

Goal 1: Agriculture is visible and valued in the community

	Priority
Strategy 1.1: Increase visibility of local/regional agriculture through direct action	<u>H</u>
A Signage. Post signs at Town entrances gateways showing support for agriculture. .. D, develop signage to identify preserved land. , or otherwise i increase the visibility of agricultural producers through directional signs.	<u>M</u>
B School Engagement. Farm-to-school. Increase the volume of local foods at the public schools through the farm-to-school program. Highlight local foods on school menus, incorporate nutritional and agriculture-based curriculum, provide students experiential learning opportunities through farm visits, taste-tests and composting.	<u>H</u>
C Survey residents every other year on their attitudes towards and knowledge of agriculture in the community (report findings).	
D Hold contests for “buy local” farmers market shopping bags, bumper stickers with Mansfield agricultural slogan, etc.	
E Plan events that get people out onto local farms.	
F Celebrate (awards, dinner, etc.) farmers or others who are making a contribution to agriculture in the community with “farmer of the year” awards or “farmer appreciation” awards.	<u>M</u>
G Feature local products at events such as dinner for sports teams or Festival on the Green.	<u>M</u>
Strategy 1.2: Promote agricultural experiences for the public	<u>H</u>
A Promote <u>agritourism in</u> Mansfield as a key destination for agricultural experiences (w weddings, farm to table event, agriculture and natural resource tourism)	<u>H</u>
B Support, <u>promote</u> and encourage private/family non-commercial agriculture	<u>H</u>
C Support and encourage 4-H and FFA students and projects	<u>H</u>
D Work with UConn to link events like Cornucopia in the fall with Mansfield farmers and agriculture. (<u>For example, T</u> rips to local farms and other agritourism sites, food from local farms, etc.)	<u>L</u>
E <u>Plan events that get people out onto local farms.</u>	
Strategy 1.3: Share information on agriculture-related town policies, activities, products and experiences.	<u>M</u>
A Work with the local newspaper to run weekly or monthly <u>periodic</u> articles <u>and features</u> spotlighting an agriculture enterprise or activity.	<u>M</u>
B Work with the local newspaper to run monthly quizzes / game to increase awareness and knowledge (and dispel myths) about agriculture in Mansfield.	
C Send an annual town side mailer to let people know about the Town’s support of agriculture and why; explain <u>Communicate</u> the fiscal and other benefits of farmland and open space <u>and; explain</u> any new town policies applicable to agriculture <u>to relevant audiences.</u>	<u>M</u>
D Educate realtors and new homeowners about living next to a farm and the Town’s “right to farm” ordinance.	
E Add an “Agriculture Portal” to the Town website that includes a listing of all agricultural businesses, and highlights local agricultural products and experiences.	<u>L</u>

