


2015 Spring Regionals 

Partner Report:

# IOWA NRCS

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For the **Love of the Land**

“We abuse land because we regard it as a commodity belonging to us. When we see land as a community to which we belong, we may begin to use it with love and respect.”

Aldo Leopold, [A Sand County Almanac](#)

For the **Love of the Land**

“We have found there is no blanket, short-cut method for getting the conservation job done. There is no quick and easy way out.”

Hugh Hammond Bennett

For the **Love of the Land**

“There was a growing awareness that soil and water conservation was so complex that it could not be accomplished without on-site technical help.”

R. Neil Sampson

# Partnership Approach is Key

“I consider the soil conservation districts movement one of the **most important developments** in the whole history of agriculture.”

**Hugh Hammond Bennett**



**Shared Conservation Foundation**



# National MOU:

## NACD, NARC&DC, NASCA, NCDEA, NRCS

“The purpose of this MOA is to encourage strong national, Tribal, regional, State, and local level partnerships, as well as to strengthen cooperation among the Parties which results in coordinated interagency delivery of conservation assistance to provide landowners, communities, and others to sustain the health, diversity, and productivity of the Nation’s natural resources. **This system supports local level and private landowner decision making and capacity for conservation planning assistance that will result in sound science solutions that are practical and economical and lead to wise use and management of natural resources.**”

2015 NACD National Conference, New Orleans



# Producer-Driven Conservation Planning

1. Conservation planning is the ultimate in locally-led conservation
2. Whole Farm and RMS Planning is NOT required.
3. Producer decides scope and level of planning.
4. At a minimum, the plan must cover the area of influence and effect of addressing the identified resource concern.
5. Conservation planners ensure the right practice or practices are used in the right location at the right time, to meet the producer's needs.

# Conservation Planning

## Single Practice



vs.

## Systems Approach





# Basic Plan Components



# Building Efficiencies



# Iowa's Strategic Plan

Building  
Efficiencies



## Goal 1:

Provide high quality conservation planning and technical assistance to our customers.

# Business Plan

Building  
Efficiencies

\_\_\_\_\_ Field Office 2015-2016 Business Plan

**Goal 1: Provide High Quality Conservation Planning and Technical Assistance that Effectively Addresses Resource Concerns.**

**Objective 1.1 – Ensure that all Planners are Certified Planners.**

Action Item	Action Step	Responsible Person(s)	Completion Date	Progress Notes

**Objective 1.2 – Ensure Focused Attention on Conservation Planning.**

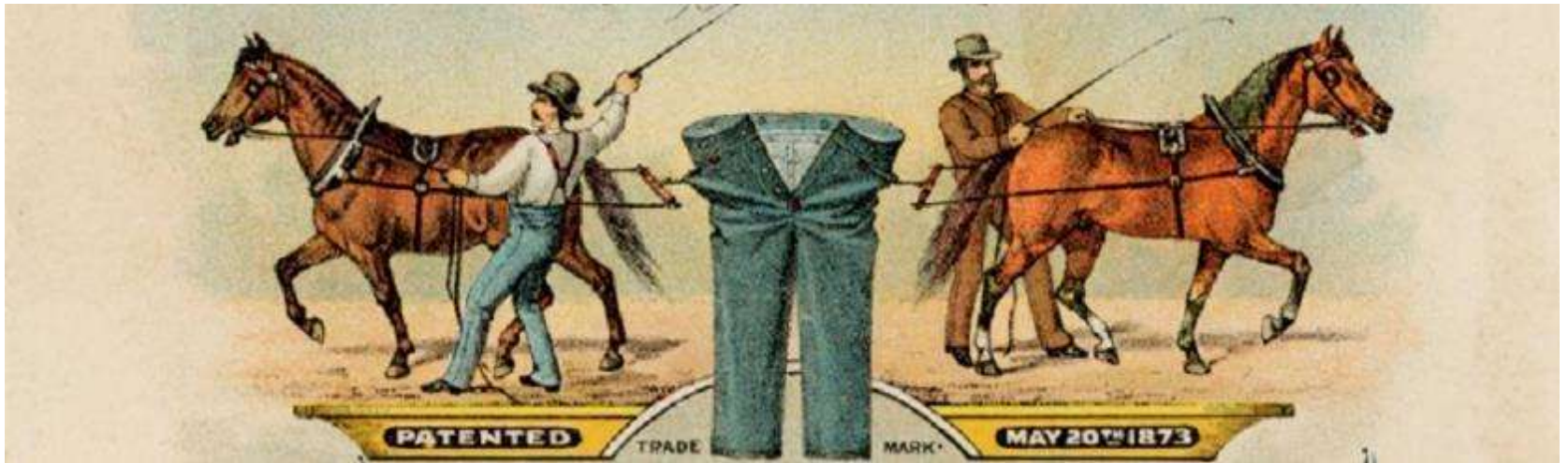
**1.2.1 – Messaging Planning Priority**

Action Item	Action Step	Responsible Person(s)	Completion Date	Progress Notes

**1.2.2 - Determine Resources and Time Needs**

Action Item	Action Step	Responsible Person(s)	Completion Date	Progress Notes

# Boots on the ground



**Step One: Get Horses Pulling in the Same Direction**

# Boots on the ground



Agri-  
business

TSPs

Gov't

Commodity  
Groups

Districts

NGO's

Step Two: Getting more partner boots on the ground



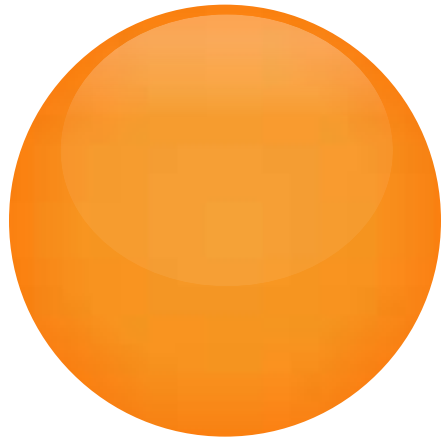
Next  
Steps

## MOVING forward



We are all committed to getting more conservation on the ground. How can we work together to get more boots on the ground to help farmers and landowners?

Discussion



**BY WORKING TOGETHER, WE CAN  
MAKE A BETTER IOWA.**







# Thank you!

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