listen to what producers in the region need, and to determine ways to provide assistance to farms during this project. We would be happy to provide you with information or connections to contacts that can provide you with further assistance. The goal of this project is to alert agriculture producers to the opportunities for assistance that is available in the region. This summer, Greater New Haven Region farm videos will be available – look for them! These videos will provide farms in the region with education on neighboring farms who are currently using programs and incentives to make their operations successful.

In the meantime, we are enclosing information about one of our signature programs, the CT Farm Energy Program. Here you can find out more about ways to save energy and money for your farm operation. In Connecticut, there are energy efficiency and renewable energy programs and incentives that you may be eligible for.

We look forward to seeing you on March 11th!

Jeanne Davies
CT RC&D Executive Director
<table>
<thead>
<tr>
<th>FARMER - AGRICULTURE VERIFIED ADDRESS MAILINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Acher Farm</td>
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<tr>
<td>C &amp; S Ranches</td>
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<tr>
<td>Cherry Tree Farm</td>
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<tr>
<td>Clover Nook Farm</td>
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<tr>
<td>Gaetano Family Farm, LLC</td>
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<tr>
<td>Gentle Giant Farm</td>
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<tr>
<td>Joe's Farm, LLC</td>
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<tr>
<td>Kriz Farm</td>
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<tr>
<td>Northern Lights Farm</td>
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<tr>
<td>Rivers Edge Farm LLC</td>
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<td>Shaggyhill Farm</td>
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<td>Saltmeadow Gardens</td>
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<td>Sansone Farm &amp; Sons</td>
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<td>Silver Maiden Herb Farm</td>
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<td>Soffer Egg Farms</td>
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<td>Squaw Brook Company</td>
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<td>Vaiuso Farms</td>
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<td>Amelia's Florist and Farm Market</td>
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<td>Calabro Cheese Corporation</td>
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<td>East Haven Landscape Products</td>
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<td>J.A. Long &amp; Co</td>
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<tr>
<td>Poppa C LLC</td>
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<tr>
<td>Bartlett Land Corporation</td>
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<td>Benton Beach Corp</td>
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<td>Bishop's Orchards Farm Market &amp; Winery</td>
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<td>C W Shellfish LLC</td>
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<td>Christmas Hill Tree Farm</td>
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<td>Eohlpopus I AM Horse</td>
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<td>Forest Products, LLC</td>
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<td>Gozzi Turkey Farms</td>
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<tr>
<td>New England Forest Product</td>
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<td>Oak Ridge Tree Farm</td>
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<td>Roses for Autism</td>
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<td>Lockwood Farm, CT Agricultural Experiment Station</td>
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<td>Schulze Farm/Flowers From The Farm</td>
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<td>Spruce Hill Farm</td>
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<td>The Overlook</td>
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<td>Two Guys From Woodbridge</td>
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<td>Vignola's Farm</td>
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<td>Dolomont Landscaping</td>
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<td>Field House Farm LLC</td>
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<td>Madison Garden Center</td>
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<td>Meredith Farms</td>
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<tr>
<td>Summer Hill Nursery, Inc.</td>
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<tr>
<td>West Wind Farm</td>
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<tr>
<td>ARC of Meriden-Wallingford, Inc</td>
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<tr>
<td>Bobbi Hill Farm</td>
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<td>Connecticut Christmas Tree Growers</td>
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<tr>
<td>Gawel Family Farm</td>
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<tr>
<td>High Hill Orchard Company</td>
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<tr>
<td>J. Ragozzino &amp; Sons, Inc</td>
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<tr>
<td>Joseph Casertano Farm</td>
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<tr>
<td>Kogut Florist &amp; Nursery</td>
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<td>Kogut’s Hemlock Hill Tree Farm</td>
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<td>Meri-Den Farm</td>
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<td>Mountain View Farm</td>
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<td>Muddy Roots Farm</td>
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<td>Ronald E Shoneck Family Farm</td>
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<td>RWR Farm</td>
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<td>Sterling Orchards</td>
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### Greater New Haven Agriculture - Video Filming - Project Spreadsheet

