

WORKSHOP REPORT

The Future of Working Cultural Landscapes: Parks, Partners, and Local Products

October 21-22, 2008



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Workshop convened by:

NPS Conservation Study Institute
Marsh-Billings-Rockefeller National Historical Park
Shelburne Farms National Historical Landmark
QLF/Atlantic Center for the Environment
Cuyahoga Valley National Park
Cuyahoga Valley Countryside Conservancy



Context for the Workshop

The landscape character of many parks and protected areas has been shaped by generations of land use and traditional systems of production that created a distinctive sense of place.





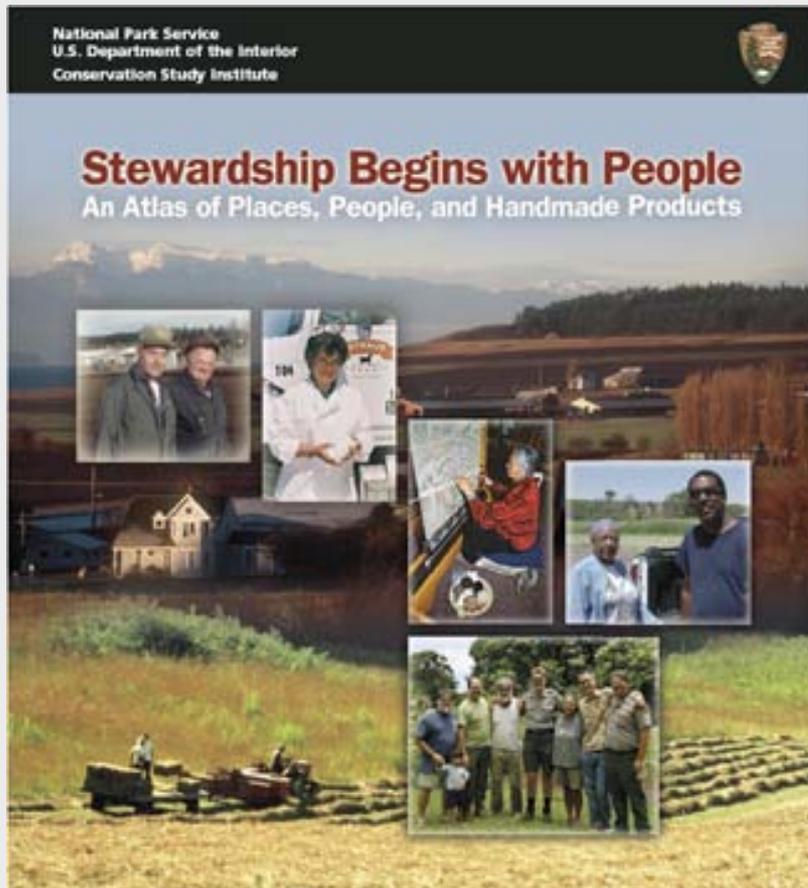
Today, many of these traditional land uses and their related products are being rapidly destabilized, displaced, and lost. The speed and scope of change is unprecedented.

With a sense of the urgency to conserve working landscapes, this is a time to rethink our paradigm for conservation.

There is an opportunity for national parks, partners, local communities, and producers to work together in new ways to conserve working cultural landscapes.



This workshop builds on the 2007 publication
Stewardship Begins with People:
An Atlas of Places, People, and Handmade Products



The objectives of the *Atlas*:

- Recognize people practicing stewardship that is sustaining landscapes and living cultures
- Demonstrate the relationship between people, special products, and landscapes
- Model sustainable behaviors
- Enhance alliances between parks, producers, and communities
- Build a network of parks and partners involved in this work

Workshop Objectives

- Share innovation, experiences, and best practices
- Discuss new approaches and partnerships to protect landscape character and promote sustainability
- Establish a network of park managers, cooperating partners, and producers
- Identify opportunities to advance this work



