

AMERICAN FARMLAND TRUST CELEBRATES

Kentucky Farmland

Save the Date!

American Farmland Trust invites you to help celebrate Kentucky farmland.

Please plan to join us on

Tuesday Evening, November 16, 2004

for a cocktail reception and dinner at the Keeneland Entertainment Center
Lexington, Kentucky

For more information, contact Mary Noonan at (800) 866-5170 ext. 3039 or mnoonan@farmland.org



THE BLUEGRASS Conservancy News

Conserving the Bluegrass forever...

SUMMER, 2004

A LANDSCAPE IN PERIL...A STRATEGIC PLAN TO PROTECT THE BLUEGRASS

The future of the Bluegrass is at stake. The choice is clear — Shall the best soils be dedicated to raising horses or houses?

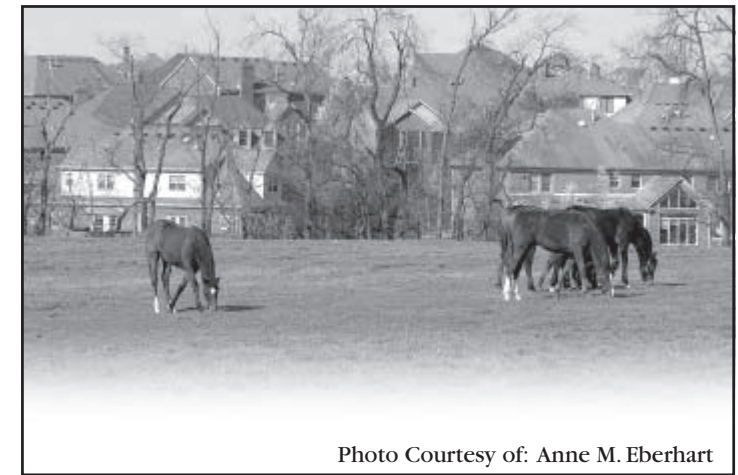


Photo Courtesy of: Anne M. Eberhart

The Bluegrass region is now under attack...Development pressure is tremendous...But it is not yet too late- if we take immediate steps- to insure a worthwhile legacy for future generations." —Mary E. Wharton & Roger W. Barbour

As the only non-profit regional land trust working to conserve farmland in the Bluegrass, we recognize that the next decade is critical to our efforts. We must aggressively pursue our mission to promote the conservation of Bluegrass farmland before it is too late!

Over the last six months, we have looked at other Conservancy models including the Brandywine Conservancy in Pennsylvania and the Piedmont Environmental Council in Virginia as examples of successful conservation efforts. Both these organizations are substantially larger and have accomplished a great deal in a similar climate. The Brandywine Conservancy has protected approximately 40,000 acres in 40 years and the Piedmont Environmental Council, founded in 1972 has played a role in the protection of nearly 190,000 acres. The Bluegrass Conservancy has protected 2396 acres since its inception in 1995 and contributed greatly to the Fayette County Purchase of Development Rights Program which has protected 10,702 acres since 1999.

The question we face in the Bluegrass is how best to increase the pace of farmland conservation to make the strongest impact

possible on this unique landscape in the coming crucial years. To that end, the Bluegrass Conservancy board and staff have worked through the summer to develop a strategic plan to protect the Bluegrass.

As a supporter of the Bluegrass Conservancy, your input and guidance is extremely valuable. Please review the following summary of our strategic plan and share any thoughts or suggestions you may have with us. Margaret Graves, Executive Director, can be reached by email at mgraves@bluegrassconservancy.org and by phone at (859) 255-4552.

GOAL #1: Permanently Conserve a CRITICAL MASS of Remaining Bluegrass Farmland with Conservation Easements. The Bluegrass Conservancy will increase the number of donated conservation easements and support the purchase
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Bluegrass Conservancy
For further information about current projects, please contact the Bluegrass Conservancy at (859) 255-4552.
The Bluegrass Conservancy is a non-profit regional land trust. Our mission is to promote the conservation of Bluegrass farmland. The Bluegrass Conservancy's Board of Directors include:
Helen Alexander, Chair,
Libby Jones, Vice-Chair,
Lucy Breathitt, Lendy Brown, Michael Burns, Robert Clay, Douglas Dean, Laurel Garrett, Hoppy Henton, Nancy Lampton, Boo McDonald and John Phillips. The Conservancy currently holds 2,396 acres of Bluegrass farmland.