<table>
<thead>
<tr>
<th>Farm Name</th>
<th>Film Date</th>
<th>Address</th>
<th>Farm Contacts</th>
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<tbody>
<tr>
<td>Trifecta Ecosystems</td>
<td>March 22nd</td>
<td>290 Pratt Street, Meriden, CT 06450</td>
<td>Spencer Curry, <em>founder</em>; Eric Francis, <em>founder</em>; Kieran Foran, <em>founder</em>; Anne St. Hilaire, <em>Marketing Director</em></td>
</tr>
<tr>
<td>Bishop's Orchards</td>
<td>*Film late April/early May 2019 (Mon, Wed or Thurs are best)</td>
<td>1355 Boston Post Rd, Guilford, CT 06437</td>
<td>Keith Bishop, <em>owner</em></td>
</tr>
<tr>
<td>Massaro Community Farm</td>
<td>March or April 2019</td>
<td>41 Ford Rd, Woodbridge, CT 06525</td>
<td>Steve Munro, <em>farm manager</em></td>
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<tr>
<td>CW Shellfish</td>
<td>First week of May 2019</td>
<td>426 State Street, Guilford, CT 06437</td>
<td>Chris Walston, <em>owner</em></td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Farm Name</th>
<th>Programs</th>
<th>Contact Name</th>
<th>Contact Email</th>
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</thead>
<tbody>
<tr>
<td>Trifecta Ecosystems</td>
<td>Energize CT, Eversource</td>
<td>Jillian Corley</td>
<td><a href="mailto:jillian.corley@eversource.com">jillian.corley@eversource.com</a></td>
</tr>
<tr>
<td></td>
<td>Eversource</td>
<td>Enoch Lenge</td>
<td><a href="mailto:enoch.lenge@eversource.com">enoch.lenge@eversource.com</a></td>
</tr>
<tr>
<td>Bishop's Orchards</td>
<td>USDA</td>
<td>George Krivda, Director</td>
<td><a href="mailto:Anne.Correia@ma.usda.gov">Anne.Correia@ma.usda.gov</a></td>
</tr>
<tr>
<td></td>
<td>CT RC&amp;D/CT Farm Energy</td>
<td>Amanda Fargo-Johnson</td>
<td><a href="mailto:amanda@ctfarmenergy.org">amanda@ctfarmenergy.org</a></td>
</tr>
<tr>
<td>Massaro Community Farm</td>
<td>NRCS</td>
<td>Diane Blais, USDA NRCS</td>
<td><a href="mailto:Diane.Blais@ct.usda.gov">Diane.Blais@ct.usda.gov</a></td>
</tr>
<tr>
<td>CW Shellfish</td>
<td>Sea Grant</td>
<td>Tessa Getchis</td>
<td><a href="mailto:Tessa.getchis@uconn.edu">Tessa.getchis@uconn.edu</a></td>
</tr>
</tbody>
</table>

**Companion Handout** to the video with UConn Extension

| University of Connecticut   | Stacey Stearns                     | stacey.stearns@uconn.edu                    |
Postcard Mailing to Farmers

*(Also Posted on Social Media Sites)*

**ATTENTION FARMERS**

Check out our NEW educational videos to learn about available services, programs, and incentives to help grow your farm and business!

**HTTP://BIT.LY/CTRCD-YOUTUBE**

**VIDEOS FEATURE:**
- Trifecta Ecosystems
- Bishop’s Orchards
- Massaro Community Farm

---

Funding provided in part by the CT Department of Agriculture through the Community Investment Act | Equal opportunity provider and employer

**Bishop’s Orchards – USDA State Director**
https://www.youtube.com/watch?time_continue=11&v=3xZvex0EeoQ&feature=emb_logo

**Massaro Farms – NRCS District Conservationist**
https://www.youtube.com/watch?v=ycrr_30vmd4&feature=emb_logo

**Trifecta Ecosystems – Eversource/Energize CT**
https://www.youtube.com/watch?v=0Dh9bv5G4ts&feature=emb_logo
Video Companion Handout

Greater New Haven Farm Video Companion Handout

Bishop’s Orchards (bishopsorchards.com)

Started in 1871, this multigenerational farm grows the highest quality diverse mix of fruit and vegetables along with operating an 8,500 sq. ft. farm market, a winery, and a 500 member CSA program that began in 2009. Bishop’s Orchards operates on 313 acres in Guilford and Northford, CT and is one of the few remaining commercial farm operations. Bishop’s is a sustainable farm with the vision of “Preserve and enhance the value of the land for current and future generations and provide exceptional products and services to our customers that emphasize “family, food, and recreation.” Featured in the Greater New Haven Farm Video is Co-CEO, Keith Bishop, member of the 5th generation of Bishop’s Orchards.