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Workshop Participants

National Park Service

- Appomattox Court House National Historical Park
- Marsh-Billings-Rockefeller National Historical Park
- Carl Sandburg National Historic Site
- Minute Man National Historical Park
- Champlain Valley National Heritage Partnership
- Monocacy National Battlefield
- Chattahoochee River National Recreation Area
- National Capital Parks – East
- NPS Conservation Study Institute
- Point Reyes National Seashore
- Cuyahoga Valley National Park
- Potomac Heritage National Scenic Trail
- Erie Canalway National Heritage Corridor
- Sleeping Bear Dunes National Lakeshore
- Fort McHenry National Monument
- Thomas Stone National Historic Site
- George Washington Birthplace National Historic Site
- Wrangell–St. Elias National Park and Preserve
- Grant-Kohrs Ranch National Historic Site
- Great Smoky Mountains National Park
- Hampton National Historic Site
- Hubbell Trading Post National Historic Site
- Indiana Dunes National Lakeshore
- James A. Garfield National Historic Site
- NPS Chief Historical Architect
- Chief of Concessions, Midwest Region
- Office of Cultural Resources, Midwest Region

Italian National Parks

- Parco Nazionale Dolomiti Bellunesi

Partners, Cooperating Associations, and Concessioners

- Accoceek Foundation
- McCarthy Area Council
- Alice Ferguson Foundation
- National Parks Conservation Association
- Alliance for Local Sustainable Agriculture
- Preserve Historic Sleeping Bear
- Cobb County Parks
- PRIZM, Inc.
- Cuyahoga Countryside Conservancy
- QLF/Atlantic Center for the Environment
- Cuyahoga Valley National Park Association
- Renewing America's Food Traditions
- Eastern National
- Shelburne Farms
- Great Smoky Mountains Association
- Western National Parks Association

The Future of Working Cultural Landscapes: Parks, Partners, and Local Products

Workshop Findings

1. Urgency for conservation
2. Opportunities and promising trends
3. Cooperation among the NPS, partners, and communities
4. Next steps to encourage stewardship of working cultural landscapes





1. Urgency for conservation of working cultural landscapes



- Loss of regional identity, distinctiveness, and character
- Fragmented landscapes
- Unraveling of traditional social/economic relationships to the land and loss of special products of place
- Loss of biological diversity
- Loss of context for stories linking people to the land and an estrangement from the landscapes that sustain us
- Concerns for climate change and food security

2. Opportunities and promising trends associated with working landscapes

- Emergence of the concept of cultural landscapes
- Recognition of the role of people and cultural traditions in creating and sustaining working landscapes
- Recognition that working cultural landscapes are often reservoirs of agrobiodiversity (including heirloom species)



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2. Opportunities and trends, cont'd

- Growing attention to value-added artisanal products and locally-grown foods
- Interest in identifying local products with particular landscapes
- Interest in building community and engaging youth



3. Cooperation among the NPS, partners, and communities

Working together, national parks, partners, and communities can:



- Demonstrate a more harmonious way of relating to the land
- Interpret and highlight sustainability initiatives and model innovative stewardship of landscapes
- Provide a consistent message to park visitors in offering programs, products (food and other items for sale), and transportation that connect to place and sustainability
- Offer an alternative vision whereby visitors can see a more desirable future and rediscover the values associated with working cultural landscapes
- Make use of the NPS’s “power of demonstration” to enhance the visibility of landscape conservation efforts.



Next Steps to Encourage Stewardship of Working Cultural Landscapes

- Create opportunities for practitioner exchange and learning around best practices in conservation of working landscapes
- Expand the network of practitioners/producers and identify network role(s) in enhancing and supporting landscape conservation efforts
- Encourage/support efforts within national parks to offer local products, foods, and services that support sustainability and landscape conservation
- Explore potential criteria and/or branding system(s) to encourage product authenticity and sustainable practices across national parks
- Continue/enhance international relationships and opportunities for practitioner exchange between countries
- Co-sponsor and engage park interpreters in regional festivals that offer opportunities to educate the public about cultural/culinary traditions, bridge cultures, and support local foods and products of place
- Share the workshop message widely

Sharing Best Practices I

Cuyahoga Valley National Park

John Debo, Superintendent

Cuyahoga Valley Countryside Initiative

Darwin Kelsey, Executive Director CVCC





The Need

Until the Countryside Initiative was established, the park was losing its most valued resource: a vibrant working agricultural landscape.



