**Summary Theme Analysis of SARE Land Owners’ Focus Group:**

**Goals for conserving their land:**

* Minimize expense of having others maintain it (mow, etc.)…
* Maintain open space…
* Make it agriculturally and economically productive…
* Improve the overall condition of the land itself…
* Combine resources of landowner (capital, land, equipment) and farmer (know-how, time, effort)…
* Wildlife habitat improvement…
* Public recreation…

**Key learnings from experiences they have had with others farming their land:**

* Need for on-going collaboration and compromise between landowner and farmer…
* Knowledge that a lease can work to the benefit of both parties…
* Appreciation that the approach needs to be sustainable for the farmer as well as the farm…
* Importance of landowners with adequate financial and land resources supporting this…
* Awareness not to micromanage the farmer…
* Understanding that farming is not always an aesthetic experience…
* Desire for collaborative clarity on what both the farmers’ and landowners’ goals are…

**What they want from someone working their land – and their concerns in that regard:**

* A continuum of desired involvement and commitment – some land owners just want someone to come in and keep their fields open – others are seeking a mutual, long-term relationship with farmer, including housing – and are willing to make a life investment with the agreement of land being left to the farmer…
* Someone knowledgeable about what to do and how to do it relative to their land…
* The willingness to work mutually on a contract of what is and is not acceptable…
* Avoidance of longer-term, longer-impact farming activities (orchards, etc.) that would revert to being a landowner’s responsibility if the farmer left…
* Clarity around and insurance policies for liabilities for both parties…
* A genuine partnership with the farmer – a sense of a shared venture…

**Resources, systems, and structures that they feel might be helpful…**

* Connections with agricultural schools…
* Connections with existing farmers in their region…
* Open meeting for landowners and farmers to make their needs known to one another …
* Some sort of probationary period to see how a given agreement will work out…
* Database of potential landowners seeking farmers and vice-versa…
* Agency(ies) or organization(s) that could mutually connect and advise both parties…