



MARIN AGRICULTURAL LAND TRUST NEWS

P R E S E R V I N G M A R I N C O U N T Y F A R M L A N D

Spring 2007

Volume 23 Number 1

TOMALES FARM & DAIRY LANDMARK RANCH RESCUED FROM POTENTIAL DEVELOPMENT IN UNIQUE PARTNERSHIP

All's quiet on a frosty January morning in Tomales where some four dozen red, white, and roan Shorthorn cattle graze in a broad pasture in the shadow of oak trees not far from the Tomales High school football field.

The cows have a contented look—they're pregnant with calves that will be born this spring. The grass-fed herd belongs to the Hall family's Long Meadow Ranch, a partner with John Williams in Tomales Farm &



Dexter Roberts

Dairy which purchased the former Cerini Ranch about a year ago. This 178-acre portion of the ranch was permanently protected for agriculture at the end of 2006 in a unique partnership with the landowners, the State Coastal Conservancy, and MALT.

As a gift to the community, Long Meadow Ranch and Williams donated 70 percent of the easement's appraised value while MALT paid \$1 million for the balance. Of this amount, the Coastal Conservancy provided \$500,000 and MALT members and supporters contributed the remainder. The owners have also conveyed an option to MALT to acquire an easement on another 215 acres of the property for substantially less than its appraised value.

"We're very proud and privileged to contribute to the preservation of West Marin farmland by eliminating 10 housing sites and ensuring that the beautiful approach to that valley is preserved," said Ted Hall of Long Meadow Ranch.

Due to the existence of numerous legal parcels on the farm, the potential for rural estate development was high. Under the terms of the easement, development is now limited to one single-family residence to be occupied by the owner or ranch manager. The easement required the creation of a Creek Conservation Management Plan to protect and enhance water quality in Keyes Creek. This plan is already being implemented, including the installation of more than 9,000 feet of fencing to prevent erosion and keep cattle from accessing the stream.

Ted Hall of Tomales Farm & Dairy

CONTINUED PAGE THREE

WILL 2007 FARM BILL YIELD A CONSERVATION CROP?

Every five years or so, the U.S. Congress reauthorizes legislation that designates farm programs that will receive federal funding. Although the House of Representatives is unlikely to vote before this summer, lively discussion is already well under way on the programs and funding available through a 2007 Farm Bill.

The \$100 billion Farm Security and Rural Investment Act of 2002 (Farm Bill) was adopted in a period of federal budget surplus. Few expect total funds available to increase significantly when legislators act on the 2007 bill. Instead, most debate will likely focus on which programs deserve support and how the current state of agriculture—and future trends and needs—should shape those decisions.

At a November 2006 forum organized by MALT, Ralph Grossi (American Farmland Trust president and MALT founding board member) gave an overview of the upcoming bill and issues he said should figure higher on the radar screens of legislators, whether in California or Washington, D.C.

Grossi stressed the importance of a big-picture approach, one that speaks to the present and future of agriculture in its many facets. Accelerated loss of farmland is changing who produces food and how that food gets to the table. No national land-use plan exists to address this issue. A forward-looking bill would nurture more entrepre-

CONTINUED PAGE TWO



10TH ANNIVERSARY OF *RANCHES & ROLLING HILLS* LANDSCAPE ART SHOW & SALE

The tenth anniversary of *Ranches & Rolling Hills*, MALT's annual landscape art show and sale, will take place on Saturday, May 19, and Sunday, May 20, at the Druids' Hall in Nicasio. The show features work by three dozen outstanding painters, printmakers, and photographers who help protect the land that inspires their work by donating 50%

of the proceeds of sales to MALT's farmland preservation program. Watch your mailboxes for the show announcement. This anniversary show promises to be the best ever!

Pictured: "Before the Rain" by Wendy Schwartz was painted on the Gale Ranch, protected since 2000 by a MALT agricultural conservation easement

FARM BILL CONTINUED FROM PAGE ONE neurial efforts by farmers, support energy conservation through programs that address food-to-table distances, and reward good stewardship of the land.

The growing interest of consumers in the source of their food, improved health, and sustainable practices is another trend that should inform decisions by policymakers, according to Grossi. The vast majority of the funds go to a wide range of nutrition programs, from food stamps to school lunches and commodity distribution. Of funds available in non-nutrition categories, a significant majority support five crops: wheat, corn, soybeans, rice, and cotton.