The goal of the Cuyahoga Valley Countryside Initiative: to preserve the [park's] agricultural landscape, populated by real people, pursuing financially viable and environmentally sustainable farm enterprise in a manner consistent with the highest standards of National Park Service cultural and natural resource stewardship.





The Countryside Initiative is managed by the Cuyahoga Valley Countryside Conservancy in partnership with Cuyahoga Valley National Park

Connecting the Dots...





Cuyahoga Valley Countryside Initiative: How It Works

- NPS rehabilitates farmhouse and farm structures (objective to reinvigorate 20 old farms)
- Prospective farmers apply for a 60-year lease to farm within the park; the lease is transferable subject to park approval
- The Countryside Conservancy oversees day-to-day operations of the Initiative (including recruiting farmers and marketing), coordinating with the park and with farmers
- NPS reviews farm plans and improvement proposals and ensures environmental/historic preservation compliance
- Farmers develop/implement farm plans and maintain farm property; they pay rent and make capital investments
- Initiative includes periodic networking activities

Greenfield Berry Farm

Daniel & Michele Greenfield

- Pick-your-own
- Blueberries, strawberries, raspberries
- Leased in 2005
- CSA in 2008
- Offer working shares
- Participate in NPS school programs
- Planning a curriculum on bee-keeping and the farm's ecology



Goat Feathers Point Farm

Terry & Cindy Smith



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- Heritage-breed meat goats, turkeys, and chickens
- Leased in 2005
- 70 breeding does (2007), plan 200 goats & turkeys annually
- Sell from farm, occasionally at farmers markets
- Use local processors (some goat meat goes to restaurants)
- Participate in NPS education programs



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Basket of Life Farm

Eric & Heather Walters

- CSA vegetable farm, leased in 2005
- Currently 30 shares (waiting list 180); plans 75-80 shares
- Plans greenhouses in back fields, more traditional farming in front fields
- Buy seeds to support preservation of heirloom species
- Second house on property, planning a commercial kitchen and classes (canning, cooking, gardening)
- Participate in NPS educational programs



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Sharing Best Practices II

Education Case Studies



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Marsh-Billings-Rockefeller National Historical Park

Christina Marts, Resource Manager

Shelburne Farms National Historic Landmark

Megan Camp, Program Director

Minute Man National Historical Park

Leslie Obleschuk, Chief of Interpretation and Education

Marsh-Billings-Rockefeller National Historical Park



The park models sustainable practices (e.g., a 550-acre working forest, and the LEED-certified Forest Center)

The park's working forest is certified by the Forest Stewardship Council; all products carry the park/FSC brands and demonstrate:

- association with place
- regional craftsmanship
- good woodland practices
- conservation and local sustainable development



Case Study: A Forest for Every Classroom



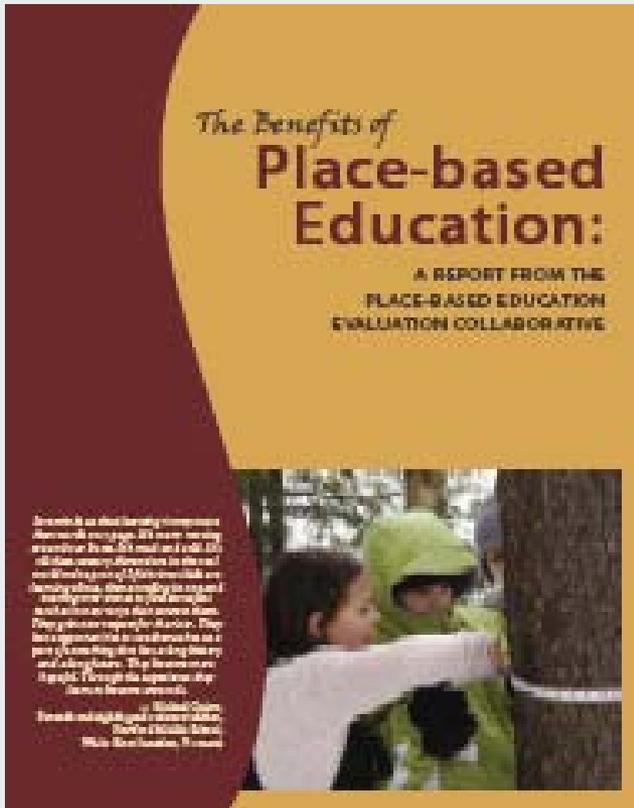
Vision: If students are to become responsible decision makers, they must understand local places/ecosystems, and have educational opportunities to practice stewardship in their own communities.



