Stewardship Begins with People
An Atlas of Places, People, and Handmade Products
This report is the fourteenth in the Conservation and Stewardship Publication Series produced by the National Park Service Conservation Study Institute. This series includes a variety of publications designed to provide information on conservation history and current practice for professionals and the public. The series editor is Nora J. Mitchell, director of the Institute. This volume was published in cooperation with the National Park Service Northeast Region, Marsh-Billings-Rockefeller National Historical Park, Shelburne Farms National Historic Landmark, Eastern National, and Quebec-Labrador Foundation/Atlantic Center for the Environment.

The Conservation Study Institute was established by the National Park Service in 1998 to enhance leadership in the field of conservation. A partnership with academic, government, and nonprofit organizations, the Institute helps the National Park Service and its partners to stay in touch with the evolving field of conservation and to develop more sophisticated partnerships, new tools for community engagement, and new strategies for the twenty-first century. The Institute is based at Marsh-Billings-Rockefeller National Historical Park within the Northeast Region of the National Park Service.

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For additional copies, contact:
Conservation Study Institute
54 Elm Street
Woodstock, VT 05091
Tel: (802) 457-3368 / Fax: (802) 457-3405
Email: stewardship@nps.gov
www.nps.gov/csi

Cover background is a composite of landscape images from Ebey’s Landing National Historical Reserve and Cuyahoga Valley National Park.
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A COOPERATIVE PROJECT:
National Park Service Northeast Region
Marsh-Billings-Rockefeller National Historical Park
National Park Service Conservation Study Institute
Shelburne Farms National Historic Landmark
Eastern National
Quebec-Labrador Foundation/Atlantic Center for the Environment

Prepared by
Rolf Diamant / Jeffrey Roberts / Jacquelyn Tuxill / Nora Mitchell / Daniel Laven
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Abbreviations
NHA National Heritage Area
NHL National Historic Landmark
NHP National Historical Park
NHR National Historical Reserve
NHS National Historic Site
NM National Monument
NP National Park
NRA National Recreation Area
NS National Seashore
PKWY Parkway

Scale for all areas except Alaska
0 100 200 Kilometers
0 100 200 Miles
Introduction

This *Atlas of Places, People, and Handmade Products* is a guide to the work of friends and neighbors of U.S. national parks, heritage areas, and national historic landmarks who are practicing a stewardship ethic and demonstrating a commitment to sustainability. Their work and the products they make contribute to the preservation of authentic traditional cultures and significant cultural landscapes. These stories come from two dozen national park areas ranging from the Blue Ridge Mountains to the Hawaiian Islands, and were selected as illustrative of many similar efforts and enterprises. As our title notes, stewardship begins with people, and the people in this *Atlas*—and others like them—deserve both recognition and encouragement.

It is no longer enough to strive for a friendly “coexistence.” All parties need to be more intentional and proactive in defining their mutual interests and crafting new, more cooperative strategies that contribute to some measure of sustainability and long-term conservation. This *Atlas* represents one such strategy.

This publication marks the culmination of a multi-year research project on heritage-based products that began with planning for the historic Mount Tom forest at Marsh-Billings-Rockefeller National Historical Park. A significant cultural landscape, the Mount Tom forest is the oldest professionally managed woodland in the U.S. The park continues to manage the forest in a contemporary context that is sensitive to historic character, relevant to the local community, and environmentally responsible. Recent third-party certification of the park's forest practices by the independent Forest Stewardship Council stimulated a broader investigation of certification systems and issues associated with the branding of products.

Concurrent with these discussions at Marsh-Billings-Rockefeller National Historical Park, there has been a growing conversation between national parks and partners on ways to enhance the cultural and economic sustainability of their distinctive regional identities. One tool that has generated particular interest is the use of branding as part of larger certification systems that make transparent the connection between products and responsible social and environmental practices. This enables individuals and organizations to make informed purchasing choices in direct support of good stewardship. Congress recently demonstrated its interest as well, asking the National Park Service to explore viable ways...
to encourage the sale of traditional products in national parks that "reflect, educate, and celebrate the unique history, spirit, culture, and natural treasures of the designated region and individual park."

