



United States Department of Agriculture

Natural Resources  
Conservation Service



**Farm Foundation Forum**  
**Kevin Norton**  
**Associate Chief, NRCS**

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# NRCS *Vision*

“Productive  
Working Lands In  
Harmony With A  
Healthy  
Environment”







## Who we are





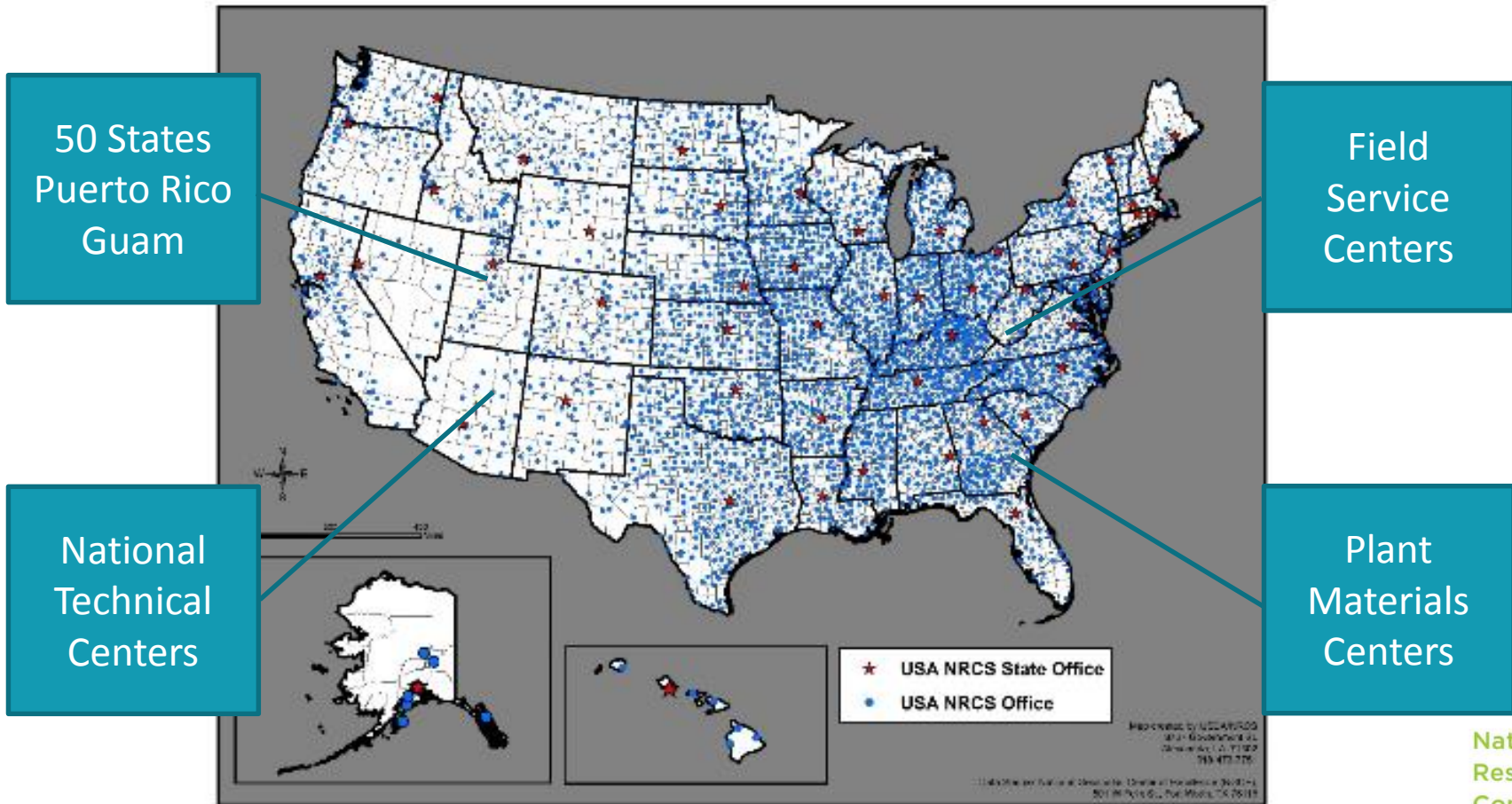
## *Priorities*

- ★ Focus conservation delivery on the customer experience.
- ★ Fortify stewardship of the taxpayer dollar.
- ★ Enhance and expand NRCS's scientific and technical capabilities.
- ★ Strengthen existing relationships and forging new partnerships.