- multi-disciplinary, field-based professional development for educators that integrates best practices in place-based education
- year-long training to ensure that teacher learning transfers to classroom practice
- integrates community engagement and service-learning opportunities
- sustained professional support in subsequent years through alumni workshops, networking, and a fellows program



A Forest for Every Classroom...



...was one of five place-based education programs that collaborated in an evaluation to assess the outcomes of place-based programs. The evaluation found that:

- connections were forged between school and community
- teacher practices improved
- student knowledge, motivation, and skills for stewardship increased
- student attachment to place grew

Shelburne Farms

National Historic Landmark

- Cultivates a conservation ethic through educational programs and on-site demonstration of stewardship that is environmentally, economically, and culturally sustainable
- Programs increase appreciation of natural and agricultural resources and working landscapes, and encourage ecologically literate choices that contribute to sustainability
- Produces an award-winning farmhouse cheddar that uses fresh, raw milk from the farm's purebred Brown Swiss cows



Vermont Food Education Every Day (FEED)

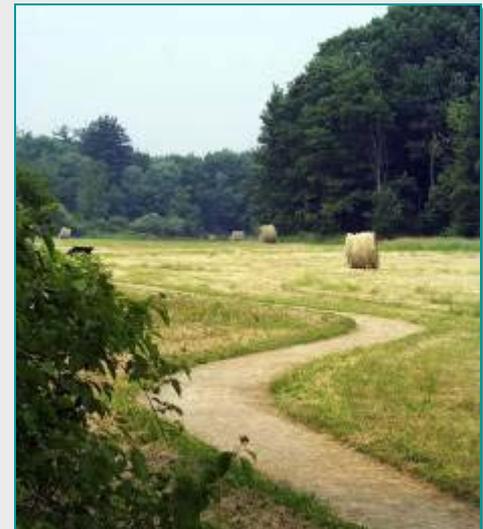


- Collaborates with schools to rebuild healthy food systems and link classrooms, cafeterias, local farms, and communities
- Works with farmers as educators:
 - engage as farm mentors'
 - pay to host field trips
 - bring farmers together to share strategies
- Cafeteria program buys local food to align cafeteria with what is being taught in classroom
- Experienced challenge getting program into schools; had to build in standards



Minute Man National Historical Park

- Park was historically farmland, with a farming tradition reaching back to colonial times
- Farming and connections to farmers were lost when park was created in 1959; now working to re-establish farmland within the park
- Farmers don't own farmland, but operate through special use permit (SUP)
- SUPs a short-term means to keep landscape open, but park plans future switch to leasing



Minute Man NHP: Battle Road Farms

- Collaborative project to sustain agricultural use and maintain colonial-era landscape
- Farm-based education program encourages visitors to think how lessons of colonial agrarian life apply to their own actions today
- Program expands interpretive and educational opportunities and engages local communities and new audiences with a story that is relevant today



Sharing Best Practices III

Branding Case Studies



NPS Concession Program

Kurt Rausch, Consultant, PRIZIM Inc.