Programs & Assistance mentioned in their video:
- Creating Farm Friendly Communities- AGvocate Program (https://agvocateact.org/
  creating-farm-friendly-communities/)
- UConn Extension (http://www.extension.uconn.edu/)
- CT RC&D – CT Farm Energy Program (https://ctfarmenergy.org/)
- Energize CT (https://www.energizect.com/your-business)
- USDA Rural Development Programs (https://www.rd.usda.gov/ct)
  REAP, B&I Program, Value Added Program
- Virtual Net Metering (https://www.energizect.com/your-town/solutions-list/virtual-net-
  metering)
- ZBEC Program – EverSource (https://www.eversource.com/content/ct-c/residential/save-
  money-energy/explore-alternatives/renewable-energy-credits)
- United Illuminating (https://www.unet.com)
- CT Farm Bureau (https://www.cnfb.org/)
- CT Department of Agriculture (https://portal.ct.gov/DOAG)

Massaro Community Farm (massarofarm.org)

Located in Woodbridge, CT, Massaro Community Farm is a nonprofit, certified-organic farm on a 57-acre parcel of land operated collaboratively between the Town of Woodbridge and a Board of Directors comprised of local citizens. The farm started in 2010 and is now in their 10th growing season. Previously a dairy farm that began in 1916 by the Massaro Family (2 generations), the land is now home to a 200 member CSA that operates year-round out of one heated greenhouse, six high tunnels, and acres of field crops. Massaro provides educational opportunities as well as hunger relief with at least 10% of what is grown donated. Featured in the Greater New Haven Farm Video
GREATER NEW HAVEN AGRICULTURE COLLABORATIVE PLAN

is Farm Manager, Steve Munno, who has been at the Community Farm from its inception in 2009.

Programs & Assistance mentioned in their video:
- **USDA NRCS** (https://www.nrcs.usda.gov/wps/portal/nrcs/site/ct/home/)
  Conservation Plan
  Technical Assistance
  Soil Health
  Grazing Systems
  Wildlife
  Forestry
  Conservation Stewardship
  AM-Ag management assistance
  Easement assistance
  Energy Assistance
  Field Office locations
- **CT Department of Ag - Farmland Restoration Program** (https://portal.ct.gov/DOAG/ADArc/ADArc/Farmland-Restoration-Program)

**Trifecta Ecosystems** (trifectaecosystems.com)

Since 2012, Trifecta Ecosystems has been operating an aquaponics farm which is controlled environment agriculture. Originally started by three partners in Glastonbury, CT, Trifecta moved its operations to Meriden, CT and then relocated in 2019 to New Britain, CT. With their mission to create the "City that Feeds Itself", they raise channel catfish which fertilize the greens, herbs, and cooking greens that they grow and sell, and also provide education, programming, and projects to community groups who directly benefit from local food growth. Featured in the Greater New Haven Farm Video is Spencer Curry, CTO and one of three Co-founders.

Programs & Assistance mentioned in their video:
- **USDA & CT Department of Agriculture - Specialty Crop Grant**
  (https://portal.ct.gov/DOAG/Marketing/Marketing/Specialty-Crop-Block-Grant-FB-Program)
- **Energize CT - Eversource New Construction Program**
  (https://www.energizect.com/Agriculture)
- **Energize CT - Small Business Energy Advantage (SBEA) Program**
- **Work Force Alliance - Step Up Program**
- **CT Department of Agriculture - Farm Transition Grant**
  (https://portal.ct.gov/DOAG/ADArc/ADArc/Farm-Transition-Grant-Program)
- **CT Department of Economic and Community Development - Small Business Express**
  (https://portal.ct.gov/DECD/Content/Business-Development/VS_Funding_Opportunities/Small-Business-Express)

Please visit ctcod.org/agriculture for a copy of this handout with links to above mentioned programs and assistance.

