



Agriculture in the Community | Agri -Commerce:
Facilitate opportunities to sustain a rich open land environment, your agricultural heritage,
and to preserve your story.

Mayor Scott Van Leeuwen | "Planting an Idea"

Initiative Mix:

MARRIOTT SLATERVILLE CITY | UTAH



AGRI-COMMERCE



NETWORKING



GARDEN MARKET



**SUSTAINABILITY
& OPEN SPACE**



**EDUCATON
& OUTREACH**

AGRI-COMMERCE | AGRI-TOURISM

- Farm Visits | Education
- Culinary - Farm|2| Table
- U-Pick Operation
- Farm | Barn Weddings
- Corporate Events
- Farm Weekend (B&B)
- Community Garden
- Farm Maze
- Glamping
- On-Farm Market
- Farm Museum
- Hunting
- Specialty Nursery
- Farm Dining
- Barn Dances
- Bird Watching
- Farm Bakery
- Organic Farming



Agri-Tourism in Virginia

There are approximately 1,400 establishments in Virginia that classify into the agritourism sector.

Economic activity stimulated by Virginia's agritourism sector generated approximately \$134.7M in state and local tax revenues during 2015.

The top motivations for Virginia's farm businesses to operate in the agritourism sector are to:

- Generate additional income
- Market farm products
- *Share a lifestyle or way of living with others*

The following six factors appear to be weighted equally in attracting visitors to Virginia's Agritourism venues:

- *Bonding with family or friends*
- Educational / experiencing something new
- Enjoying the outdoors
- Fun / entertainment
- Live close by / passing through / visiting friends or family in the area
- *Purchasing good food, beer, cider, and / or wine*

We eat Local



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NETWORKING | SOURCING

Facilitating relationships and opportunities between local & regional commerce and our family of farms in Marriott-Slaterville.

Initial Areas of Focus:

- Farmers Round Table
- Local Connections & Relationships - Farm |2| Fork
- Corporate Events
- Specialty Farming
- Farm Weddings
- Glamping
- Web-Site and Social Media Platforms

FARM | 2 | FORK

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A member of our food conscience family.

www.marriottslaterville.org/farm2fork



The folks in Marriott-Slaterville City have long understood the immense value of gathering at the table with family and friends enjoying and embracing good food from the farm. Food they created and cared for - fresh food made from scratch where “processed is not part of our pantry”. Food that builds memories and tradition and the wholeness of knowing we are eating well and with a conscience.

The family of farms in Marriott-Slaterville City are embarking on a Farm|2|Fork initiative in an effort to share the value of gathering and to help sustain a rich open land environment, our agricultural heritage, and to preserve our story.

We are working to build key relationships with local restaurateurs and other local-food-focused opportunities. We envision an environment where one can walk the fields with our farmers, become part of the farm, learning what can be grown and when, understanding how the experience can be mutually cost productive, and building their own stories about the food they are sharing with their customers and their family.

Year-Round Garden Market



Working with the NRCS (Natural Resource Conservation Service) and other Federal and State funding opportunities to redevelop the Creamery Building @ the old Rose Lawn Dairy (2075 W 500 S) as well as enhancing the site – roughly 13 ½ acres total land.

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Education | Outreach



- Expanding relationships with local Future Farmers of America | Weber School Dist.
- Hands on education: crops, animals and equipment.
- Grant and other funding opportunities
- Invasive species eradication events
- Land Preservation Strategies
- Small Plot Farming Techniques
- Farm|2|Fork Partners @ the Farm
- Leveraging the Initiatives
- Cooking Classes | Tastings
- High Yield Farming Opportunities

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Preserving Our Community Sustainability & Open-Space



In 1999 the Utah House of Representatives designated Marriott-Slaterville as an “Open-Space City” to help the community foster a personality of preserving open land and the areas agricultural heritage.

Marriott-Slaterville has been proactive:

- Land use strategies that support density for the purpose of sustaining open space (cluster subdivisions).
- Leveraging State funding, grants, donations and other effective strategies to gain ownership of sensitive and agricultural land that will remain as open-space.
- Supports Conservation Easements for perpetual preservation of land

Supporting and engaging in Agriculture in the Community will plant ideas that are certain to grow and prosper while maintaining your community’s identity and culture.

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A community and culture of sharing.

Where we have Been

- Agri Commerce Ordinance approved.
- Defined our “why” | our purpose.
- Identifying Community Leaders & Partners.
- Introducing the initiatives to local restaurants & catering operations.
- Continuing discussions with National Resource Conservation Service (NRCS) for funding opportunities.
- Conducting quarterly Farmers Round-Table.
- Exploring opportunities to work with Weber School Dist. & Future Farmers of America.

Where we are Going

- Develop Inventory of farmers, land-owners and current crops & livestock.
- Develop Inventory of needed & desired products from commerce & community.
- Develop master contact, information and active networking data-base to connect farmers to commerce.
- Create web-site and social media applications.
- Explore funding opportunities for Creamery | Garden Market
- Develop business plan outline for Creamery | Garden Market