Hubbell Trading Post National Historic Site

Anne Worthington, Superintendent

Grant-Kohrs Ranch National Historic Site

Laura Rotegard, Superintendent

NPS Concessions Operators...

are interested in branding because environmental sustainability is good marketing

A brand can:

- Assure quality and authenticity
- Show that an operator is doing certain things
- Assure the NPS that the operator is meeting environmental management requirements



Different certification levels

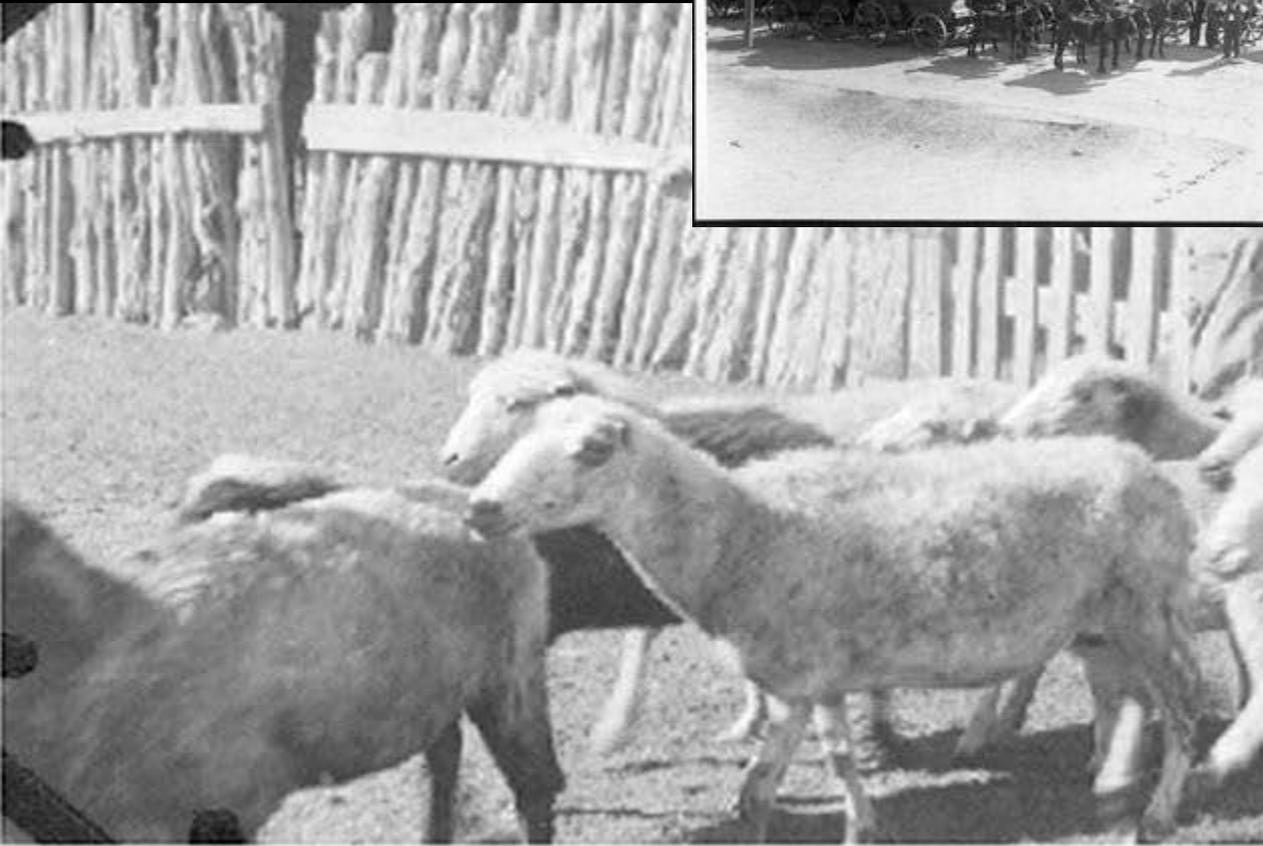
Program level certification, such as:



Product certification, such as:



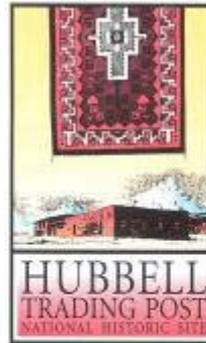
Hubbell Trading Post National Historic Site





Navajo Weavers

Each rug has a certificate of authenticity, with the weaver's photo, bio, and name of home community, thus adding value associated with craftsmanship and sense of place.



Genuine Navajo Rug
• Certificate of Authenticity •



Weaver Joann Shorty

The park supports the local Navajo community by...