Grossi and AFT believe that non-nutrition funds need to be redirected to the future of agriculture. The organization is active in coalition work to advocate programs and funding that reflect the breadth of those involved in agriculture. Because the bill's funding levels represent "real money," many players and interests are involved. Advocates of healthy food, sustainable agriculture, land conservation, and small and minority farmer-producers all see an important opportunity.

The new chair of the U.S. House Agriculture Committee, has on several occasions said he expects little change in the Farm Bill. Many expect debate to be driven by renewable energy issues, including ethanol production and related corn prices. Yet a growing array of players want legislators to seize the opportunity to ask bigger questions, discuss new trends, and take steps so that the next Farm Bill will begin to address these issues. Grossi spotlighted a few components of AFT's "Agenda 2007: A New Framework and Direction for U.S. Farm Policy":

- A safety net should protect farmers against unexpected losses in revenue based on actual market conditions, rather than pay farmers based on historical production or when prices fall below artificial targets. Most creative programs do not get support; the new bill needs to nurture more entrepreneurial efforts.
- The bill should reward environmental stewardship. A broad-based "greens payment program" would benefit all agricultural producers, regardless of size or type. Working lands conservation programs need to be expanded. Currently, three out of four farmers who apply for conservation funding are turned down, according to National Resource Conservation Services (NRCS). (MALT has secured two grants totaling \$1,245,000 from the Farm and Ranch Lands Protection Program of the 2002 Farm Bill to be used for easement projects that will be completed in 2007.)

The issues are broad and varied, and they are reflected in the unprecedented numbers of interest groups involved in what promises to be a vigorous debate in the months ahead. At stake is the future character of agriculture and land management, as well as elected officials' accountability to the public on programs that utilize significant government funds in an era of budget shortfall. To learn more, visit www.farmland.org.

—HEATHER FOOTE

Heather Foote recently moved to Point Reyes Station after 20 years of nonprofit policy advocacy in Washington, D.C.



NEW EASEMENT DIRECTOR JEFF STUMP

After almost 15 years of land conservation work with the Sierra Club, the Coastal Commission, and American Land Conservancy, Jeff Stump has joined MALT as Easement Program Director. He arrived on staff in time to dive right into our newest easement project, the Tomales Farm & Dairy (see related story on page one), taking on responsibility for drafting the easement, negotiating terms with the landowners, and finalizing the application for public funds to support the project.

The son of an air force physician, Jeff and his family lived in Florida, Spain, and Germany before settling in Lodi where he grew up “immersed in agriculture, but I didn’t know what it was all about,” he says. He graduated from UC Davis with a degree in Environmental Policy Analysis and Planning, and the experience of several internships in Sacramento tracking environmental legislation. These experiences led to work as a legislative coordinator with the Coastal Commission and a growing appreciation of coastal agriculture as some of the most productive in the state.

In 1999, he was hired by American Land Conservancy, a key player in the protection of the Hearst Ranch in San Simeon. The project was not without controversy, but Jeff viewed it as an innovative way of protecting both the agricultural and the natural resources of the ranch. “The reason the ranch is there today is that the Hearst family is committed to agriculture and the environment, and they are great stewards of the land,” he says. “It is a commitment that I quickly found also exists in West Marin.”

Accustomed to the faster pace of the larger organizations he’s worked for, Jeff quickly has come to value what he calls MALT’s style of “Slow Conservation.” Though six easement projects are in various stages of development, the Tomales Farm and Dairy was the only one completed in 2006.

“MALT is a great place to take time to understand the people and their situation, and get to know the land and the purpose of conservation work, and so I’m learning more. We take pride in doing everything ourselves at MALT. To a certain extent, that’s more rewarding. I can buy produce from a farm MALT has protected. Soon, I’ll be able to buy from a farm that I myself helped protect. It’s an amazing opportunity to close the loop, using my skills to further the cause of healthy and sustainable food in an area less than an hour from San Francisco.”

—ELISABETH PTAK

LANDMARK

CONTINUED FROM PAGE ONE

“This project truly represents a significant investment in Marin County agriculture,” said MALT Executive Director Bob Berner. “It ensures the long-term protection of existing farmland which is a goal of the Tomales community and the Marin Countywide Plan, and it supports the opportunity for a unique agricultural solution on land that was threatened by development.”