This interest encouraged Marsh-Billings-Rockefeller National Historical Park to join the National Park Service Conservation Study Institute and a growing circle of national parks and partners to share experiences and learn more about how these strategies are being used in other places. This inquiry extended abroad, initially involving an exchange of ideas with park managers in Italy and the Czech Republic. A bilateral workshop, "Local Typical Products: Parks and Communities Working Together for a Sustainable Future," was convened in 2002 by the Italian Nature Conservation Service, the Lazio regional parks, and the U.S. National Park Service. Sessions were held in Cinque Terre National Park and several protected areas around Rome. At Cinque Terre, participants studied the recovery and economic revitalization of a World Heritage cultural landscape of steep coastal vineyards that produce the traditional Sciachetrà wine. Cinque Terre is developing one of the world's most comprehensive programs in sustainable tourism, based largely on creating an environmental quality brand for products and services.

In 2006, the National Park Service participated in another bilateral workshop, "Marketing and Promotion of Local Heritage Products," convened in the Czech Republic by the Quebec-Labrador Foundation/Atlantic Center for the Environment in cooperation with the Czech Environmental Partnership Foundation, Traditions of the White Carpathians, and Regional Environmental Center Czech Republic. The workshop, which was preceded by a seminar hosted by the United States Embassy in Prague, focused on innovative strategies to conserve cultural heritage, including promoting sustainable tourism, establishing certification systems, and building regional networks of protected areas and traditional producers.

Lessons learned from these exchanges are being considered and carefully applied in the U.S. This Atlas, for example, takes inspiration from two Italian versions of an atlas or, in Italian, atlante. One was prepared for traditional products of national parks and one for the parks of the Lazio Region. Both publications illustrate the extraordinary array of authentic traditional food products associated with
anchoring the western shore of Marin County, Point Reyes National Seashore preserves the natural ecosystems and cultural resources of one of the most spectacularly beautiful coastal landscapes in the United States. The Point Reyes peninsula has long been associated with the early history of dairy farming in California, and its panoramic landscape is shaped by characteristic features such as windbreaks, stock ponds, open pastures, and rolling fence lines. A number of the ranches in the park's pastoral zone have been in continuous operation since the 1860s.

Point Reyes is also an important part of a larger regional landscape and economy. Marin County's thirty-three dairy farms, including the park's historic nineteenth-century dairies, provide 20 percent of the milk for the San Francisco Bay area. In 1994, the Straus farm became the first organic dairy west of the Mississippi. Today, Sue Conley and Peg Smith's Cowgirl Creamery produces a wide array of award-winning fresh and aged cheeses made only from Straus farm milk. They own two retail stores in San Francisco, one of them in the newly renovated Ferry Building. Cowgirl Creamery, together with Marin French Cheese Company and Point Reyes Farmstead Cheese Company, help identify the region as America's "Normandy."

The county is well known for its oyster aquaculture. A half-dozen companies annually produce about 20 percent of California's oysters. For example, Hog Island Oyster Company in Marshall grows several types of North American oysters: Pacific, European, Kumamoto, Atlantic, and a trademarked Hog Island Sweetwater.

Local producers and regional consumers recognize Point Reyes and West Marin as places of quality production and authentic foods. An unusual opportunity exists to demonstrate the powerful linkage between these innovative, sustainable agricultural enterprises; market recognition; and the continued, careful stewardship of an important cultural landscape. Here is a place that can reconnect people with their natural heritage through wilderness and recreational experiences as well as with the food they eat, the beauty of the cultural landscapes where it is grown, and the honorable labor of producing it.

Pasture-based food that is locally produced invites and inevitably satisfies the desire for a real sense of place. It connects us with the seasons and the natural world and ultimately, after invigorating the palate, fortifying the body, and stimulating conversation, resonates a genuine appreciation of life.