- Reintroducing farming within the park
- Using farming to interpret important traditions such as planting corn in the traditional manner
- Partnering to bring back traditional Churro sheep
- Hiring local youth to help with haying



...and by workshops that help to preserve traditional activities such as shearing and dyeing





Grant-Kohrs Ranch National Historic Site



“...how we manage grass and what depends upon it...”



Dutch "K" horse brand
 CK cattle brand
 GK National Park brand
 for horses and cattle
 ("Lazy G, Hanging K")

Value Added Feasibility Study

Montana State University Business School senior thesis project to identify value-added opportunities for beef from ranch cattle

- 10 calves
- GK Jerky
- GK Cuts – from grass-fed beef
- GK tanned products





Hitching Horsehair



Cows and Weeds Program

2004 – 18 heifers taught to select non-native invasive plants in balance with grass

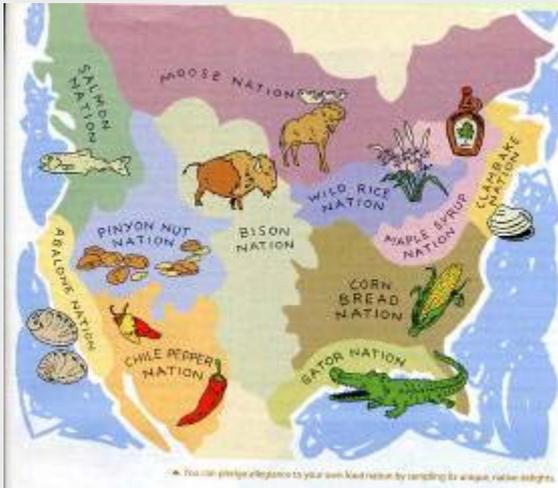
2008 – 26 animals kept 400 acres in check for 3 species (1/3 of herd, 1/4 of grassland)

2009 – 14 new heifers to be trained



Keynote Presentation I

National Parks and Neighboring Communities and Their Collaboration in Conserving and Promoting Place-based Heritage Foods



Gary Paul Nabhan

Founder

Renewing America's Food Traditions

Collaborations that cross the boundaries between conservation and use can:

- promote lasting stewardship practices and authentic heritage products that help keep stewards on the land, thereby enhancing sustainability of the larger working landscapes in which national parks and heritage areas are nested
- honor traditions while encouraging innovations that exemplify the best practices for promoting place-based sustainability
- identify and lower barriers now keeping parks from fully participating with local neighbors and partners to advance such collaborative conservation of nature and culture
- reinforce, sustain, and expand the network of park managers, farmers, ranchers, chefs, nonprofits, cooperating associations, concessioners, consumers, and others dedicated to such collaborations



To foster conservation and sustainable working landscapes without risking ecological, cultural, or human health, the NPS and partners can ally themselves with the rapidly-growing (and like-minded) local and heritage food movements.

- 22% rise/year in local food sales since 2000
- \$2 billion in 2002, up to \$5 billion in 2007
- 1,755 farmers markets in 1994, over 4,400 now
- 60 CSAs in 1990, more than 1,700 CSAs today

LOCAL FOOD MOVEMENT TIMELINE

TRACKING PROGRESS AND CHARTING NEXT STEPS

1986-1990.....
First community-supported agriculture (CSA) project in the U.S. begins in Western Massachusetts; by 1990, CSAs grow to 60.

1990-1994.....
Only 1755 farmers markets in U.S.; **Chefs Collaborative** founded "to celebrate local foods and...a more sustainable food supply that supports local economies"; Pennsylvania Association for Sustainable Agriculture (**PASA**) direct-markets rural-farm produce to nearest urban restaurant markets.

1995-1999.....
Vermont Fresh Network launched; Wendell Berry promotes local foods in *Reverence*; "Coming into the foodshed" released by Roppenberg et al.; Kellogg Foundation launches the *Fields of Hope*, which evolves into the **FoodRoutes Network** of "Buy Local" face initiatives; **LocalHarvest** website launched in California by Payet CSAs; "Be a Local Hero" campaign begins.