The property is situated along the Tomales-Petaluma Road on the southern edge of the village. It’s transected by Keyes Creek which drains to Tomales Bay via Walker Creek, and it provides a wide expanse of open space bordering the high school. The Cerini family purchased the land in 1925. In 2005, Mrs. Gail Cerini sold it (as well as adjacent lands totaling about 500 acres) to Tomales Farm & Dairy, LLC, whose principal owners are Williams and Long Meadow Ranch which is owned by Ted, Laddie, and Christopher Hall.

Both Williams and Hall hail from east coast farming families. John Williams is also owner of Frog’s Leap Winery. Solar-powered and organically farmed, the Rutherford-based operation produces handcrafted wines. Long Meadow Ranch is an innovative organic farming operation located high above the Napa Valley in the Mayacamas Mountains where it produces wine, olive oil, grass-fed beef, eggs, and heirloom fruits and vegetables.

The Cerini Ranch has long been a vital part of the agricultural heritage and history of the Tomales community. The new owners hope to re-introduce dairy operations, including an artisan cheesemaking facility, on part of the ranch. “John has had aspirations to make cheese for his entire career and has been exploring opportunities to scratch that itch for a long time,” said Hall. As for Hall, he plans to further develop his Long Meadow Ranch grass-fed beef operation on the easement-protected part of the property, raising the Shorthorn bull calves for beef and the cows as mothers and, potentially, milkers.

“There’s an enormous potential to pursue our dream of bringing this dairy back to life in Tomales, but to execute that plan as we have put it forward will require multiple approvals and continued support from MALT, the Coastal Commission, and Marin County,” cautioned Hall. In the meantime, he says, “We believe in trying to leave the world a better place, which leads us to be fully committed to sustainable agriculture.”

THREE CHEERS FOR OUR VOLUNTEERS

Twenty minutes after the lights went out in Point Reyes Station on the evening of December 8, MALT volunteers Adi Girroir and Donna Shoemaker were still pouring wine for guests attending MALT's abbreviated 2006 Holiday Party at the Dance Palace Community Center. With the help of six other volunteers and a handful of staff, they cleaned up that night by candlelight and flashlight. Later, staff marveled at the volunteers who once again had taken on a MALT event and helped it run so smoothly.

"Without volunteers we couldn't do any of our large events," says Constance Washburn, MALT's Education Director. "They're our link with the public."

MALT staff are outnumbered by volunteers by a factor of about twenty to one; 200 regular and occasional volunteers play a variety of roles from taking "the booth" to farmers markets throughout Marin, to leading tours of ranches. Harvest Day alone requires the help of about 100 of those volunteers.

"It's good for volunteers to realize their services are needed," says Donna, who helps out several times a month. "Even though it's a volunteer situation, it's really important." MALT's Hikes & Tours programs especially benefit from trained leaders like Donna. She says this is her favorite activity as a MALT volunteer. "I love doing the ranch tours. I want to get to know the ranchers and what their problems are; it's been a great way for me to do that."

Adi also enjoys projects that take her outdoors. She first started volunteering after retiring as a teacher in Corte Madera. She chose MALT, her first and only volunteer situation, because she "saw the connection between what MALT was trying to do and the way we were living and eating." She says, "It makes me feel good to volunteer. It makes me feel like I'm doing something for the earth, for myself, for the environment, for the farmers, for the ranchers. I feel like I'm doing something to preserve what we have here."

The staff at MALT are clearly proud and at times even in awe of the work volunteers do. Leah Smith, who spent five years as MALT's Volunteer Coordinator says, "Over time I continued to be impressed by how inspired people were by having the opportunity to be on the land. It was a neat thing for me to be able to facilitate that "aha!" and that enthusiasm being sparked." She says, "I love the volunteers!"

The annual Spring Volunteer Training is coming up. Please join us for the two-day session that will include presentations on the history of Marin agriculture and MALT, visits to farms, and panel discussions by local agricultural experts. MALT volunteers are expected to contribute about four hours a month in a variety of ways, including: assisting the Hikes & Tours or Farm Field Study programs; staffing the booth at farmers markets and special events; and helping out at the MALT office. For more details, contact Constance Washburn at 415-663-1338.