Through support from a Connecticut Department of Agriculture Farmland Viability Grant, South Central Regional Council of Governments (SCRCOG) in partnership with Connecticut Resource Conservation & Development (CT RC&D) are working to create a Greater New Haven Rural & Urban Agriculture Collaborative. Part of this project includes the creation of a series of Greater New Haven Farm Videos. These videos are meant to serve as an educational tool and outreach to farmers in the SCRCOG region about available opportunities and programs offered by state, federal and local service providers while building a stronger farmer support network within the region. Funding provided in part by the CT Department of Agriculture through the Community Investment Act.

UCconn is an equal opportunity employer and program provider.
Ongoing reliability with information delivery is critical to the success of a program or project. The program or project website and social media campaign is vital to gaining public trust to inspire frequent use of the website or social media channel. Often, there are competing/uncoordinated web-based information or out-of-date/abandoned websites which are confusing to consumers and suppliers seeking information on produce sales, farm access, tourist events or products available during the season. Trust in Connecticut agriculture is only as good as the information consistently communicated on an ongoing basis. In addition to local geographic knowledge, the public relies on web-based information networks as their link to produce and farms in Connecticut. To date, there exists no single web source for statewide information on Connecticut agriculture and farms open to the public.

Many of the farms have excellent information but gaining a larger audience of consumers to support their product/produce sales can be challenging. There are often multiple websites for information, both locally, regionally and statewide which coordinated could provide a connective template for a Greater New Haven Regional Agriculture website.

The challenge will be assigning a lead entity to coordinate information between websites and methodological issue updates on a Greater New Haven Regional Agriculture website with new and corrected information, accurate regional mapping and contact information.

Toward that objective, CT RC&D as part of the final project plan, capture a domain for the Greater New Haven Agriculture Region and created a website built on collaboration of resources available from other supporting agencies. CT RC&D worked with partners, including EDC-REX, to build an integrated information template of regionally sourced agriculture information. EDC-REX and SCRCOG have worked throughout 2018-2019 to build a geospatial database and maps of locally accessed farms to promote tourism. This is an excellent regional platform on which to build a larger agriculture database to support industrial use of agriculture products, sole-source product information, emergency management and recovery support, food system and farm market information and commodity freight movement.

CT RC&D is committed to maintaining this website from February 2020 to February 2021 so as to provide time for discussion for continued funding toward an entity to sustain the Greater New Haven Regional Agriculture website. 

https://greaternewhavenfarms.org/
APPENDIX B

October 25, 2018
Kickoff Workshop PowerPoint Presentation

Greater New Haven
Regional Rural & Urban Agriculture Collaborative
INTRODUCTION

GOALS
ECONOMICS
MOTIVATE
INFORM
SUPPORT
OUTCOME

This project seeks to bridge partners, stakeholders and farmers to promote, support and expand agriculture in the Greater New Haven Region as an vital trade and industry sector. CTRC&D through funding provided by the CT Department of Agriculture will:

- Guide and Facilitate Meeting Discussion
- Conduct Outreach to Farmers/Businesses
- Produce Marketing & Support Video
- Connect Farmers to CT Farm Energy
- Conduct Two Farmer Workshops w/Partners
- Support Formation of Greater New Haven Agriculture Stakeholder Committee
- Host a Greater New Haven Agriculture Forum

Kick Off Meeting Participants

Northwest Hills COG
CT USDA NRCS
Eversource
UIL
New Haven Economic Development Office
New Haven Planning Department
EDC of New Haven Marketing Division
Clover Nook Farm
CT Farm Bureau
CT Department of Agriculture, Commissioner
CT Department of Agriculture
Town of North Branford Economic Development
Senator Murphy’s Office
UC Conn Extension
SCRCOG
CTRC&D

Southwest Connecticut Conservation District
Roses for Autism/Ability Beyond
Food System Policy, City of New Haven
City Seed
Cecarelli Farm
Love Fed New Haven
CT Edible Ecosystems
USDA FSA
CT Council on Soil and Water
City Seed
CT Dept. of Agriculture - Aquaculture Bureau
MetroCOG
CTRC&D
Bishop’s Orchards
Trifecta Ecosystems
INTRODUCTION

GOALS

ECONOMICS

MOTIVATE

INFORM

SUPPORT

OUTCOME

“Global demand for agricultural crops is increasing, and may continue to do so for decades, propelled by a 2.3 billion person increase in global population and greater per capita incomes anticipated through 2050”

