

PECONIC LAND TRUST



For immediate release

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PECONIC LAND TRUST ANNOUNCES FIRST ANNUAL FARMSTAND HERITAGE CELEBRATION AUGUST 5TH TO 19TH

*Two-week promotional program, tied to the Trust's annual fundraiser
"Through Farms and Fields Country Luncheon" is designed to encourage
everyone to visit our local farmstands and buy local.*

July 23, 2007. Southampton, NY. John v.H. Halsey, President of the Peconic Land Trust, announced today the inauguration of a new promotional program – Farmstand Heritage Celebration – designed to spur support of the numerous farmstands on Eastern Long Island. The two-week program, which includes promotion in many local newspapers, is tied to the Trust's annual fundraiser, *Through Farms and Fields Country Luncheon*, now in its fifth year.

"The East End's farmers offer some of the finest fruits, vegetables, herbs, flowers, and food products in the United States. Our agricultural community is a key component to what makes the East End such a wonderful place to live and visit. We hope this two-week campaign helps to connect the public with our local farmers. And, we hope that all of us who live or visit the area will connect with a farmer, in the same way that we all connect with our local doctor, mechanic, pharmacist or other local service provider.

—next—

Spend time at their farmstands, learn about why and how the farmers do what they do, and then bring home their tasty, fresh, and healthy produce. Connecting with a local farmer can be a wonderful experience for everyone and is key to ensuring the future of agriculture on Long Island.”

The *Farmstand Heritage Celebration* runs from August 5th to August 19th – and will be kicked off at the *Through Farms and Fields* Luncheon, which will be held on the afternoon of August 5 at Ocean View Farm in Bridgehampton. The Farmstand Heritage Celebration replaces the *Through Farms and Fields Tour* of farms and other protected sites from previous years. “Over the past four years, *Through Farms and Fields* has included an educational component – a one-day tour – whereby participants of the luncheon as well as the general public could visit selected farms and other natural and historic sites within our community and learn about land conservation. However, during the last two years the Trust has focused intently on broadening its educational programs [“*Connections*”] – taking a one-day event and spreading it throughout the spring, summer, and fall,” added Halsey.

In 2005, the Trust launched “*Connections*” – a calendar of events and activities designed to connect our communities to the land around us. Since then, “*Connections*” events have become ever more popular, offering a diversity in programming that engages the public in land conservation and the fruits of that work – everything from visits to farms throughout the East End; to hikes along nature trails to look at birds, trees, flora and fauna, “clean-up” days at trail heads and nature preserves; to educational demonstrations for children of all ages including birdhouse and batbox building, and birds of prey talks and interactions. In 2006, the Trust sponsored over 40 “*Connections*”

events at 20 different sites on the North and South Fork. In 2007, an equal number of events is taking place – providing the public with a greater opportunity to learn and experience land conservation and its benefits first hand. A full listing of “*Connections*” events can be found on the Trust’s website, www.peconiclandtrust.org.

To provide the public with information on the farmstands connected with the *Farmstand Heritage Celebration*, the Trust – in conjunction with the Long Island Farm Bureau (www.lifb.com) – has developed a map that lists the names and locations of farmstands throughout the North and South Forks. The map also includes information on when the farmstands are open and the types of produce and food products sold at the stand. The map will be available for download at the Trust’s website, www.peconiclandtrust.org, or by calling the main office in Southampton at 631.283.3195, as of July 30, 2007.

Through Farms and Fields Country Luncheon

Through Farms & Field Country Luncheon will be held on Sunday, August 5, 2007, at Ocean View Farm in Bridgehampton. Tickets for the event can be purchased by calling the Trust’s offices at 631.283.3195 or email to events@peconiclandtrust.org. Additional information is also available on the Trust’s website, www.peconiclandtrust.org.

About the Peconic Land Trust

The Peconic Land Trust was established in 1983 to conserve Long Island's working farms and natural lands. Since its inception, the nonprofit Trust has worked conscientiously with landowners, communities, donors, and municipalities to conserve over 8,600 acres of land on Long Island. The Trust's professional staff carries out the

necessary research and planning to identify and implement alternatives to outright development. While working to conserve the productive farms, watersheds, woodlands, and beachfront of Long Island, the Trust is also protecting the unique rural heritage and natural resources of the region. The Trust has Stewardship Centers in Cutchogue and Amagansett and its Main Office is in Southampton. *A common misperception, however, is that the Peconic Land Trust is the recipient of the monies raised through the Peconic Bay Region Community Preservation Fund (also referred to as the 2% land transfer tax or the Peconic Land Tax). This is NOT the case. The CPF tax is collected by Suffolk County and then redistributed to the five East End towns, the distribution of which is based on the location of the property from which the tax was acquired.* For more information about the Peconic Land Trust visit www.peconiclandtrust.org or call 631.283.3195.

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