—KERRY NELSON



Dominic Grossi, a fourth-generation Novato dairyman, has joined the MALT Board of Directors. The son of former board member George Grossi, Dominic has been involved in agriculture his whole life. His sense of responsibility to the farming community has led him to serve on a number of boards in the past, including the Marin County Farm Bureau, the North Bay Dairy Herd Improvement Association, and the Petaluma High School Agriculture Advisory Committee. "Serving on the MALT board will give me an opportunity to help in preserving ag lands, but just as importantly to me, in helping the farmers keep their ranches. A number of ranches are no longer active for various reasons, and finances have been a large part of it for some individuals. MALT helps keep ranchers in production, and that is important to me." Pictured: Dominic and Nancy Grossi with their children Bryce and Paige

IT'S NEVER TOO LATE FOR A NEW YEAR'S RESOLUTION

This year, resolve to bring a friend to a MALT talk, tour, hike, or event so he or she can learn why you and 6000 other MALT members contribute time and money to helping preserve Marin County farmland. Want to think even bigger? Bring your book club, your church group, or your tennis team on a MALT tour, or invite MALT to come give a presentation to your group. Contact Constance Washburn at 663-1338.

Marin Agricultural Land Trust News© is published quarterly by Marin Agricultural Land Trust, a nonprofit, tax-exempt organization.

MARIN AGRICULTURAL LAND TRUST
PO Box 809, Point Reyes Station
California 94956-0809



MALT HIKES & TOURS & TALKS

SPRING 2007

This Spring we celebrate both Earth Day and Arbor Day with special tours to some of the spectacular farms and ranches of Marin County. Our *Food & Farming on the Urban Edge* talk series continues, and we offer our first painting workshop inspired by the 10th anniversary of our *Ranches & Rolling Hills* landscape art show and sale. Space availability is updated weekly at malt.org

MARIN AGRICULTURAL LAND TRUST
Post Office Box 809 Point Reyes Station, California 94956

415-663-1158

hikes&tours@malt.org

malt.org



Elisabeth Prak

The Olema Valley, GGNRA

1st ANNUAL ARTISAN CHEESE FESTIVAL, SHERATON HOTEL, PETALUMA MARCH 9-12

If you love cheese, mark your calendars and plan to attend the first-ever weekend-long celebration and exploration of handcrafted cheeses from Marin, Sonoma, and beyond. Meet cheesemakers and learn how to taste, buy, serve, and enjoy distinctive artisan cheeses, including Point Reyes Blue, Cowgirl Creamery, Bellwether Farms, Cypress Grove, Pugs Leap, Marin French, and Three Sisters. MALT is one of several nonprofits to benefit from ticket sales to the event. For event details and registration, visit www.artisancheesefestival.com or phone 707-283-2890.

GGNRA: 75,000 ACRES OF OPEN SPACE, WILDERNESS & FARMLAND Thursday, March 22

Hear author and activist Amy Meyer, co-chair of People For a Golden Gate National Recreation Area. Her *New Guardians for the Golden Gate: How America Got a Great National Park*, tells how the park grew from an idea for a contained bit of green into a band that stretches from Tomales Bay to beyond the Golden Gate. She'll be joined by Olema rancher Joanne Stewart, daughter of Boyd Stewart, an advocate for inclusion of farms and ranches in national parks. Also: GGNRA Superintendent Brian O'Neill and Charles Higgins of Slide Ranch discussing the importance of sustainable agriculture to the health of people and the environment. Local food and wine reception follows. **Pre-register** by phone or mail for this event only at 415-663-1158. **TIME:** 7 - 9 P.M. **COST:** Free **WHERE TO MEET:** Marin Art & Garden Center, 30 Sir Francis Drake Blvd., Ross

MARIN AGRICULTURAL LAND TRUST HIKES & TOURS Registration Form

Due to ongoing concerns about Foot-and-Mouth Disease, we ask that individuals who have visited farms outside the U.S.A. up to 10 days prior to events not participate in farm tours. Weather can change quickly in West Marin. Bring a jacket for warmth, a hat for protection from the sun, and a daypack for food & drinks. **Most tours are not appropriate for young children.** Please check with MALT. For more detailed directions to a Hikes & Tours meeting place, phone 415-663-1158, Monday - Friday, 9 A.M.-5 P.M. or visit www.malt.org

- Easy:** Flat or very little slope in a distance of less than one mile
- Moderate:** Varied, mild terrain for one-five miles
- Difficult:** Steep terrain and/or over five miles
- Family Tour:** Activities appropriate for a family

I would like to sign up for the following MALT Hikes & Tours:

| tour name | # people | date | |
|-----------|----------|-------|----------|
| _____ | _____ | _____ | \$ _____ |
| _____ | _____ | _____ | \$ _____ |
| _____ | _____ | _____ | \$ _____ |

Absolutely no pets allowed

- I'd like to become a MALT member.
- \$40 Individual \$75 Supporter \$100 Associate
- \$250 Sponsor Other \$ _____

Total Enclosed \$ _____

- Separate checks for each tour are enclosed. Charge my credit card

name _____ card # _____

signature _____ expiration date _____

Please complete other side of form.