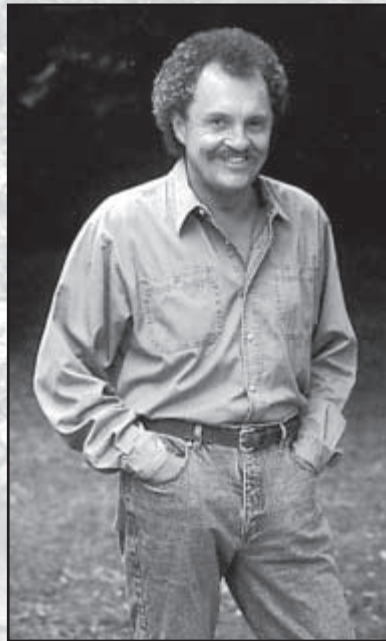
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www.bluegrassconservancy.org
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PROFILES IN CONSERVATION: James Archambeault



The great support of Bluegrass Conservancy members like James Archambeault provide testament to the value of the Conservancy's efforts to preserve Bluegrass farmland. For more than 20 years, James has worked as an independent photographer in the Bluegrass specializing in nature and the landscape. Without the majestic tracts of Bluegrass farmland, Jim con-

cedes he wouldn't have a lot to photograph and for that reason he has been a strong supporter of the Conservancy for many years. He has donated his incredible photographs to our publications and auctions and filled our office with his framed prints so that we may work among beautiful images of the land we are trying to save.

What is your impression of the efforts of the Bluegrass Conservancy?

Whenever beautiful land can be preserved forever, it is a worthy investment in time, energy, and money. The land we cherish is being eaten up by development that has no purpose other than the short-term goal of making money.

I put the Bluegrass Conservancy in the same category as The Nature Conservancy in terms of its cause and ability to convince people that their land should be preserved. If we didn't have the Bluegrass Conservancy so much more would already have been lost and our future would be gone as well.

How significant is our preservation effort to your way of life?

From a photographer's point of view, the more land we save, the better. When I first moved to Lexington to take

pictures, there was nothing but farmland out Richmond Road after you crossed New Circle Road. I can remember driving out that two lane road and into the country. Now everything in the South part of town is filling in, and it is hard to imagine how much land is gone that can never be replaced. I was just driving down Old Frankfort Pike to Viley Road to take some photographs and saw that a new industrial development is there. That was one tract of land I thought would be preserved forever. Fortunately the Bluegrass Conservancy believes that preservation is as important as I do.

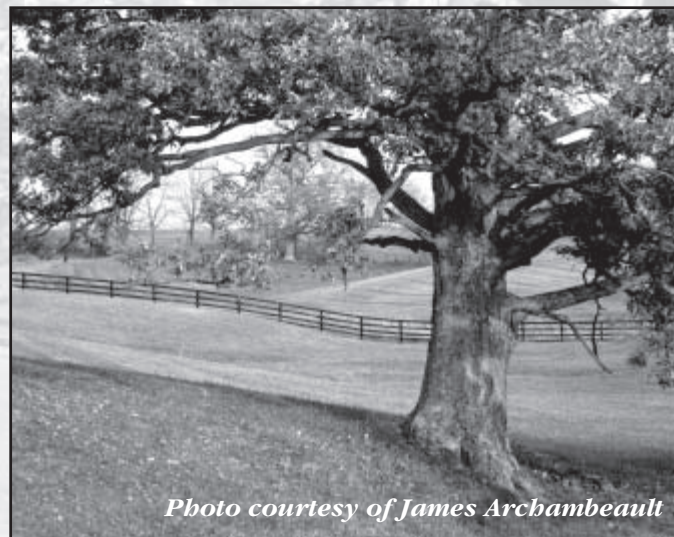


Photo courtesy of James Archambeault

What is your hope for the future of the Bluegrass?

The Bluegrass is very unique in terms of its history. There is no place like it anywhere else in the world. When I compare the Bluegrass area to other areas of preservation importance in the country, I am aware of what a fragile area this is. We don't have land to waste and it does not take very much development to negatively affect us forever. Lexington is not only growing out but the surrounding cities are growing in and the farmland is being choked in the middle of it. John Muir said "in wilderness is the preservation of mankind." The more land we save the future generations, the better off we will all be.



