



Agricultural Enterprise Area **SNAPSHOT**

Preserve farmland. Protect the environment. Grow the economy.

Greenville Greenbelt

County: Outagamie Municipalities: Village of Greenville Acres: 6,178 acres AEA Designation: 2015

Greenville is a fast growing village in southwestern Outagamie County. The Greenville Greenbelt AEA was designated in 2015 in response to growing residential and commercial development pressures from the nearby greater Fox Cities metropolitan area and the community's continued commitment to protecting productive farmland. The community primarily consists of small farms, including many family-owned farms that were established along the historic "[Yellowstone Trail](#)" – the first transcontinental automobile highway that went from Massachusetts to Washington. Since designation, the community has expanded the AEA, which is zoned for farmland preservation, and invested in local agritourism.

AEA designation is one step that the Greenville community has taken to protect and preserve their valuable agricultural and natural resources. In 2011, the village's [Land Stewardship Committee](#) designated an area of contiguous historical farmland and open green space as the community's [greenbelt](#). The AEA's name is an ode to the village's greenbelt, reinforcing local commitments to land preservation and long-term conservation. The committee is using the AEA and greenbelt as the foundation to develop their conservation goals for at-risk agricultural lands. Members include agricultural producers, two Outagamie County University of Wisconsin-Division of Extension educators, and county employees. The committee prides itself on focusing their efforts on intergovernmental collaboration, farmland preservation promotion, and youth engagement. Their goal is to bring awareness to land protection and conservation as well as preserving urban and rural residents with the agricultural heritage and natural resources of the village. Most recently, the committee worked with the Village of Greenville to create a farmland preservation zoning district within the AEA boundary to further the financial benefits of the program to local landowners and deepen their dedication to farmland protection.



2
LOCAL
GOVERNMENTS

15
AG CO-OPS &
BUSINESSES

9
PRODUCERS &
LANDOWNERS



The Land Stewardship committee collaborated with local high school students to create a logo for the Greenville Greenbelt AEA. The logo is representative of the connection between the AEA and the community it serves.

Farmers and landowners Jean and John Goffard live and work on the farm along the historic "Yellowstone Trail" that has been in their family since 1864. Jean expressed that she first got interested in the AEA program to preserve her family farm, saying, "I just want to see farmland preserved. I look back at my ancestors and all the work they did clearing the lands and I don't want to cash in and turn my back all the work that they did." John echoed similar sentiments reflecting on the area's future, "The place where you grew up is dear to you because of the woodlots, streams, and the neighbors that is lost over time if not protected. If those things

This AEA is supported and surrounded by the following ag enterprises, businesses, non-profits, and Institutions:



Milk Producers



Aquaculture



Agritourism



Yellowstone Trail



Forestry



Fox Valley Technical College



Farmers' Market



Cash Crops



UW-Extension



Managed Forest Law Enrollment



Food Co-op



Northeast Wisconsin Land Trust



American Farmland Trust



Greenville Land Stewardship / AEA Committee

that you love are in front of the onslaught of urban growth, it is part of our responsibility to make a stand to support the things that make a difference to everyone." Like the Goffard's farm, many of the farms in Greenville have been in local families for generations. For this community of heritage farms, the AEA is a tool to preserve the village's rural character, identity, and heritage.

Greg Baneck is the Outagamie County Conservationist. His goal is to build awareness about farmland preservation in the community and get more people involved, ultimately increasing enrollment and protecting farms in the urban fringe area. "We want to make sure that agriculture is sustainable well

into our future and maintain a vibrant ag community," said Baneck. In addition to working with new participants in the county's AEAs, the county wants to help conservation grow after landowners sign onto an agreement. The county is currently working with operators to slowly introduce cover crops into their rotation through a variety of grants, including one opportunity referred to as "the Back 40 Challenge." Cover crops provide multiple benefits including mitigating erosion and building soil organic matter. By starting small, the farmer can see how these practices work and build up slowly rather than investing large amounts of capital up front. This program is available to producers in the AEA and across the county.

Greenville continues to work to preserve their natural resources and farmland, with many layers of protection including the greenbelt, AEA, and farmland preservation zoning. Looking forward, the many involved community stakeholders hope to continue to partner with the County Conservation Department and other organizations, like the American Farmland Trust, to implement innovative solutions to meet farmland protection and conservation goals. From AEA signs marking and promoting the area to increasing agritourism, subdivision restrictions, and the development of a Purchase of Development Rights (PDR) program, the Greenville AEA committee has a wealth of future plans, ideas, and passion. Ultimately, their hard work affords protection from the surrounding development pressure, helping farmers continue to farm and helping Greenville stay green.

Preserving Local Agriculture



Preserve rural identity and heritage



Permanently protect agricultural lands & promote economic activities associated with farming



Purchase of Development Rights Program (PDR) & Transfer of Development Right Program (TDR)

Protecting Natural Resources



Permanently protect, restore, and enhance natural systems so their functions are maintained and valued by the community



Increase community awareness of the value of natural resources and ecosystem services



Preserve water and soil quality through wise land management

To find out if your land is located in the Greenville Greenbelt AEA and sign a farmland preservation agreement, contact:

Greg Baneck, CCA - Co. Conservationist
Outagamie County Land Conservation Department

Phone: (920) 832-5074

email: greg.baneck@outagamie.org

To start or join a current AEA, contact the county land conservation department where your land is located.