Tilman, Balzer, Hill, Befort, University of Minnesota

• Enable A Greater New Haven Regional Agriculture Stakeholder Committee
• Feel Good About Farming/Farmers Feeling Good About Farming

• Provide Collaborative Education/Support to Region’s Farmers and Farm Businesses
• Advocate Agriculture within Policy, Plans & continue to grow the industry within the region

INTRODUCTION

GOALS

ECONOMICS

MOTIVATE

INFORM

SUPPORT

OUTCOME

Examples of Agriculture Economic Goals for Greater New Haven Region

• Increasing market opportunities
• Assist in training and scaling up agricultural businesses for production, tourism, product development, technological innovation
• Expand value added agricultural opportunities for distribution and marketing, business planning, support business such as dry goods, seeds, implements, equipment, etc.
• Maintaining an appropriate agricultural land base and regulatory environment to support a viable agricultural economy in the region.
GREATER NEW HAVEN AGRICULTURE COLLABORATIVE PLAN

A SAMPLE OF AGRICULTURE BUSINESS PERSPECTIVE IN THE REGION

CT Department of Labor Statistics

Farmer Versatility

CT Economic Development Sectors

GROWING GREATER NEW HAVEN'S AGRICULTURE INDUSTRY

Exercise A – Getting All Our Ducks (or Chickens) in a Row

A. Farmers: How can your business be supported by the Greater New Haven Economic Network?

B. Others: What might your organization do to support agriculture business in Greater New Haven?
GREATER NEW HAVEN AGRICULTURE COLLABORATIVE PLAN

INTRODUCTION
GOALS
ECONOMICS
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MOTIVATE
SUPPORT
OUTCOME

How to Motivate Farmers, Government, Stakeholders and Partners to Collaborate?

Greater New Haven Farmers Forum
How to get farmers off the farm and engage with policy makers and support service partners at a February Farmers Forum?

Policy and Strategies
What quick actions within Greater New Haven will promote engagement and gain the trust of farmers and agriculture businesses?

Example of Regional Support

RiverCOG Regional Agriculture Council
Economic Development Growth Strategy

2017
COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY
for the
SOUTHEASTERN CONNECTICUT ECONOMIC DEVELOPMENT DISTRICT
GROWING GREATER NEW HAVEN’S AGRICULTURE INDUSTRY

Exercise B – Putting All Our Eggs in the Basket

Construct a list of potential economic strategies to expand agriculture in the Greater New Haven Region

➢ Partner with someone next to you
➢ Brainstorm
➢ List Actions and Strategies in Order of Importance
  (5 being the least important and 1 being the most important)
➢ Report Out to Larger Group

INTRODUCTION
GOALS
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OUTCOME

• Greater New Haven Stakeholder Committee – Scripting a Video for Education and Outreach to Farmers and Stakeholders
• Mailing to Farmers and Agriculture Commissions/Councils within the Greater New Haven Region Providing Resource Information
Energy is a major cost for agricultural operations, particularly dairy and greenhouse. There are energy efficiency options farms can use that will impact their operation environmentally and economically. These include labor savings, energy savings, and the ability to better showcase their products.
Exercise C – Chickens Come Home to Roost

Who’s Who List For A Future Greater New Haven Regional Agriculture Stakeholder Committee

- Suggest Five Farms, Organizations or Individuals working within the Greater New Haven Region to participate on the Greater New Haven Regional Agriculture Stakeholder Committee?
- Who Would Appoint the Greater New Haven Regional Agriculture Stakeholder Committee?

Supporting the Farmer as a Business to Promote More Effective Outcomes

- Expand Farm – End User Solutions
- Processing Products – Local Sales
- Food Hub – Regional Solutions
- Increase Business Efficiency & Technology
- Increase Crop – Livestock Productivity
- Regional Marketing/Branding/Promotion
INTRODUCTION
GOALS
ECONOMICS
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INFORM
SUPPORT
OUTCOME

- 2. Farmer Education Workshops
- Outreach to Farmers on CT Farm Energy Solutions & Other Support Programs
- Greater New Haven Farm Video – Marketing & Education
- Supplemental Educational Handout to Video
- Regional Agriculture Networking Forum
- A Potential Greater New Haven Regional Agriculture Stakeholder Committee
GROWING GREATER NEW HAVEN’S AGRICULTURE INDUSTRY