A LANDSCAPE IN PERIL



- Ensure people understand the opportunity they have to leave resources to the Conservancy through their will.
- Continue to host the annual Farmland Conservation Auction.
- Secure grant and foundation support through local and national efforts.
- Grow the membership base by 20% each year. (Of the nearly 500,000 people in the Bluegrass, the Conservancy is currently supported by approximately 450 people.)

- Secure corporate support from all those businesses whose employees are drawn to Kentucky by the way of life advertised through scenic farmland images.

WHAT YOU CAN DO:

- Become a member of the Bluegrass Conservancy and demonstrate your ongoing commitment to farmland preservation by giving every year.
- Give friends and family gift memberships to the Bluegrass Conservancy for special occasions.
- Support us through your business.
- Consider including the Bluegrass Conservancy in your will.

GOAL #4: Develop And Maintain Technological, Staff, And Board Support To Ensure The Bluegrass Conservancy Makes The Strongest Impact Possible.

The current Bluegrass Conservancy staff includes one part-time Executive Director and one full-time Development and Public Education Coordinator. We will expand the staff to five full-time people including an Executive Director, Easement Manager, Education and Advocacy Manager, Development Director, and Administrative Assistant.

The current Conservancy Board includes 12 Board members from five counties. We will expand the current core governing Board of Directors to 15 and establish an Advisory Board of 30-40 individuals with representation from all Bluegrass Conservancy counties.

2,396 Acres Protected by Conservation Easements Held by the Bluegrass Conservancy

- Woodford County: 1,107 acres
- Fayette County: 910 acres
- Clark County: 56 acres
- Jessamine County: 190 acres
- Bourbon County: 133 acres

10,702 Acres Protected by Conservation Easements Held By the Fayette County Purchase of Development Rights Program

CONSERVATION SOCIETY

The Bluegrass Conservancy proudly acknowledges our Conservation Society. Members have given the extraordinary gift of a conservation easement on their land. These leaders in conservation deserve thanks on behalf of all associated with the Conservancy.

Please contact Margaret Graves for information about donating a conservation easement on your land by email at mgraves@bluegrassconservancy.org or by phone at (859) 255-4552.

CONSERVATION EASEMENT DONORS:

- | | |
|--------------------------------|------------------------------|
| Helen C. Alexander | Alice Kinhead |
| Joseph and Mary Carter Family | Mike and Jeanne Owens |
| Mr. and Mrs. Robert N. Clay | Anne J. Parker |
| Mr. and Mrs. Leon Creek | John & Kristina Penn |
| Mr. and Mrs. Hoppy Henton | Dr. and Mrs. John van Nagell |
| Governor Brereton C. Jones and | Dr. & Mrs. Smiser West |
| Elizabeth Lloyd Jones | Mr. and Mrs. Bob Wilson |



A LANDSCAPE IN PERIL

of conservation easements in our seven-county region: Scott, Bourbon, Clark, Madison, Jessamine, Woodford, and Fayette.

- Target the most strategic farmland first. Complete easement transactions in geographic areas identified as high priority by our newly completed Geographic Information System technology maps of each county.
- Establish a landowner education program with a focus on peer to peer recruitment.
- Train professional advisors in the community including attorneys, realtors, landowners, appraisers, estate planners, extension agents, and farm services personnel to understand the value of conservation easements and smart growth.
- Develop a public relations strategy to publicize easement successes more broadly.
- Continue to support the Fayette County Purchase of Development Rights Program's goal to protect 50,000 acres of the undeveloped 120,000 acres of Fayette County farmland.



WHAT YOU CAN DO:

- *Put an easement on your farm and encourage your neighbors to place easements on their properties. Then celebrate as a way to educate others about the power of conservation easements.*
- *Invite us to speak to any interested group that would benefit from further understanding of conservation easements.*
- *Support the Fayette County PDR program by voting for candidates who are in favor of farmland preservation.*

GOAL #2: Be An Effective Advocate For Farmland Preservation.

The Bluegrass Conservancy will continue to advocate for the conservation of Bluegrass farmland and strive to increase awareness of our mission.

- Establish an online activist network of our 2300 person mailing list to serve as an alert for people who wish to be involved in farmland preservation matters.
- Engage in strategic zoning battles that have an impact on Bluegrass farmland.