- David Evans, owner, Marin Sun Farms

From our house, we look out over the oyster beds and the estuary every day... it's a beautiful view and it's something that we love and cherish. We're deeply committed to that ecosystem and its protection.

- Kevin Lunny, owner, Drakes Bay Family Farms

MORE ABOUT POINT REYES NATIONAL SEASHORE

Point Reyes National Seashore, created by Congress in 1962, comprises more than 71,000 acres, including 33,000 acres of wilderness. Estuaries, windswept beaches, coastal grasslands, salt marshes, and coniferous forests create a haven of 80 miles of unspoiled and undeveloped coastline. Located just an hour's drive north of San Francisco, the park receives more than 2.5 million visitors annually. The cultural history of Point Reyes extends back some 5,000 years to the Coast Miwok people who were the first human inhabitants of the peninsula; more than 100 known village sites exist within the park. In the 1850s, Mexican land grantees established ranches. These were followed by a wave of American agricultural operations, which continue to this day in the park's pastoral zone.

The high-quality pastures of Point Reyes make raising grass-fed beef possible and profitable. Dave Evans (left) and Kevin Lunny (right), fifth- and fourth-generation Point Reyes ranchers respectively, farm within Point Reyes National Seashore, and both have been recognized for their environmental stewardship and innovation. They belong to a growing number of West Marin farmers and ranchers committed to sustainable agricultural strategies. On his Marin Sun Farms, Evans practices pasture rotation, avoids antibiotics and growth hormones, and sells directly to consumers. Several years ago, he built moveable henhouses that allow the chickens to forage in the pastures. The free-range birds break up manure and fertilize the soil. Lunny has converted his herd to grass-fed and organic production. Both are diversifying; Evans has opened Marin Sun Farms Butcher Shop and Eatery in nearby Point Reyes Station and Lunny’s Drakes Bay Family Farms now operates an oyster farm on Drakes Estero.
INTRODUCTION

Forest Stewardship Council  
http://www.fscus.org/

Italian Nature Conservation Service  
http://www.parksi.it/

Lazio Regional Parks  
http://www.parchilazio.it

Cinque Terre National Park  
http://www.parks.it/parchi.nazionali.cinque.terre/index.html

World Heritage  
http://whc.unesco.org/en/about/

Quebec-Labrador Foundation/Atlantic Center for the Environment  
http://www.qlf.org/

Czech Environmental Partnership Foundation (Nadace Partnerství)  

Traditions of the White Carpathians (Tradice Bílých Karpát)  
http://www.tradicebk.cz/

Regional Environmental Center Czech Republic (Regionální

Environmentalni Centrum Česká

Republika) http://www.domaci-wyroby.cz/

Atlante dei prodotti tipici 

dei parchi italiani  
http://www.atlasteparchi.it/home.html

Natura in Campo: Atlante dei prodotti tipici e tradizionali 

dei Parchi del Lazio  
http://www.parks.it/buone.pratiche/index.html

Slow Food  
http://www.slowfood.com/

Conservation Study Institute  
http://www.nps.gov/csi

BLUE RIDGE PARKWAY

and Blue Ridge National Heritage Area

Blue Ridge Parkway  
http://www.nps.gov/blr/

Blue Ridge National Heritage Area  
http://www.blueridgeheritage.com/index.html

FORESTS

Great Smoky Mountains National Park  
http://www.nps.gov/grsm/

HandMade in America  
http://www.handmadeinamerica.org/

Southern Highland Craft Guild  
http://www.southernhighlandguild.org/

Canyon de Chelly National Monument  
Canyon de Chelly National Monument  
http://www.nps.gov/cach/

Navajo Nation  
http://www.navajo.org

Cuyahoga Valley National Park  
Cuyahoga Valley National Park  
http://www.nps.gov/cuva/

