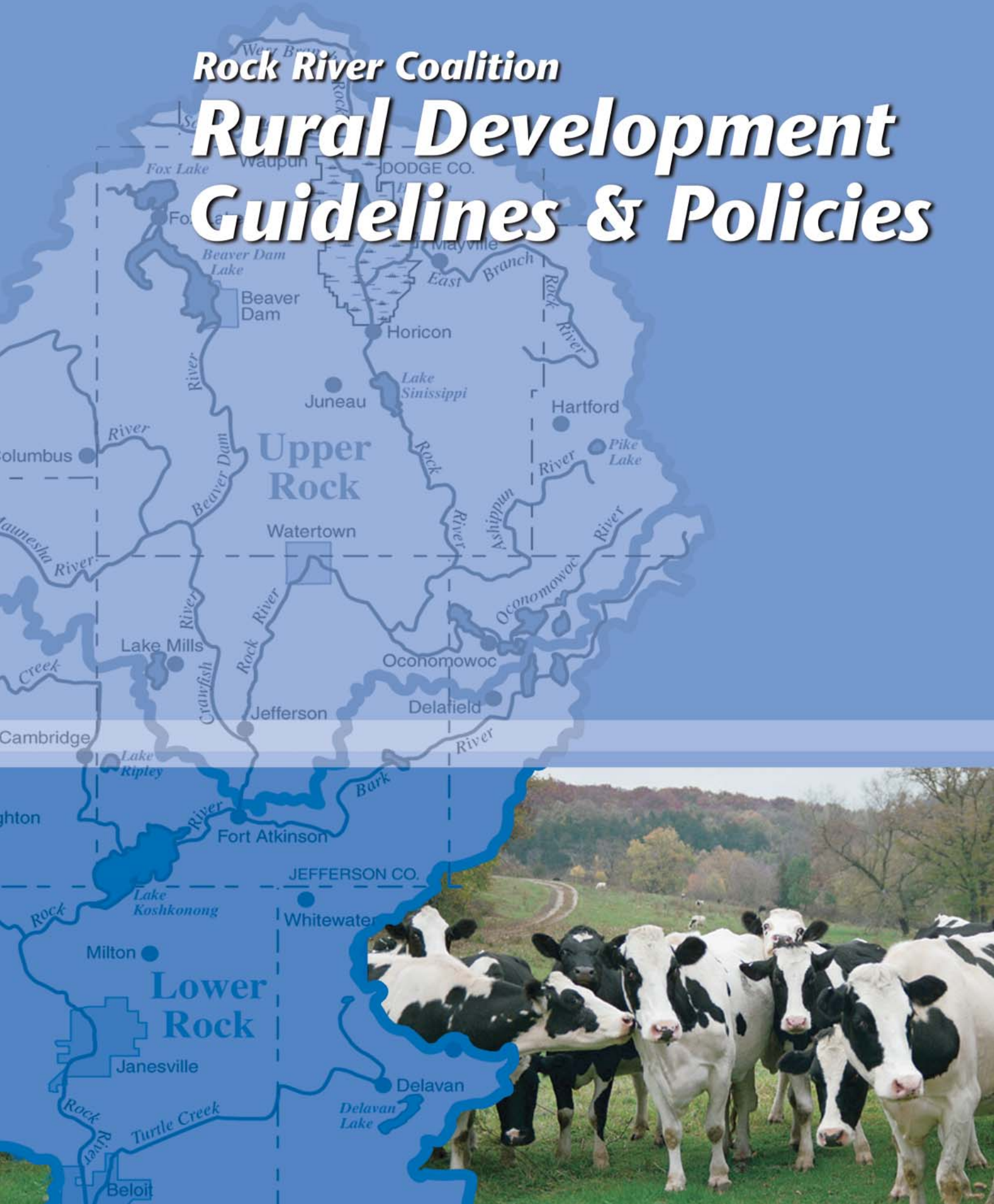


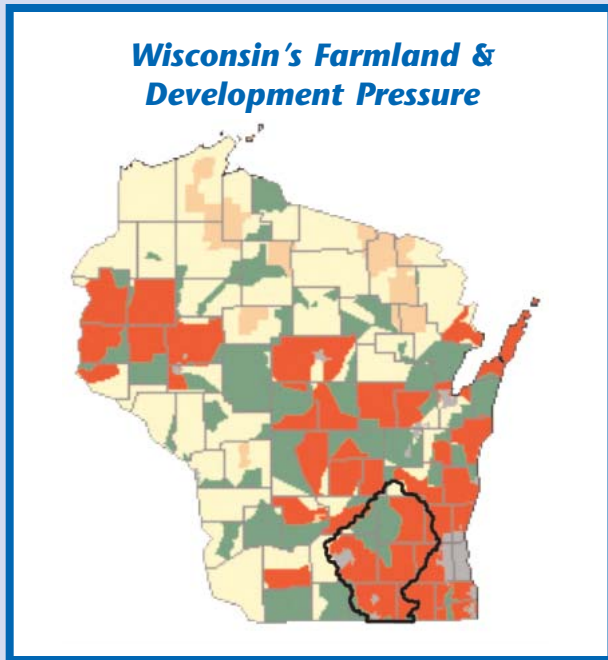
Rock River Coalition

Rural Development Guidelines & Policies



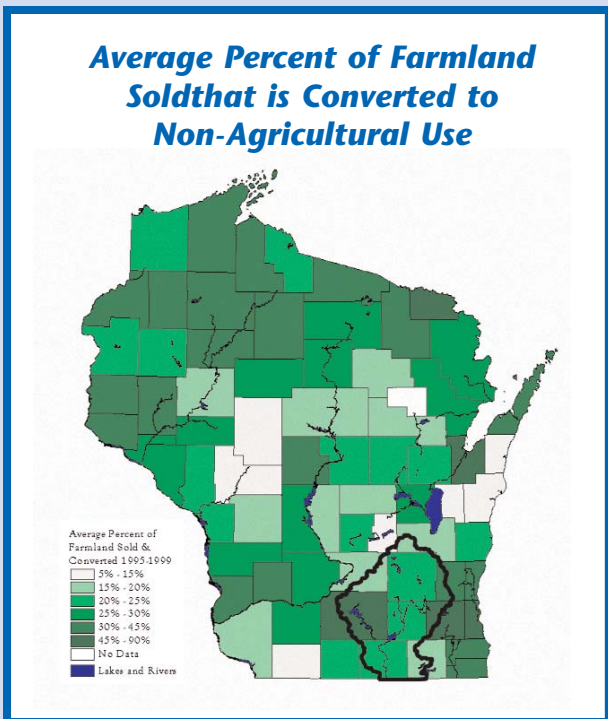
Wisconsin Farmland Development

Without strong policies, development will result in the continued loss of agricultural land. These maps illustrate why it's important to actively protect farmland. A discussion on the importance of agriculture to the Rock River Basin can be found inside on pages 8 & 9.



The red on this map shows regions with high quality farmland and high development pressure. Most of the Rock River Basin meets these criteria.

The green areas are high quality farmland with low development pressure. American Farmland Trust 1996