Tours fill up at different rates. Please enclose a separate check for each tour, or charge tours & memberships to your VISA, Mastercard, or American Express.

Registration by mail only.

cut here

HOG ISLAND OYSTER CO. & STRAUS DAIRY

Thursday, April 19 and May 24

Join oysterman Terry Sawyer and John Finger for a tour of their oyster growing operation. Taste oysters grown in Tomales Bay while enjoying great views. Eat your own lunch or order a made-in-Marin lunch from Tomales Bay Foods. Afterwards, carpool to the Straus Dairy where Albert Straus will discuss keeping his organic feed free of genetically modified corn and introduce us to the practice of producing nutritious silage for animal feed. Learn about the methane digester and other energy-producing and -conserving techniques used at the ranch. Make butter from cream and taste the newest Straus products. Then watch the cows being milked in the dairy that was converted to organic in 1993 and today milks 270 cows that are treated homeopathically. **Pre-registration required.** Children must be at least 10 years old.

TIME: 11 A.M. – 3 P.M.

WHERE TO MEET: Hog Island Oyster Co., 20215 Highway One, Marshall (10 miles north of Point Reyes Station); carpool to dairy.

WHAT TO BRING: Water, picnic, shoes that can get dirty, layered clothing

DEGREE OF DIFFICULTY: 

COST: \$30 / \$35 non-members; \$17 additional for Tomales Bay Foods lunch

SPALETTA RANCH

EARTH DAY

Sunday, April 22

Jim Spalletta grew up in Hicks Valley and is a third-generation Marin rancher. He was able to buy and preserve this spectacular ranch with the help of a sale of a conservation easement to MALT. Meet Jim and learn about his beef operation on 1,400 acres of gorgeous grazing land bounded on one side by Estero Americano and on another by the Pacific Ocean. Hike the land and enjoy the views with naturalist David Wimpfheimer. Walk among the wildflowers and identify Douglas iris, sky lupine, checkerbloom, and many other plants. The open grasslands are great for western bluebirds, red-tailed hawks, and even a golden eagle, if we're lucky. Beyond the waves, there should be many loons, scoters, cormorants, and other water birds. The Estero is a rich feeding area for dunlin and many other sandpipers pausing on their northward migration. This is a strenuous hike with some intense scrambling up and down hills. **Pre-registration required.**

TIME: 9:30 A.M. – 3 P.M.

WHERE TO MEET: Spaletta Ranch 1250 Estero Rd. From Hwy 101 take the Petaluma E. Washington St.

exit. Go west for one mile when it becomes Bodega Ave. Travel eight miles & turn right onto the Valley Ford Rd. Travel eight miles to Valley Ford and just after the Dinucci's Italian Restaurant, turn left onto Valley Ford-Estero Rd. Go 1.5 miles, then take a right on Estero Rd. At the top of the hill go right and head down hill and park near the barns.

WHAT TO BRING: Water, picnic, hiking shoes, layered clothing, binoculars

DEGREE OF DIFFICULTY:   

COST: \$30 / \$35 non-members

McEVOY OLIVE RANCH

ARBOR DAY

Friday, April 27

Tour Nan McEvoy's 550-acre organic olive ranch in a spectacular valley near the Marin-Sonoma border. Its 18,000 olive trees make it an appropriate place to celebrate Arbor Day. Walk among the flowering orchards and wildflowers and learn how olives are grown. This organic ranch is working to link the farmscape with the landscape to increase wildlife habitat. Then tour the olive pressing facility and watch as oil is pressed or extracted from the olives. Taste the oil and, if you like, purchase a variety of products made with this wonderful farm product.

TIME: 10 A.M. – noon (please arrive on time)

WHERE TO MEET: McEvoy Ranch, five miles south of Petaluma at 5935 Red Hill Rd. (aka D Street or Point Reyes-Petaluma Rd).