2000-2001.....
Local foods sales barely reach \$2 billion/year in U.S.; *Slow Food* opens U.S. office in New York; **Food, Fuel & Freeways** by Rich Ping, Timothy Van Rey, Katherine Emrayer and Ellen Cook, released by Landoll Center; **Findng Food in Farm Country** by Ken Weber and Jan Rosales shows local food systems could recapture \$200 million annually lost from SE Minnesota; *This Organic Life* by Joan Gascoff released; *Coming Home to Eat* by Gary Nabhan released.

2002-2003.....
Farm Bill includes provisions to use "locally produced foods for school meals to the maximum extent practicable & appropriate"; direct marketing of local foods allows Oregon farms to increase to 40,053 from 28,753 in 1999; *Bringing the Food Economy Home* by Helena Norberg-Hodge released; *Eat Here and Home Grown* by Brian Halweil and Sarah Watson released.

2004-2005.....
Over 1700 CSAs are up and running, but U.S. temporarily becomes a net importer of food; the first **Edible Communities** magazine are launched; *Renewing America's Food Traditions* brings together 5 non-profits to revive locally-adapted seeds, breeds, and foodways; "Eat Local Challenge" launched by Leaveone in several cities and on many websites.

2006-2007.....
Farmers markets grow to 4385, with 22% rise in local foods sales in U.S. (topping \$5 billion/year, up from \$2 billion in 2002); *Omnivore's Dilemma* by Michael Pollan released; *Animal, Vegetable & Mycote* by Barbara Kingsolver, Steve Hopp and Camille Kingsolver released; *Plenty/100 Mile Diet* by Alisa Smith and J.B. MacKinnon released; *Yes!* magazine's 50th issue says "So Local!"; *Time* cover story, "Local Versus Organic" by Cloud; **RAFT American Heritage Picnic** features the recovery of rare local foods in five states; ... and **New Oxford American Dictionary** names "locavore" the word of the year!

2008-2009 WISH LIST.....

1. Ensure that food initiatives deepen and inspire efforts to strengthen local economies and regional networks!
2. Make "American Heritage Picnic" a national holiday and bring rare, local heritage foods back to our tables!
3. Document, fairly trade, and savor the unique culinary riches at our own doorsteps and keep them GMO-free!

Compiled by Renewing America's Food Traditions (RAFT)

The NPS can guide those engaged with promotion of place-based heritage foods into more deeply addressing issues such as...

- authenticity
- indigenous and ethnic rights to resources
- sustainability
- historic interpretation
- links to biological conservation and restoration

...while also phasing out all fake heritage products and assisting producers struggling for ecological and economic sustainability



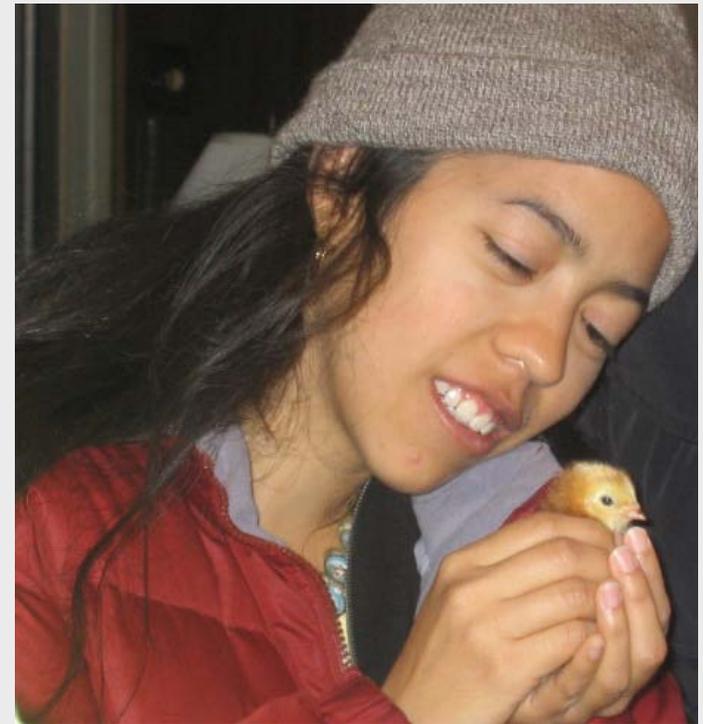
Opportunities for the NPS to advance such work while keeping with its mission:



