



CONSERVATION PLANNING AND DELIVERY



Every Successful Farm Starts With a Plan

The Natural Resources Conservation Service (NRCS) was born out of troubled times — the Dust Bowl days of the 1930s. Dust storms ravaged the nation's farmland, stripping away millions of tons of topsoil and carrying it all the way to the Atlantic Ocean.

Helping People Help the Land

In response to this disaster, the Soil Conservation Service - today's NRCS - worked side-by-side with local conservation districts to assist farmers to help them recover and build sustainable farming solutions through soil conservation.

Now, more than 80 years later, we continue to champion locally-led, voluntary conservation. With a highly trained workforce of 10,000 plus employees and a suite of financial assistance programs, our work and expertise has evolved to meet the needs of our customers. Today, we help producers make investments in their operations and local communities to keep

working lands working, boost rural economies, increase the competitiveness of American agriculture, and improve the quality of our air, water, soil, and wildlife habitat.

Simply put — NRCS helps America's producers meet the growing world demand for food, fuel, and fiber.

Foundation of Conservation

Our Conservation Technical Assistance (CTA) program is the backbone of our financial and technical assistance delivery system. It funds conservation planning and technical consultation, conservation implementation, natural resource inventory, assessment, technology

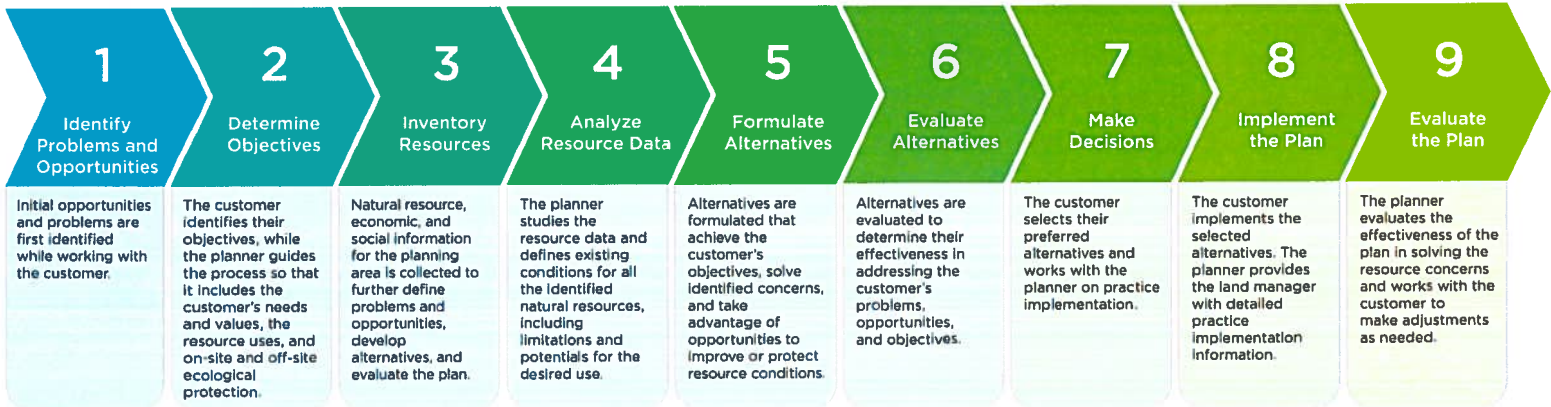
transfer, and financial assistance.

Every farm and acre is unique and requires tailored management; and every decision maker has different management concerns and needs. Our technical assistance is one-on-one, personalized advice and support to help you make the best decisions for your lands — and is offered **free of charge**.

This personalized assistance provides families with the science-based data and tools to make informed decisions about where to target efforts to get the greatest return on their investment, and ensure the long-term sustainability of American agriculture.

HOW CONSERVATION PLANNING WORKS

A NINE-STEP PROCESS



Your Farm, Your Plan — The Final Decision is Yours

A comprehensive conservation plan is the first step to managing all the natural resources on your farm. We'll walk your farm with you and work with you to develop options to address your needs. Our tool box includes aerial photos, soil surveys, engineering solutions, and individual science-based analysis customized for your property.

The plan we develop together will combine existing production methods with recommended conservation practices to best manage your farm's unique natural resources, while allowing your farm to grow sustainably and productively.

Supported by our expert analysis and recommendations, you choose which option best meets your needs. These decisions become your conservation plan, a step-by-step guide to reach your objectives. This planning process also makes it easier to identify how and when you could qualify for Farm Bill financial

THE FOLKS AT NRCS walked around the farm with us and we just kind of brainstormed and talked about what we wanted. Then they helped guide us in the programs that they had that would match what we wanted to accomplish. Our conservation plan gives us an enthusiasm and motivation for continuing to move forward in creating a dream that we want here.

—Theresa Lackey
Boone County, Missouri

assistance to help you install conservation systems, or receive incentives for trying new ones. We have the contract expertise to see you through this process. Because identifying when, where, and how to implement practices is not plug and play.

The final plan provides a roadmap for keeping your land healthy and productive for generations to come. It includes helpful information on each of your practices, such as how they benefit your farm, how to maintain them, and how they help your soil, water, and wildlife.

By developing a conservation plan and adding conservation to your farm, you will protect your land's ability to provide for your family and

future generations.

With nearly 3,000 offices in communities nationwide, NRCS employees provide the information, tools, and delivery systems necessary for producers — in every state and territory — to conserve, maintain, and improve their natural resources.

Stop by your local USDA service center to get started today.