Exercise D – Bring Home the Bacon

Scripting the Greater New Haven Farm Video:
Write Down Your Recommended
• 3 Top Agriculture Focus Areas

Featured Actors:
• Suggest 3 Farm Locations
• Suggest 3 Types of Livestock
• Suggest 3 Types of Production

THINKING OUTSIDE THE BOX
Adapting to the Future of Farming
Greater New Haven Leading the Way
APPENDIX C

February 13, 2020
GREATER NEW HAVEN AGRICULTURE FORUM
Workshop PowerPoint Presentation

Greater New Haven Regional Rural & Urban Agriculture Collaborative
The Work of the Greater New Haven Regional Agriculture Collaborative is made possible with the partnership of Connecticut Department of Agriculture, SCRCOG, CT RC&D, Farms & Partner Organizations.

GOALS
This project seeks to bridge partners, stakeholders and farmers to promote, support and expand agriculture in the Greater New Haven Region as an vital trade and industry sector. CT RC&D through funding provided by SCRCOG & the CT Department of Agriculture would:

- Guide and Facilitate Kick Off Meeting in the region
- Conduct Outreach to Farmers/Ag Businesses
- Produce Educational & Support Video
- Connect Farmers to the CT Farm Energy Program
- Conduct Two Farm Energy Workshops in the Region
- Host a Round Table with Stakeholders To Gauge the Needs of the Region and Possibility of a Regional Agriculture Committee/Commission
- Host a Greater New Haven Agriculture Forum
Supporting Farms as Businesses to Promote More Effective Outcomes

- Increase Business Efficiency & Technology
- Increase Crop & Livestock Productivity
- Regional Marketing/Branding/Promotion
- Regional Agriculture Committee
- Processing Products – Local Sales
- Food Hub – Regional Solutions

Examples of Agriculture Economic Goals for Greater New Haven Region

- Increasing Market Opportunities
- Assist in helping farms scale up their agricultural businesses for production, tourism, product development, technological innovation
- Expand value added agricultural opportunities for distribution
- Maintain the appropriate agricultural land base and regulatory environment to support a viable agricultural economy in the region

ACCOMPLISHMENTS

Stakeholder Kick off Meeting & Facilitated Discussion at SCRCOG (Fall 2018)
Kick Off Meeting Participants

Ability Beyond, Roses for Autism  
Cecarelli Farms  
City Seed  
Common Ground HS/NHEP  
CT Council on Soil and Water Conservation  
CT Department of Agriculture  
CT Department of Agriculture/Aquaculture Bureau  
CT Edible Ecosystems  
CT Farm Bureau  
CT NOFA  
CT RC&D  
Eversource Energy  
Food System Policy, City of New Haven  
Love Fed New Haven  
Massaro Community Farm

Metro COG  
New Haven Economic Development  
New Haven Land Trust  
New Haven Planning Department  
EDC of New Haven Marketing Division  
North Branford Economic Development  
NW Hills COG  
Senator Murphy’s Office  
SCRCOG  
Southwest Conservation District  
Trifecta Ecosystems, Inc.  
UConn Extension- Put Local on Your Tray  
UAF  
USDA FSA  
USDA NRCS

Regional Needs Identified at the Kick Off Meeting

Q. Farmers: How can your business be supported by the Greater New Haven Economic Network?

Answers:
Work training programs  
Support local farms  
Get the word out with marketing  
Push markets  
Marketing training  
Provide a market place for selling

Provide a year long weather safe reliable place for selling- destination  
Increase publicity of GNH Ag  
Increase food incentives for people- SNAP, WIC  
School and non-profit integrity  
Farm tools - tourism
**Regional Needs Identified at the Kick Off Meeting**

Q. Construct a list of potential economic strategies to expand agriculture in the Greater New Haven Region. (Highest Priority)

**Answers with High Priority:**
- Regional and Local Marketing/branding: for farm products and food; videos for cooking and food web
- Inventory farms and farmers in the state; develop a webpage or app that lists all the farms, their location and their info
- Focus on urban farming and community gardening: legislation to support urban, CEA, indoor farming
- Funding and development for local food hubs/aggregator; create a destination marketplace; regional markets; winter markets
- CT Farm Link; inventory, map and gain access to prime rural and urban farmland (engage municipalities & land trusts); connect farmers to farmland
- Strengthen regional connections; partner with local and regional specialists; networking between producers and stakeholders, engage non farming community to avoid conflicts