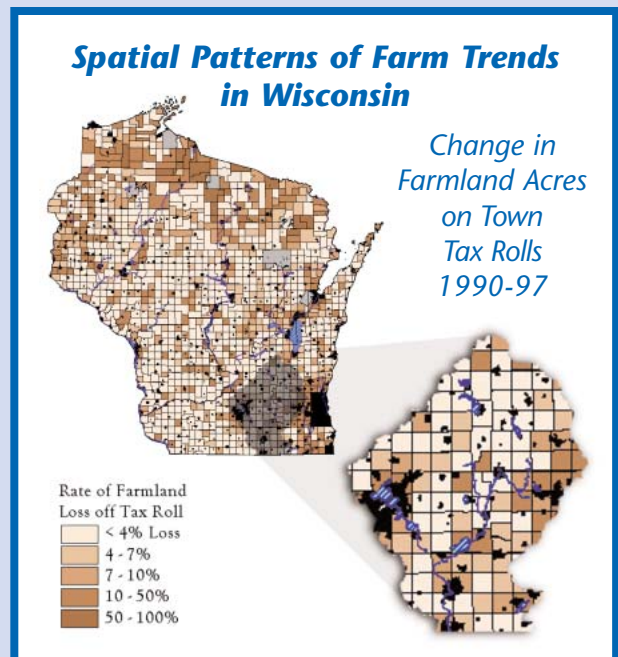
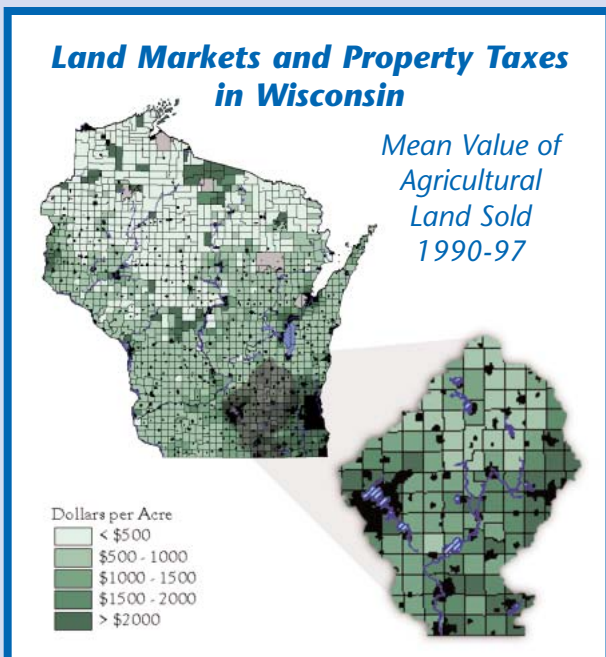
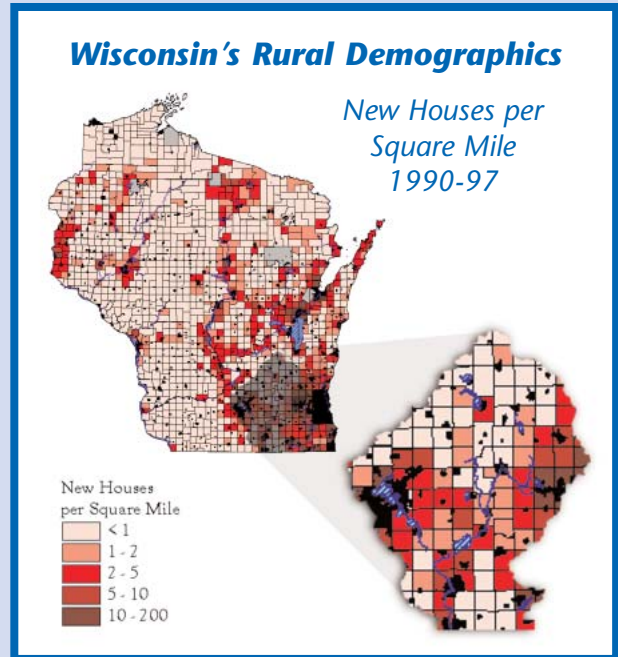
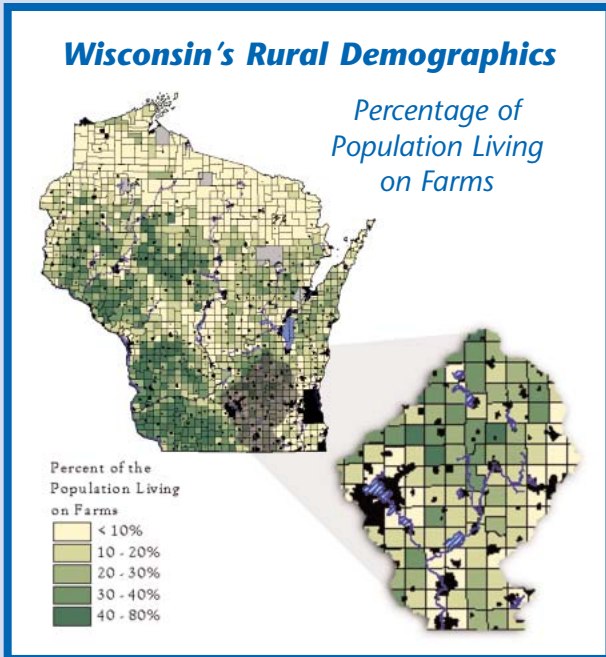


From 1995-1999, 20-90% of farmland sold in the Rock River Basin was removed from agricultural production as shown on this map produced by the University of Wisconsin Program on Agricultural Technology Studies (www.wisc.edu/pats).

See the inside back cover for more graphics.

The Changing Landscape of Wisconsin and the Rock River Basin

Many factors place pressure on agriculture and open space in the Rock River Basin. Fewer people are making their livings on farms and many people desire a home in the country. If we want to protect a rural agrarian base, strong vital land use protection must be implemented. See pages 8 & 9 for more information.



Rock River Coalition Rural Development Guidelines & Policies

The Rock River Coalition (RRC), a 501(3)(c) not-for-profit volunteer organization, was established in 1994. Its mission is to educate and provide opportunities for people of diverse interests to work together to improve the environmental, recreational, cultural and economic resources of the Rock River Basin.

