

# FOR IMMEDIATE RELEASE

August 2, 2006 from Phillipsburg Riverview Organization (PRO)  
For more information contact Reggie Regrut, executive director of PRO at 908-859-5632 or Mike King, PRO's chairman at 908-454-4141.

## **RealSMART Launched at Fair**

PRO is using its presence at the Warren County Farmers' Fair this year to launch a new membership committee named RealSMART.

Fair goers will see a "billboard" at the PRO booth reading:

**NO MORE HOUSES  
ON FARMLAND  
IS REALSMART GROWTH**

Membership information and free bumper stickers will be available.

In past years at the fair, PRO has raised awareness of the need to stop suburban sprawl, has supported the Highlands Act and has proposed a statewide water user tax to pay for land purchases.

PRO's chairman, Mike King, says "RealSMART growth is no more houses on farmland in New Jersey. No more developments where a car is required. Builders and developers have captured and manipulated the "smart growth" language with concepts such as "clustering" of houses on just a part of the farmland. REALSMART wants to recapture and redefine 'smart growth.'"

# RealSMART

## The League for Real Smart Growth

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### **“NO MORE HOUSES ON FARMLAND”**

#### **THE PROBLEM**

The loss of topsoil/farmland due to erosion and development ranks among the world’s most serious environmental problems. Many people have heard of global warming and overpopulation but not enough about the ever worsening environmental challenge of the loss of top soil, often due to unwise land use practices. Around the world, topsoil, vital to life on earth, is allowed to blow away in the wind or flow away as it rains. Too often agricultural lands are not being managed to sustain an ever growing population of humans in New Jersey and around the world that must be fed or threatened with starvation.

#### **ACT LOCALLY**

Recognizing the high quality soils on our area farms and taking steps towards keeping these acres available for agriculture is something we must do to counter the global loss of top soils and agricultural lands. Viable alternatives exist to save our New Jersey farms.

Let’s consider, that in the global economy, farmland is key to niche market agribusiness and economic success. It can create many jobs in the agricultural industry. Consider the Champagne region of France or the Parmigiana area of Italy which derives a good part of its wealth from niche markets which its agricultural lands make possible (i.e., the champagne beverage, and parmigiana cheese).

The loss of farmland in our area to development results in the permanent loss of the economic potential of the land and replaces it with ugly, wasteful sprawl. The “quality of life” enhancements that emerge from RealSMART growth in our cities (or on already developed lands) and not on our farms are:

- Reduce greenhouse gases which cause Global Warming
- Pedestrian-friendly centers
- Readily available and reliable mass transit
- No expansions of infrastructure (sewer, water, and roads) onto agricultural lands
- Greater neighborhood density so those that choose can thrive without a car

This alternative plan avoids the crippling costs we pay as taxpayers to provide more roads and other infrastructure to larger lot subdivisions (e.g., 1-5 acre lots) built out of the city core. Public costs consequently are lower overall and public spending can be redirected to “quality of life” enhancements such as education, art and parks. This is why we formed RealSMART.

#### **WHAT IS RealSMART?**

No more houses on farmland. No more developments where a car is required. Builders and developers have captured and manipulated the “smart growth” language with concepts such as “clustering” of houses on just a part of the farmland. RealSMART wants to recapture and redefine “smart growth.”

#### **JOIN US**

Our mission is to form a league of like-minded individuals and organizations that agree new growth should occur only on previously developed lands, not on our farmland. We ask that you consider joining RealSMART, the League for Real Smart Growth.