WHAT TO BRING: Water, walking shoes

DEGREE OF DIFFICULTY: 

COST: \$15 / \$20 non-member

LUNNY BEEF RANCH & DRAKES BAY OYSTERS

Saturday, May 5

Meet Kevin Lunny who grew up on the 1,500-acre ranch on the Pt. Reyes peninsula that is now Marin's largest acreage of organic pasture. In the 1970's, Kevin's father Joe Lunny converted the operation from dairy to beef. A few years ago, Kevin decided to convert the herd to grass-fed and organic. To diversify his operation, he also planted five acres of artichokes, the very kind that grew in that region before it became a national park. He also grows oysters in Drake's Estero. Visit all three operations, taste the products in season, and eat your picnic at a scenic spot.

TIME: 10 A.M. – 2 P.M.

WHERE TO MEET: Drakes Bay Oyster Co., 17171 Sir Francis Drake Blvd., six miles past the village of Inverness.

WHAT TO BRING: Water, picnic, walking shoes

DEGREE OF DIFFICULTY:  

COST: \$20 / \$25 non-member

WINDRUSH FARM FAMILY DAY

Saturday, May 12

Mammas, bring your children for a pre-Mothers Day visit. Watch baby animals bounding over spring fields. Feed the lambs, llamas, cows, and goats. Hunt for nature's treasures, and walk the creek to look for tadpoles. Mimi Luebermann breeds and raises historic Lincoln sheep, prized for their long-haired fleece. She will show us various wool products and teach us how to card, spin, and dye wool. Bring a picnic and enjoy lunch in the garden or out in the fields. A great tour for the whole family. **Pre-registration required.**

TIME: 10:30 A.M. – 1:30 P.M.

WHERE TO MEET: 2263 Chileno Valley Rd., just south of the Sonoma border. From Marin take Hicks Valley Rd. Turn right onto Marshall-Petaluma Road and continue onto Chileno Valley Rd. From Petaluma take Western Ave. west two miles, then turn left onto Chileno Valley Rd. and travel 3.6 miles to the farm.

WHAT TO BRING: Water, picnic, shoes that can get dirty

DEGREE OF DIFFICULTY: 

COST: \$20 / \$ 25 non-members (\$10 for children, \$55 for a family of 4 or more)

PAINTING ON THE FARM WITH ARTIST TIMOTHY HORN

Saturday & Sunday, June 2 & 3

Inspired by MALT's annual *Ranches & Rolling Hills Landscape Art Show?* Join artist Timothy Horn for our very first painting-on-the-farm workshop. This two-day event will be held outdoors at a scenic ranch in Tomales. Classes include demonstrations, discussions on materials, scene selection, composition, value, and brushwork with critiques and individual attention throughout the day. An RRH participant since 2004, Tim is a gifted artist who captures a lovely clarity of air, light, and mood in the many farm scenes he paints. "I have always been in awe of the spectacular beauty of the landscape here. The access to ranches has allowed me to become a much more intimate observer—something not possible painting through the fences." Limited to 12 beginning and intermediate students. **Pre-registration required.**

TIME: 9 A.M. – 4 P.M. each day

WHERE TO MEET & WHAT TO BRING: Directions to the farm and a list of suggested supplies and color palette will be sent with confirmation upon receipt of payment.

COST: \$240 / \$280 non-member

MARIN AGRICULTURAL LAND TRUST HIKES & TOURS Registration Form

name(s) _____

street _____

city _____ state _____ zip _____

telephone _____ email _____

RELEASE OF LIABILITY: Each participant must sign.

I am aware that accidents or injuries may occur during hiking and walking activities sponsored by Marin Agricultural Land Trust (MALT). I am voluntarily participating in these activities. I hereby agree to accept any and all risks of injury on behalf of myself and any of my minor children who may also participate in the activity. As consideration for being permitted to participate in this activity, I hereby release, discharge, waive, and relinquish any and all actions, causes of action, or claims for personal injury or damages that I, my assignees, heirs, and legal representatives may have now or hereafter against MALT or the property owner resulting from negligence or other acts, howsoever caused, by any employee, officer, agent, or contractor of MALT or the property owner arising from my participation or my child(ren)'s participation in the activity.