Its 150 members and volunteers are private citizens, conservation and historic organizations, businesses, private industries, Chambers of Commerce and local, state and federal agency staff. Membership dues are \$20 for individuals, small businesses and schools, \$25 for families, \$10 for seniors and students, and \$50 for corporations.

In mid 1998, the Department of Natural Resources (DNR) approached the RRC to become its basin-wide partnership group. The RRC agreed and in November 1998, the RRC with the DNR, the Rock River Partnership (RRP) and the University of Wisconsin-Extension (UWEX) hosted a basin-wide forum in Fort Atkinson titled "Rock River Basin—Partnerships for the Future." Over 1600 basin-wide businesses, private citizens, state, county, local and federal agencies were invited to the forum. The 180 people who attended identified major issues in the basin.

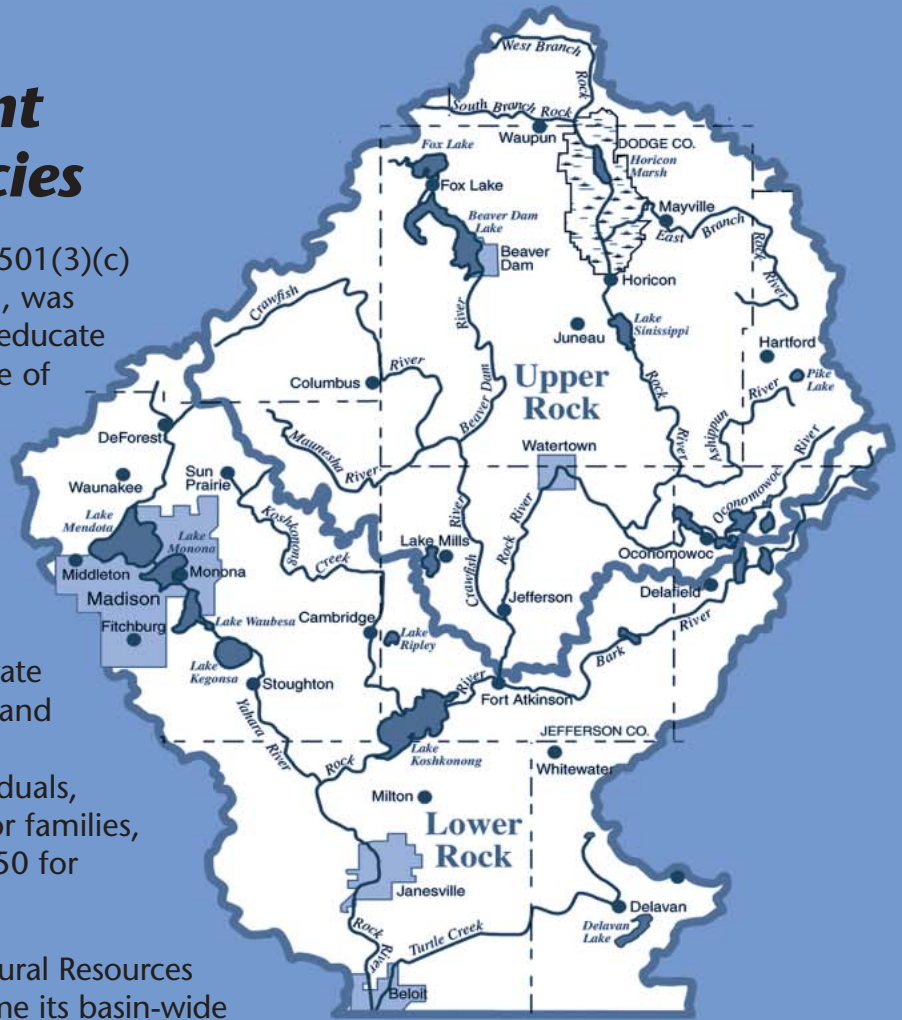
As a result of the first forum, six basin-wide issue teams formed: Surface Water Quality, Wetland/Shoreland, Storm Water, Groundwater, Recreation, and Rural Development Concerns. They have been meeting regularly to develop action plans and implement activities.

The RRC mailing address is:

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Upper & Lower Rock Basins

Produced by the Rock River Coalition Inc, and the University of Wisconsin-Extension.

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Graphic design by Jill Felten, UW-Extension Environmental Resources Center. Photos courtesy of Margaret Burlingham, Pete Jopke, and Suzanne Wade.

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