- Work with strategic partners to secure adequate funding to build, sustain and grow public easement purchase programs.
- Educate political leaders and the general public about why publicly funded programs are a worthwhile investment of tax dollars.

- Work closely with our organizational allies to make the best use of our collaborative resources.
- Dedicate resources to marketing strategies that would increase awareness of our mission.
- Manage a volunteer speakers' bureau to educate as many groups as possible.
- Maximize the educational value of new easement acquisitions, the Cost of Community Services study (proving that Fayette County farmland contributes more in local tax revenue than it demands in public services), GIS maps, upcoming national conferences, and issues such as the 2006 Urban Service Boundary review.

WHAT YOU CAN DO:

- *Be sure we have your email address and stay informed about upcoming land use decisions in your community.*
- *Attend zoning meetings.*
- *Donate space for Bluegrass Conservancy advertisements.*
- *Attend the upcoming conferences hosted by the National Trust for Historic Preservation and the American Farmland Trust.*

GOAL #3: Build A Sustainable Financial Base To Ensure The Health Of The Bluegrass Conservancy For The Long Haul.

In order to meet the challenge of conserving Bluegrass farmland, we must increase our staff and build our resources. Our goal is to build and sustain an operating budget to support a five-person staff.

- Give everyone who has a stake in Bluegrass farmland the chance to participate by giving to the Bluegrass Conservancy.
- Engage people from outside Kentucky who are investing in our farming economy.
- Promote pride in the work of the Conservancy and the permanent impact we have.

Continued on pg. 5



NATIONAL TRUST FOR HISTORIC PRESERVATION

2004 National Conference

Restore America: Communities at a Crossroads
September 28 – October 3, 2004 • Louisville, KY

Registration is now open!

Restore America: Communities at a Crossroads

The National Preservation Conference provides all-important know-how, innovative ideas, and inspiration for persons saving America's historic places and revitalizing communities. The Conference is the premier educational and networking event for community leaders, volunteers, and staff of the historic preservation movement. Louisville, a city known for its diverse historic neighborhoods, beautiful landscapes, and vital commercial areas, is a perfect location to explore the theme, *Restore America: Communities at a Crossroads*.

- Highlight preservation endeavors specific to the South, such as Rosenwald Schools and landscape conservation.
- Share cutting-edge ideas and tactics for financial incentives, neighborhood revival, downtown revitalization, affordable housing, transportation, and organizational development.
- Engage your peers in roundtable discussions to seize opportunities in heritage tourism, historic sites, rural conservation, and preservation advocacy.

The conference offers a rich educational experience that can be tailored by each participant to his/her own interests, an unparalleled opportunity to share issues and tactics with colleagues from across the country, and a chance to bring back to one's own community new knowledge, tools, contacts and inspiration.

For more information visit the NTHP website at www.nthpconference.org or contact the organizers at conference@nthp.org or (800) 944-6847.

AMERICAN FARMLAND TRUST

2004 National Conference

Farming on the Edge: Meeting the Challenge
November 15-17, 2004 • Lexington, KY

Americans treasure our working landscape—the farms, forests and ranches that sustain us. Yet, economic, environmental and land use conflicts increasingly challenge the future of these lands.

Farming on the Edge: Meeting the Challenge brings a diverse group of talented and experienced people together to address these issues. They will share success stories and creative approaches to land conservation, economic development and community planning. The conference will also set the stage for a discussion of U.S. farm policy by reviewing the impacts of current policies and exploring alternatives that could re-shape farm programs for the 21st century.

American Farmland Trust's national conference is a great opportunity to network, to learn a variety of tools, find out what has worked and what hasn't, and engage in debate about priorities. This year, the conference will be held in historic Lexington, Kentucky!

For more information visit the AFT website at www.farmland.org or contact Doris Mittasch at dmittasch@farmland.org or (413) 586-9330.

SPECIAL GIFTS

If you would like to remember a special person or occasion, what better way to honor those who appreciate the Bluegrass than by helping to protect the farmland that makes this area unique?

We accept donations in honor of birthdays, graduations, anniversaries, and other holidays as well as donations in memory of loved ones.

The honoree or their family will be notified of your contribution, so please include a clearly written address.

Please contact Margaret Graves for more information at: mgraves@bluegrassconservancy.org or 859-255-4552.