- Support energy efficiency programs- help farmers’ bottom lines and profitability; invest in programming for innovation; identify transportation issues
- Form a regional ag council with representation from each municipality within the COG
- Education: workforce training, ensure expertise, internships, business counseling, workshop funding from farm bureau, farm labor training/wages, help farmers with GAP and FSMA certifications
- Tax exemptions, assistance programs and access to capital; SNAP and WIC
- Expand value added food business sector and other complimentary businesses- commercial kitchen access
- Connections with institutional purchasing; engage large institutions (schools, hospitals) to develop priority procurement practices to obtain local foods; CSA pickup at the office, Farm to School/Institution

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**ACCOMPLISHMENTS**

**Round Table with Stakeholders (March 2019)**
Facilitated by Jeanne Davies, Executive Director, CT RC&D
Invited Guests from River COG Regional Agriculture Commission (RAC) Janice Ehlemeyer and Walter Adametz
ACCOMPLISHMENTS
Roundtable Discussion & Feedback

- Regional Map – Guilford
- Area needs more regional marketing for farms
- AG or Regional AG Commission is helpful for education and learning from each other
- Regional conservation and development
- No current Department of Agriculture Commissioner is of great concern to producers
- Animal control issues vs. Department of Agriculture
- CT Farm Bureau is a starting point for farms
- Transportation - look to ports for new opportunities, lower costs, freight train options
- Agriculture provides economic development value to municipalities, and it needs to be recognized for its value
- CT Planners Association connection
- Zoning issues, solar as an accessory use vs. special permit and building exemption, adopt town by town uniformity within the region
- Tax Assessors are aggressive in the region
- CT DEEP should value wood as a fair renewable energy resource and encourage a friendly stance towards the issue

ACCOMPLISHMENTS
Farm Energy Workshop (March 2019)

FARM ENERGY WORKSHOP
Learn about programs offered by Greene's CT, and hear presentations by UConn Field Architectural, ECO - Farm Energy Program & Bishop’s Orchards
MARCH 11, 2019 6-8 PM
Hosted by BISHOP’S ORCHARDS
193 Bottor Farms Road, Guilford, CT

ROUND TABLE + PIZZA
Join us early from 6-7 pm for a discussion about agriculture in the region
Hosted by New Haven 2036 Pillar on Sustainability
GREATER NEW HAVEN AGRICULTURE COLLABORATIVE PLAN

GREATER NEW HAVEN AGRICULTURE FORUM
Feb. 13, 2020 | 3 - 5 PM

Coming Up
Farm Energy Workshop
(February 2020)

FARM ENERGY WORKSHOP
FEB. 20, 2020 | 3 PM
BILLINGS ENVIRONMENTAL CENTER - BILLINGS PARK - TERREY, CT
YOUTH OUTFORCEnowrap, INC.
HOSTED BY SOUTHWEST CONSERVATION DISTRICT AND CT FARM ENERGY PROGRAM

Are you a farm or rural small business who would like to reduce your energy consumption and costs?

Guest speakers will cover energy efficiency and renewable energy systems along with State & Federal incentives including: Energy CT, USDA-NEAP, 206C, Energy Tax Incentives, and C-PACT. Followed by one-on-one time to speak directly with presenters about your specific operation.

Advance registration requested. For questions and to RSVP, call 800-454-2017 or email ctpublicenergy@ctdner.org

ACCOMPLISHMENTS
Outreach to Region’s Farms - Several Direct Mailings and Email Blasts to over 200+ Producers that are in the SCRCOG Region

Greater New Haven Region Farms
CT ECO 3.0 is pleased to launch a new initiative that places emphasis on the use of renewable energy in agricultural enterprises. The goal of the Greater New Haven Regional Rural & Urban Agriculture Collaborative is to stimulate investment and facilitate a renewed focus towards improving energy efficiency practices through direct mailings of alternative energy providers and government agencies within the region.

We’d like to make you aware of the kick-off meeting taking place on October 29, 2019. If you’re unable to attend, you will be notified of future networking sessions in CT that we hope you can attend.