- Collaborate to document, interpret, and celebrate unique foods, artisanal products, and traditions
- Ally with diverse cultural stewards of heritage foods and associated traditions
- Engage historic food operations in communities neighboring national parks to support sustainability and authenticity
- Engage park interpreters in educating the public on cultural/culinary traditions that span borders/cultures
- Collaborate with neighbors to use park orchards as repositories of local “heirloom” species



More than ever before, we need to recruit young stewards to re-adapt and re-localize food production to the particulars of place...



...and establish new regional markets for place-based heritage breeds that better support the livelihoods of land stewards

We must keep our eyes on the larger conservation dilemma:

Our food footprint has been 46% of our ecological footprint, but we'll *never again* pump as much fossil fuel and water to grow our food and move it field to table.

In place of fossil fuel and groundwater, we need to return to the following resources and values to sustain food production:

- The *biological wisdom* in food biodiversity adapted to place.
- The *cultural wisdom* in traditional agro-ecological know-how.
- The *local resources* (manure, rainfall, beneficial insects, native pollinators, etc) that can replace imported inputs.



The fate of America's food diversity and rural traditions is in our hands and in our parks



- The ongoing Atlas of Places, People & Handmade Products is a “*memory bank*” of our traditions of food-getting and other subsistence activities to reserve for future use
- Parks and heritage areas are *in situ* “*seed & breed banks*” of adapted genetic stocks for place-based farming that may soon be needed again for food security

Keynote Presentation II

The Future of Working Cultural Landscapes: The Experience of Dolomiti Bellunesi National Park and Parks of Latium

Enrico Vettorazzo

Office of Environmental Education
Parco Nazionale Dolomiti Bellunesi
Italy



Dolomiti Bellunesi National Park



- 32,000 hectares in size, with nearly 103,000 people in 15 townships
- Transition zone between alpine and pre-alpine landscapes
- Most extensive wilderness area in northeastern Italy

Park goals:

- Preserve nature
- Apply management that integrates people with the natural environment
- Preserve anthropological, historical, and architectural values and traditional activities
- Provide education, scientific studies, and recreational activities



The park's long-term economic/social plan, developed with local residents and officials, identifies actions that benefit communities inside the park and in the bordering territory. As part of this plan, the park uses its mountain pastures to demonstrate sustainable economic activities.

Project: Model “Shepherd’s Hut”

Cattle traditionally grazed the park’s mountain pastures. If the tradition ceases, the landscape will be different. The park is making financial investments to maintain/recover the mountain pastures, including:

- Up to five shepherd’s huts
- New dairy systems and open stables for overnight cattle shelter
- Use of alternative energy, including biomass
- Application of organic biotechnical methods
- Agrotourism activities and education



Project: “Cultivated Biodiversity”

Two concerns prompted the Cultivated Biodiversity Project:

1. Erosion of plant and animal biodiversity (e.g., 80 percent of Italy’s apples belong to 3 varieties)
2. Loss of the heritage of traditional cultivation techniques as surviving witnesses pass away

Through the project, the park:

- Maintains a network of “informer farmers” and “keeper farmers”
- Preserves ecotypes through keeper farmers, nursery activity, and “catalogue fields”
- Promotes “Carta Qualità” branding to support commercial development



Park Participation in Branding

Carta Qualità



parco nazionale dolomiti bellunesi

- Grant of park logo, based on meeting standards to ensure quality and authenticity
- Available for foods, tourism/hospitality, commerce, handicrafts, services

Natura in Campo (regional park agency brand)



- Brand is free to producers of agricultural food products who guarantee quality/sustainability of farming activities and meet environmental/landscape/traditional practices criteria
- Objectives of branding program:
 1. Increase value of agricultural products in protected areas
 2. Promote and market products
 3. Create “educational farms” where visitors may experience agricultural activities

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This presentation was prepared by the Conservation Study Institute; for more information, contact stewardship@nps.gov