

### **Agricultural Resource Goals & Objectives:**

#### *Goals:*

1. Identify areas of Dane County suitable for long-term preservation and viability of diverse agricultural enterprises and resources. [Protect / Encourage protection of] those areas for the benefit and use of current and future generations.

#### *Supporting objectives:*

- a. Minimize the amount of land converted from agricultural use to accommodate permitted non-farm development.
  - b. Develop and implement new tools, such as Purchase of Agricultural Conservation Easements (PACE), Transfer of Development Rights (TDR) and conservation subdivisions to meet agricultural resource goals.
  - c. Implement fees and other financial mechanisms to support agricultural preservation efforts and create a disincentive for conversion of agricultural land.
2. Maintain Dane County's status as one of the nation's most productive and economically viable agricultural areas. Keep farming economically viable in Dane County through the 21st century.

#### *Supporting objectives:*

- a. Ordinances and regulations which restrict noise, odors, keeping of animals or other activities that could inhibit typical farm operations should not apply in locally-designated agricultural areas.
  - b. Actively promote and develop direct-marketing alternatives for all agricultural foods and products.
  - c. Develop marketing tools to promote use of Dane County grown goods in local, regional and wider markets.
  - d. Continue and strengthen efforts to educate farmers about cost-saving measures.
  - e. Educate the general public on the value that agriculture production/Agri-Business adds to the Dane County economy.
  - f. Help entrepreneurs plan, start and grow new enterprises that capture value from agriculture.
  - g. Provide information about modern agriculture production to foster understanding and tolerance between farmers and their residential neighbors.
  - h. Consider whether any new county regulations would put Dane County farmers at a competitive disadvantage to farmers in adjoining counties.

3. Maintain Dane County's rural character and preserve the distinct character and physical separation of Dane County communities.

Supporting objectives:

- a. Encourage separation of incompatible uses in rural areas.
- b. Encourage future urban development to be compact, adjacent to existing development and consistent with town planning policies.
- c. Commercial and industrial uses which are not agriculturally related should be located in areas identified for such use and where the full range of public services (sewer, water, fire protection and police protection) can be economically provided.
- d. Reduce scattered rural nonfarm development by encouraging clustering of rural development as part of a town farmland preservation strategy. Provide tools such as conservation subdivisions to accomplish this objective.

### **Agricultural Resources Policies & Programs:**

- 1. Continue and expand assistance and incentive programs as identified in the *Land and Water Resources Plan*, including those related to:**
  - a. education;
  - b. conservation planning;
  - c. technical assistance;
  - d. cost-share;
  - e. financial incentive, and;
  - f. facility design.
- 2. Continue and expand direct services, marketing assistance and on-demand technical assistance provided to farmers through Dane County University of Wisconsin Extension programs to:**
  - a. Educate farmers about new ways they can improve their incomes;
  - b. Provide loans, referrals and business counseling to farmers in a farm-specific program
  - c. Educate farmers about conservation easements as an alternative to development and a way to pass farms on to future generations.
  - d. Hold farming community sharing meetings where farmers can talk to each other about what they do to save costs, etc.
- 3. Design and implement education workshops and distribute materials for farmers, developers, landowners and the general public, including:**
  - a. Educate landowners on their options and alternatives to development (ask non-profits and others to help) – TDR, PDR, etc
  - b. Publicize benefits/drawbacks of conservation subdivisions.
  - c. Develop a publication giving notice to rural home/property owners of potential impacts of ag practices such as road traffic (tractors, etc) and manure odor; require distribution to all new rural property buyers.
  - d. Notify rural residential landowners of farming practices by notices recorded with deeds, surveys or other legal documents .
  - e. Develop and distribute a map of Dane County that illustrates the types and location of agriculture in the county.
- 4. Establish a “Buy Dane County” farm products campaign, that includes the following elements:**
  - a. Develop a Dane County logo to enable farmers to foster local marketing efforts.
  - b. Work with local ad agencies on a campaign for Dane County grown products
  - c. Start a pilot project that tests the feasibility of selling Dane County food products including local institutional markets, grocery stores and restaurants.
  - d. Encourage local purchasing in county food service facilities. Build on current efforts to establish a policy that 10% of food purchases through its Consolidated Food Service be made locally within two years. In addition, the county should support the initiative to create the Courthouse Catering enterprise, which proposes to source 75% of food locally for a cafeteria in the new courthouse.
  - e. Create an electronic web site to market Dane County products over the web.
  - f. Enlist restaurants and grocery stores to showcase county products – establish a government-sponsored council to promote goals.
- 5. Make sure county-funded highway and other transportation improvements and plans take into account the needs of farmers. For example, highway shoulders and crossings should be designed to accommodate farm equipment and minimize safety conflicts with automobile traffic.**

- 6. Include transportation of agricultural goods to market in all long-term planning related to truck, rail, air and other infrastructure designed for freight transport.**
- 7. Establish a Dane County Agriculture Enterprise Development Center to:**
  - a. develop new markets for Dane County products;
  - b. research value-added opportunities for Dane County farmers;
  - c. attract agricultural processing and service facilities to the area;
  - d. coordinate activities with adjacent South-Central and Southwestern Agriculture Development Zones, and;
  - e. pursue private and/or other public sector or nonprofit funds and gradually diminish dependence on County funds.
- 8. Explore the feasibility of a self-supporting Central Agriculture and Food Facility (CAFF) that could provide processing, storage, marketing and office spaces for organizations and individuals involved in local food processing.**
- 9. Support local efforts to create public markets that would provide year-round venues for farmer's markets and additional market opportunities for Dane County farmers.**
- 10. Work to develop viable, affordable options for rural farm families needing health insurance.**
- 11. Continue to support the Dane County Food Council to:**
  - a. help capitalize on Dane County's exceptional assets;
  - b. coordinate efforts to build a stronger local food system;
  - c. advise County government to address food system issues, particularly aimed at strengthening the capacity of the local and regional food system;
  - d. assist in food-related education;
  - e. gather relevant data and information;
  - f. play a coordinating role among groups in the local food system, and;
  - g. develop policies to address food system issues.
- 12. Adopt a permanent, county-wide Transfer of Development Rights program to protect large areas of agricultural land. (See details under Land Resources Policies & Programs.)**
- 13. Develop a permanent, county-wide Purchase of Development Rights (PDR) program to preserve agricultural lands. (See details under Land Resources Policies & Programs.)**
- 14. Revise county zoning and land division ordinances and county and town plans to establish design guidelines that minimize conversion of agricultural land, and support farm operations and agriculture-related businesses. (See details under Land Use Policies and Programs.)**
- 15. Enforce existing penalties under state law for land converted from agricultural use.**
  - a. County Treasurer should collect penalties and distribute to local municipalities.
  - b. County's share of penalties should go to the Dane County Conservation Fund to fund purchase of agricultural easements from interested land owners.
- 16. Work with the DNR & any future water quality planning agencies to establish objective standards for Urban Service Area approvals that take into account potential agricultural impacts.**