The objective is to connect you with the resources and opportunities to improve energy efficiency on the farm. This includes the existing energy programs and other organizations that will provide assistance with renewable energy and energy efficiency projects.

If you have any questions, please contact the CT ECO 3.0. We look forward to working with you!
ACCOMPLISHMENTS

Farm Educational Videos Highlighting Partner Programs & Incentives available to farms in the region

Videos are currently available on CT RC&D’s Youtube Page, CT RC&D’s Website, and on the greater new haven farms new website

ACCOMPLISHMENTS

In Partnership with UConn Extension Companion Handout for Farm Video Series

Companion Handout has live links for easy access to information in the pdf
GREATER NEW HAVEN AGRICULTURE COLLABORATIVE PLAN

Regional Effort - www.visitnewhaven.com

VISIT NEW HAVEN

Fresh from the Farm

Whether you are looking to pick your own fruits and veggies or kicking back with a glass of wine, Greater New Haven has you covered. Click here for the 2019 Farmers Market Schedule.

At Bishop’s Orchards in Guilford (family-owned since 1877), the pick-your-own season starts with strawberries and peppers out with Halloween pumpkins, but the orchard attracts year-round visitors who come to taste Bishop’s fruit wines. Almost every town in the region offers at least one farmers market each summer so you can pick up locally-grown produce.

Paradise Hills Vineyard & Winery is more than a winery, it’s a destination. Set in the countryside of Wallingford, this romantic setting is the perfect place to settle in with friends for a glass of fine wine. Less than a mile away is Governor Vineyard & Winery, in a beautiful setting of 160 acres.

Next Steps

Based on the high number of comments received for increasing the region’s marketing efforts for farms, CT RC&D created a Greater New Haven Farms Website: www.greaternewhavenfarms.org

Website features an interactive map of farm locations in the SCRCOG Region based on the Rex Marketing Project.
GROWING GREATER NEW HAVEN’S AGRICULTURE INDUSTRY

QUESTION & ANSWER

A. Farmers: How can your business be supported by a Greater New Haven Regional Agriculture Collaboration?

B. Others: How can your organization support a Greater New Haven Regional Agriculture Collaboration?

Stakeholder input about regional needs will be included in CT RC&D’s final report for the project to SCRCOG and CT Department of Agriculture.

2020 EXERCISE PRIORITIES

- Funding and development support for local food hubs/aggregator
- Access to land/space - municipal, land trust, private (including utility lands)
- Invest in and strengthen local and regional connections
- Focus on urban farming
- Community gardens - using land towns can acquire low cost, flat roof opportunities, RWA properties/land use
- Form a regional ag council with representation from each municipality within the COG
- Support energy efficiency programs - help farmers’ bottom lines and profitability
- Public directory of all New Haven farmers and farms listed on city website
- Branding - local foods
- Marketing and Education
- Marketing - to consumers, videos for cooking and food web
- Develop mobile phone app for all public market locations and hours, for farmers to upload attachments and products available, for public market status

CONNECTICUT DEPARTMENT OF AGRICULTURE
EDC New Haven
REX
SCRCOG
SOUTH CENTRAL REGIONAL COUNCIL OF GOVERNMENTS
Planning for Our Region’s Future

Yale School of Forestry & Environmental Studies
NRCS
FSA
SCORE
NRCS
Audubon Connecticut
Nature Conservancy
Forest Park

CLEAN CT
COUNCIL ON SOIL AND WATER CONSERVATION
NEW HAVEN FARMS
CAES
CONNECTICUT Farmlink

GROWING & SUPPORTING GREATER NEW HAVEN’S AGRICULTURE INDUSTRY

NEXT STEPS: GROUP EXERCISE

1) Forming a Greater New Haven Regional Agriculture Stakeholder Committee/Council/Commission
   a) Who? How are they appointed?
   b) Under another organization umbrella (who?) or form as independent entity (nonprofit?)
   c) Who staffs and supports the Committee?
   d) How will it be funded?

2) Is the Greater New Haven Agriculture Website a valuable, viable, and sustainable practice?
   a) Why is it valuable?
   b) Who will maintain and update it weekly?
   c) If the answer to above two questions is yes, develop a solution to share.