Cuyahoga Valley Countryside Conservancy  
http://www.cvccountrysidem.org/

Cuyahoga Valley Countryside Initiative  
http://www.nps.gov/archive/cuva/technical/countrysidem/index.html

Ohio and Erie National Heritage Canalway  
http://www.ohioanderecanalway.com/

Heritage Farms  
http://www.heritagefarms.com/

Countryside Farmers' Market  
http://www.cvccountrysidem.org/website/farmers_markets/farmers_market1.htm

EBEY'S LANDING NATIONAL HISTORICAL RESERVE

Ebeys Landing National Historical Reserve  
http://www.nps.gov/ebla

Penn Cove Shellfish  
http://www.penncoveshellfish.com

Coupeville Arts Center  
http://www.coupevillearts.org

PENNS COVE GALLERY

Penn Cove Gallery  
http://www.penncovegallery.com

HENRY COLE HANCOCK NATIONAL HISTORICAL SITE

Golden Gate National Recreation Area  
Gold Gate National Recreation Area  
http://www.nps.gov/goga

Golden Gate National Parks Conservancy  
http://www.golden-gate-parks.org

Warming Hut/Crissy Field Center  
http://www.crissyfield.org

Chez Panisse  
http://www.chezpanisse.com

Staats Family Creamery  
http://www.staatsmilk.com

Cowgirl Creamery  
http://www.cowgirlcreamery.com

Niman Ranch  
http://www.nimanchase.com

Let's Be Frank  
http://www.letsbefrankdogs.com

Nextcourse  
http://www.nextcourse.org

GRANT-KOHRS RANCH NATIONAL HISTORIC SITE

Grant-Kohrs Ranch National Historic Site  
http://www.nps.gov/gkro

Haleakalā National Park  
http://www.nps.gov/hale

Kipahulu 'Ohana  
http://www.kipahulu.org

Kapalua Living Farm  
http://www.kipahulu.org/kapaluafarm.html

Hubbell Trading Post National Historic Site  
http://www.nps.gov/hutr

WESTERN NATIONAL PARKS ASSOCIATION

Western National Parks Association  
http://www.wnpa.org

FRIENDS OF HUBBELL TRADING POST NATIONAL HISTORIC SITE, INC.

Friends of Hubbell Trading Post National Historic Site, Inc.  
http://www.friendsofhubbell.org

MARSH-BILLINGS-ROCKEFELLER NATIONAL HISTORICAL PARK

Marsh-Billings-Rockefeller National Historical Park  
http://www.nps.gov/mabi

EASTERN NATIONAL

Eastern National  
http://www.easternnational.org

A FOREST FOR EVERY CLASSROOM

A Forest for Every Classroom  
http://www.nps.gov/archive/mabi/mableducation/forest.htm

FOREST STEWARDSHIP COUNCIL

Forest Stewardship Council  
http://www.fscus.org

U.S. GREEN BUILDING COUNCIL

USGBC  
http://www.usgbc.org

VERMONT TREE FARM PROGRAM

Vermont Tree Farm Program  
http://www.vermontwoodlands.org/programs.html

NEW ORLEANS JAZZ NATIONAL HISTORICAL PARK

New Orleans Jazz National Historical Park  
http://www.nps.gov/jazz

GHB Jazz Foundation  
http://www.jazzology.com

ARROWHEAD JAZZ BAND

Arrowhead Jazz Band  
http://www.nps.gov/jazz/historyculture/music.htm

NATIONAL COUNCIL FOR TRADITIONAL ARTS

National Council for Traditional Arts  
http://www.ncta.net

NEW ORLEANS JAZZ COMMISSION

New Orleans Jazz Commission  
http://www.nojazzcommission.com

HOGAN JAZZ ARCHIVE

Hogan Jazz Archive  
http://www.tulane.edu/~lmiller/jazzhome.html

NICODEMUS NATIONAL HISTORIC SITE

Nicodemus National Historic Site  
http://www.nps.gov/nico
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