signature _____ date _____

signature _____ date _____

Mail completed registration forms and signed release for each participant with checks made payable to MALT. Marin Agricultural Land Trust, Post Office Box 809, Point Reyes Station, California 94956 · 415-663-1158

Space is limited, and tours fill up quickly. Registration is by mail only. Full payment is required, and all participants must pre-register by five days prior to event. Confirmations will be sent. Refunds are given only if MALT cancels a tour or if tour is already full. Please be prompt. Events are timed around the farm's or dairy's work schedules. We will be hiking and touring on private property. You have permission to enter for the hike or tour only. You may not re-enter at another time. **Absolutely no pets allowed.**

cut here

ENVIRONMENTAL ICON INSPIRES YOUNG ICE CREAM ENTREPRENEUR TO SUPPORT MALT THROUGH 1% FOR THE PLANET



Three Twins Organic Ice Cream Company owners (left to right) Carl, Liz, and Neal Gottlieb at last summer's "World's Largest Ice Cream Sundae" benefit for MALT

Neal Gottlieb is a slim, unassuming young man, so when you find out he's the founder and savvy businessman behind Marin County's Three Twins Organic Ice Cream company, you might be surprised.

As a Peace Corps volunteer serving in Morocco in 2003, Neal was evacuated because of the Iraq War. He considered returning to school for an MBA, but first took a trip to India and Nepal where he sketched out a plan for a sustainable, organic ice cream enterprise. He had never even made ice cream before he started Three Twins in August of 2005, located in the Scotty's Market Shopping Center in Terra Linda, but when you indulge in the deliciousness of funky flavors like "The Chocolate Project" or "8 Crazy Nights," you'd never know it. Named after himself, his twin brother Carl, and his sister-in-law Liz, who is also a twin, Three Twins is expanding in September of this year into Napa's Oxbow Public Market.

So what does MALT have to do with this ice cream entrepreneur? The MALT-to-ice cream-connection isn't very remote at all, since Neal uses Marin's own Straus Family Creamery organic milk in his ice cream. MALT holds easements on seven dairies in Marin County, including 660 acres on the two Straus ranches in Marshall.

Neal is deeply committed to an earth-friendly business approach which is obvious not only in his product and store (he uses biodegradable potato starch spoons, for example), but also in his support of MALT. "I love the unspoiled beauty of West Marin and know that much of the farmland still there is thanks to MALT," Neal said.

It was after reading the memoir/biography *Let My People Go Surfing: The Education of a Reluctant Businessman*, by Yvon Chouinard, one of his role models, that Neal decided to join Chouinard's 1% for the Planet (1%FTP) program. The founder of Patagonia, Inc. and a self-made, down-to-earth businessman, Chouinard is a long-time MALT member. Yvon told us recently, "I was introduced to MALT by Huey Johnson who started the Trust for Public Land. What attracts me to MALT is their success in working with organic farms and dairies in Marin County. Saving land from development and promoting organic agriculture is a win-win situation."

Chouinard co-founded 1% for the Planet in November, 2001, as a way to encourage businesses to take responsibility to conserve and protect natural resources through what he calls an "earth-tax." Businesses donate 1% of revenues to environmental groups that have applied to be part of the program.

MALT is already an eligible environmental group, thanks to Neal Gottlieb's prompting. In fact, Neal recently sent us his first 1% for the Planet distribution. Of writing the check he said, "It was by far the greatest amount that I have ever given away, and though a bit scary to do, it gives me a great deal of satisfaction." Neal likes the idea that "each purchase of an ice cream cone will protect a tiny little bit of farmland."

"The pennies from each purchase add up to substantial sums over time," Neal pointed out. That's true. For example, through Yvon Chouinard's initiative, Patagonia, Inc. has given more than \$19 million to environmental nonprofits worldwide since 1985—no small sum for any business.

We hope you'll consider supporting MALT through the 1% for the Planet program. Learn more at www.onepercentfortheplanet.org or contact Katie Medwar at 415-663-1158, ext. 306 or kmedwar@malt.org.

—KATIE MEDWAR



Yvon Chouinard, founder of Patagonia and MALT member

AGRICULTURE AT THE METROPOLITAN EDGE

In recognition of agriculture as an integral system for sustaining metropolitan regions, the UC Berkeley Center for Global Metropolitan Studies has initiated the Agriculture at the Metropolitan Edge (AME) Program. On April 5 & 6 from 10 A.M.–2 P.M., a symposium will investigate urban-rural interface issues including land use policies and economics, the role of local food systems and artisan foods, environmental services and impacts, and the vitality of rural communities. This two-day conference will feature speakers, workshops, and panel discussions including representatives from MALT. For information, visit <http://metrostudies.berkeley.edu/ag-metroedge> or contact Sibella Kraus, 510-642-5233 (sibellakraus@berkeley.edu).

