

## **For Farms & Land Trusts/Conservation Organizations**

### **Logo & Signs:**

Use this logo wherever you see fit! On your website, on social media, on promotional materials like posters or rack cards or stickers. Some examples of promotional materials we've created in the past are included at the end of this document. MFT maintains an inventory of Forever Farms signs to give to farmland owners when they place an easement on their property. Contact Caitlin Hopkins if you need some signs for your farm or the farmers you work with: [chopkins@mainefarmlandtrust.org](mailto:chopkins@mainefarmlandtrust.org)



### **Hashtags:**

Help unify social media posts about protected farms in Maine by using the following hashtags: #foreverfarms #foreverfarm #farmlandprotection #farmlandforever

### **Events:**

Inviting the local community to a recently protected farm is one of the best ways we've found to reinforce the value of protecting farmland. More in our *Forever Farm Event Kit*.

## **For Farmers/Protected Farmland Owners:**

We encourage you to help educate your customers and neighbors about what it means to be a Forever Farm. Add some promotional materials about Forever Farms to your farm stand or in your CSA boxes; display the sign next to your farm sign; host a farm tour or other event and share what it means to be a protected farm property. We've even had farmers make stickers that they could add to their product packaging! If you have an idea but aren't sure how to go about executing it, feel free to get in touch and we can help you brainstorm.

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### **A note about farmer-centric language:**

Over the past few years, MFT has shifted its language to be more farmer/landowner centric, acknowledging the very big decision that each farmland owner makes when they protect their land. For example, we would say: "Farmers Abby and Ben decided to work with Maine Farmland Trust to protect their farm in Dover-Foxcroft," versus "Maine Farmland Trust protected a farm in Dover-Foxcroft."

### **A note about photos:**

We also aim to take promo photos that include the people, to reinforce that connection. In particular, we've noticed photos of the farmland owners holding their Forever Farms sign generate more excitement than photos without people. Of course, sometime the farm owners don't want to be named or don't want to be in a photo, in which case we use a photo of the land instead, or in rare instances, don't promote the project at all. Almost all of the photos we use for press and social media are taken by MFT staff using their smartphone.

### **Sample Press Release/blog post:**

#### ***Historic farm protected in Berwick***

*Berwick.* On February 24th, in a simultaneous transaction, Linda and Jerry Covell signed a conservation easement to permanently protect their 70.5 acre farm, and sold the property to young farmers Jeff Benton and Erin Ehlers.

The Covells have thought about protecting their Berwick farm for years. After working through a number of options with Maine Farmland Trust and [Great Works Regional Land Trust](#), the Covells were able to find a way to protect their farm and ensure that the property will continue to be actively farmed.

The farm includes 31 acres of open field and 40 acres of well-stocked forest. In recent years, the farm has produced hay. Historically, the land was owned by the Emery family and has been operated as a farm since at least the mid-1800s.

"Our family felt blessed to be the first to own the farm after several generations of Emery's stewardship," said Linda Covell. "It became increasingly more important for us to honor the legacy of farming the land they had begun in the 1800's. Maine Farmland Trust partnered with us to help make that happen and we are truly indebted to them for their contribution in conserving this beautiful piece of land for Jeff and Erin and many future generations of farmers."

Jeff Benton and Erin Ehlers will eventually move Benton's Stratham, NH-based organic vegetable farm, Orange Circle Farm, to the Berwick property. Benton currently grows vegetables for a Community Supported Agriculture (CSA) program that serves the southern coast. Erin Ehlers is owner/instructor of Yoga on the Hill in Kittery. For the 2017 season, Benton will continue to farm on leased land in Stratham while he and Ehlers build a house and barn and prepare the fields for the 2018 growing season on the new property.

"We're so grateful that MFT was able to conserve this beautiful piece of land and make it accessible to us," said Benton. "Farming on leased land has had its benefits over the past few years, but we're really excited to be able to start making long term investments in the diversity and infrastructure on the farm."

With the closing of this conservation easement, MFT and Great Works Regional Land Trust have now protected a total of 515 acres on Blackberry Hill Road.

### **Sample Social Media Posts:**

Yesterday David and Billie Jo Krebs closed on an easement to protect their 490-acre dairy farm in Starks. David's parents purchased the property in 1965 and milked over 100 cows. Today David runs the farm

with his sister, Patty, and together they milk 60 cows and sell bulk milk to Organic Valley Coop and Agrimark/Cabot. The Krebs' farm is in Starks, a rural agricultural community surrounded by farmland, and is now one of several protected farms in the area.

#foreverfarms #farmlandprotection #farmlandforever #mainefarms