

What is MORE's Purpose?

Members of MORE are dedicated to pursuing programs and funding to maintain farming enterprises, green spaces, and rural landscapes and to improve the quality of our rural lifestyles. We can reach our goals if each resident becomes an active participant in shaping our future.

Working together, we have the capacity to find creative solutions to the issues that confront us. With that in mind, MORE has developed the following Goals and Action Strategies:

1. To preserve and protect our farms, open spaces, and rural farm heritage.
 - o Establish a local program for the purchase of conservation easements.
 - o Explore the opportunities for the transfer of development rights.
 - o Find new sources of funding for farmland/green space preservation.
2. To work with others to influence policies that increase agricultural opportunities and profitability.
 - o Provide more and better marketing channels for local farm products.
 - o Encourage rural-based tourism opportunities.
 - o Promote rural businesses that build on the economic and aesthetic values of farmland and

open spaces.

- o Foster rural and agriculturally based economic opportunities for youth.

3. To educate ourselves and the community on the value of agriculture and the importance of our rural heritage in defining Shelby County's unique identity.