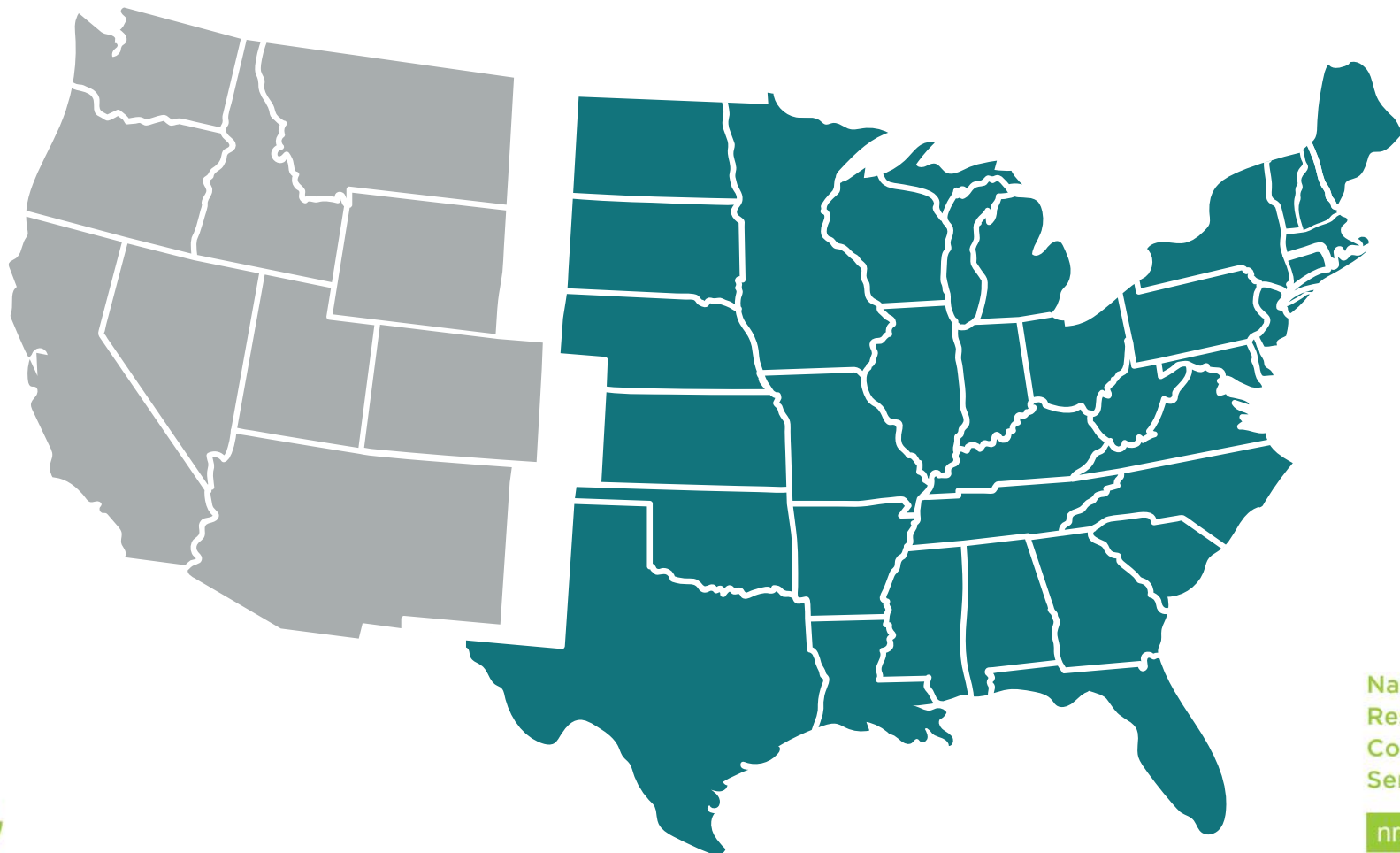


# NRCS Has Field Offices Across the Nation





# 70% of land in the lower 48 states is privately owned

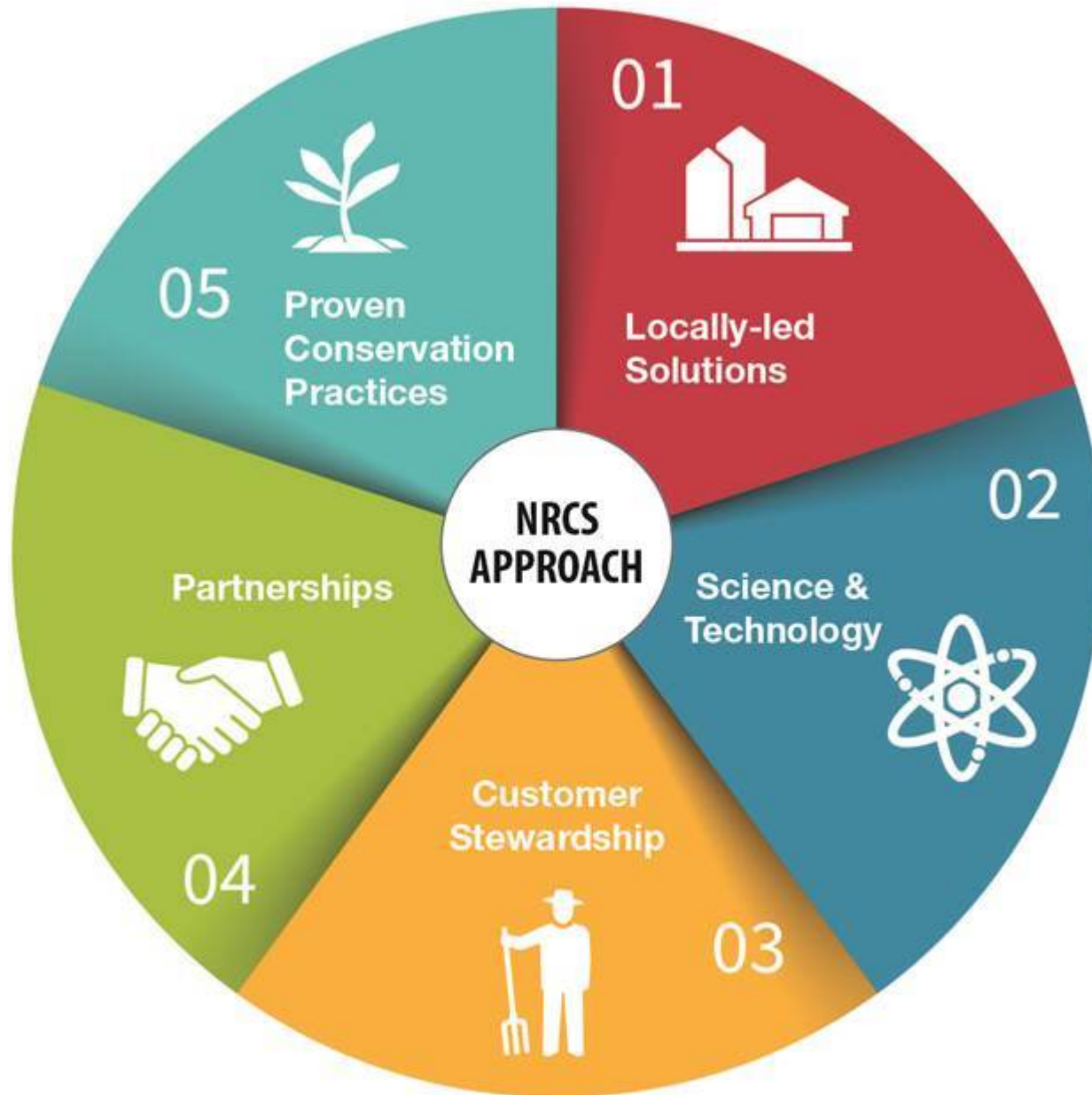


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# Focus Areas

- Soil
- Water
- Air
- Energy
- Wildlife
- Forests
- Technologies



# Customers and Partners include:

- Private landowners
- Farmers
- Ranchers
- New Beginning Farmers
- Women in Ag
- Young Farmers
- Veterans
- Urban Farmers
- CBOs & NGOs
- Private industry