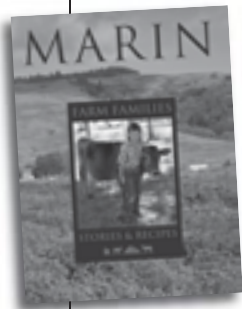


Nonprofit Org.
U.S. Postage
PAID
Marin
Agricultural
Land Trust

P R E S E R V I N G M A R I N C O U N T Y F A R M L A N D

MARIN AGRICULTURAL LAND TRUST
Box 809 Point Reyes Station California 94956
malt.org

RETURN SERVICE REQUESTED



The MALT Shop

Marin Farm Families—Stories & Recipes _____ Books @ \$12 = _____
A little book about diversity, adversity, tenaciousness, extraordinary devotion
& FOOD! Profiles of 22 Marin farmers & ranchers *plus* their own recipes.

NEW: Organic Cotton T-shirts for men & women

Everyone's favorite look, silkscreened from a woodblock cut by Rick Lyttle,
based on a design by MALT co-founder Ellen Straus

Women's sizes S, M, L circle size _____ T-shirts @ \$18 = _____

Men's sizes M, L, XL, XXL circle size _____ T-shirts @ \$18 = _____

Youth T-shirt sizes XS, S, M, L circle size _____ T-shirts @ \$16 = _____
(100% cotton/not organic)

Shipping/Handling: Add \$5.00 per order _____

Total _____

Online orders welcome at
malt.org

Every **MALT Shop** purchase increases
awareness of our farmland conservation
efforts and raises funds for MALT.

MALT BOARD OF DIRECTORS

| | |
|---|---|
| Loren Poncia, <i>Chair</i> | Rancher, Tomales |
| Lynn Giacomini Stray, <i>Vice-Chair</i> | Farmstead Cheese Producer, Point Reyes Station |
| Anne Flemming, <i>Secretary</i> | Community Volunteer, Ross |
| Doug Moore, <i>Treasurer</i> | Businessman, San Francisco |
| Bob Bingham | Investment Advisor, San Francisco |
| Sam Dolcini | Rancher, West Marin |
| Phyllis Faber | Biologist, Mill Valley |
| Tony Gilbert | Lawyer, Marshall |
| Joe Gillach | Businessman, San Francisco |
| Stan Gillmar | Attorney, Inverness |
| Dominic Grossi | Dairyman, Novato |
| Chris Kelly | Conservationist, Larkspur |
| Steve Kinsey | Marin County Supervisor, 4th District |
| Jim McIsaac | Rancher, Novato |
| Tim Nunes | Rancher, Point Reyes |
| Warren Weber | Organic Farmer, Bolinas |
| Bill Zimmerman | Rancher, Marshall |

STAFF

Robert Berner, *Executive Director*
Rita Cummings, *Development Director*
Katherine Landreth, *Office Manager*
Katie Medwar, *Development Associate*
Tony Nelson, *Stewardship Director*
Laura Patterson, *Membership & Database Manager*
Barbara Petty, *Director of Finance & Administration*
Elisabeth Ptak, *Associate Director/*
Director of Outreach
Jeff Stump, *Easement Program Director*
Constance Washburn, *Education Director*



My check payable to MALT is enclosed Charge my VISA Mastercard American Express

name _____
street _____
city _____ state _____ zip _____
telephone: _____ email _____
card # _____ expiration date _____
signature _____

Printed on recycled paper, containing 30% post-consumer waste.

MARIN AGRICULTURAL LAND TRUST

Post Office Box 809
Point Reyes Station, California 94956
415 663 1158
farmland@malt.org
malt.org

MARIN AGRICULTURAL LAND TRUST is a private, member-supported, nonprofit organization created in 1980 by a coalition of ranchers and environmentalists to permanently preserve Marin County farmlands for agricultural use. MALT eliminates the development potential on farmland through the acquisition of conservation easements in voluntary transactions with landowners. MALT also encourages public policies which support and enhance agriculture.