

Ag Water Management Summit Follow-up Strategy
USDA – NRCS and Sand County Foundation
December 5, 2011

Strategy 1: Develop a contribution Agreement between NRCS and SCF to carry out the Strategy

Purpose of Agreement:

To broaden the adoption of management techniques on drainage waters both Sand County Foundation and the Natural Resources Conservation Service have identified a need to dedicate outreach efforts to both the farm and conservation communities at the national level. We have identified a strategy of seeking to make short presentations at existing meetings of significant institutions rather than hold independent outreach functions. In some of the larger meetings, we anticipate that representatives of both NRCS and SCF would be part of the presentation. Potentially other parties would also be brought in for specific purposes in many meetings, such as someone from the host group to speak about their perspective. In addition, where appropriate, we may want to bring in people from industry and academia with experience in the management of drainage waters.

Strategy 2: Target Farm and Commodity groups' meetings for presentations

- Commodity Classic
Corn Growers and Soybean Association
March 1 – 3 Nashville
- Farmers Union
National Convention March 4-7 – Omaha
- Association of Certified Crop Advisors
- ADMC annual meeting - January 2012

Strategy 3: Target Conservation organizations' meetings for presentations

- The North American Wildlife and Natural Resources Conference
Hosted by the Wildlife Management Institute
March 14 – 18, Atlanta, GA
- Soil and Water Conservation Society
July 22 – 25, Fort Worth, TX
- Ducks Unlimited
May 30 – June 3 in Nashville
- TRI Societies Meeting ASA/CSSA/SSSA
- Engineers Meeting
- Midwest Association of Fish and Wildlife Agencies – July?
- ADMS Task force and NERA217 meetings April 2012

Strategy 4: Target Farm, Commodity and Conservation organizations' meetings at the state level for presentations as part of the 9 states' DWM Action Plans

- Provide a piece of the national presentation for States to use
- Would include video from Summit

Strategy 5: Make presentations at the State Technical Committee meetings in the 9 focus states as part of the states' DWM Action Plans

- Provide a canned presentation for States to use
- Would include video from Summit

2/2/2012

Strategy 6: Put webinar on DWM presentations on S&T website

Strategy 7: Video Presentation by Chief for website and other uses

Strategy 8: VTC presentation to PMT