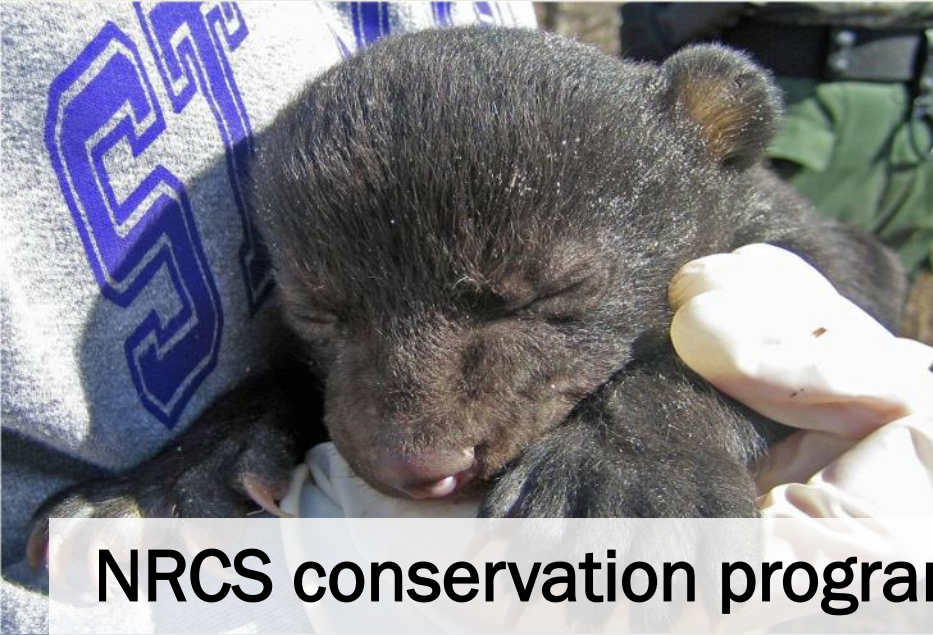
NRCS works hand-in-hand with farmers, ranchers, forest landowners and Tribes across the nation on natural resources conservation and planning.







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**NRCS conservation programs and practices are helping producers prepare for what's ahead**





# Incentivizing Our Customers

**ACEP-ALE**



**EQIP**



**ACEP-WRE**



**CSP**



**RCPP**



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# Conservation Technical Assistance

Conservation technical assistance is the help NRCS and its partners provide to land users to address opportunities, concerns, and problems related to the use of natural resources and to help land users make sound natural resource management decisions on private, tribal, and other non-federal lands.





# Suite of Initiatives include:

- Working Lands for Wildlife
- Longleaf Pine
- Lesser-Prairie Chicken
- Sage Grouse
- Gulf of Mexico
- National Water Quality
- Ogallala Aquifer
- Red River Basin



## Key Ingredients:

1. Trust and credibility
2. Shared vision
3. Strategic approach
4. Accountability
5. Leverage



# Conservation on Working Lands

Finding the common link between wildlife & agriculture that invites cooperation.



*“It’s been a win-win situation for our wildlife and our operation,”*

Steve Pokorny,  
Wyoming Rancher





# Rice Stewardship Partnership RCPP



- Ducks Unlimited and the Rice Federation are co-leads for the Rice Stewardship Partnership.
- The U.S. rice industry is important to feeding the nation and North America's wetland wildlife. Combining the U.S. rice industry – represented by USARF – and the conservation community – represented by DU – is an aggressive approach to innovation, collaboration, and solution-oriented conservation.

# Conservation on Working Lands

Directing resources where the biological returns are the highest.



*"It's been rewarding to watch us stitch together prime black bear habitat across private lands through strategically placed conservation easements,"*

John Pitre,  
State resource conservationist

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# Greenhouse Gas and Soil Carbon Markets

- **Voluntary Participation in carbon and GHG markets provides producers with the opportunity to access a new revenue stream.**
- **Often referred to as carbon farm, working lands producers adopt NRCS conservation practices that enhance soil carbon stocks and reduce emissions from their operation.**
- **The atmospheric benefits are quantified and the producers free to receive payments for carbon benefits.**
- **Some Environmental markets partners include:**
  - ✓ Ducks Unlimited
  - ✓ Chevy Motor Company
  - ✓ Microsoft
  - ✓ Climate Trust Capital



# NRCS



# Helping People Help the Land



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