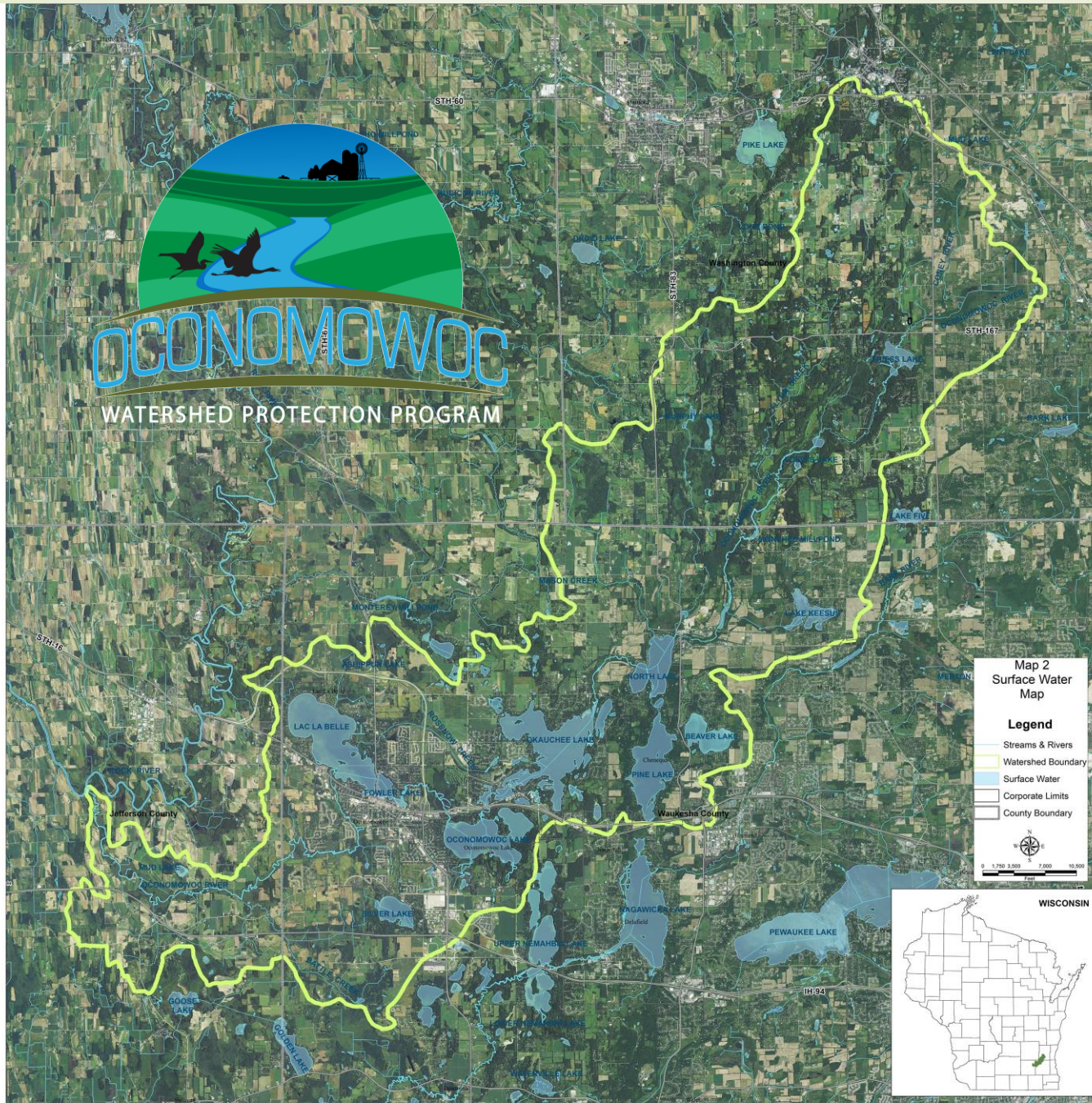




# **FARMERS** **FOR LAKE COUNTRY**

**A Producer-led organization that is leading the way to better soil and water quality through education, demonstration, and incentives to test new farming techniques to protect the waterways in "Lake Country."**



## Oconomowoc River Watershed

# EDUCATION

## WORKSHOPS AND CONFERENCES

### Presentations by Industry Experts

- Sharing Data
- Sharing Research

### Presentations by Farmers

- Real-life experience
- Farmer-to-Farmer



# EDUCATION

## FIELD TECHNOLOGY DAY

### Hands-on Demonstrations

- Cover Crops
- Soil Health

### Presentations by Farmers

- Real-life experience
- Farmer-to-Farmer



# IMPLEMENTATION

## COST-SHARE FUNDING PROGRAMS

### Regional Partnership Grant - NRCS

- Industry Best Management Practices
- 70 – 75% Cost- Share

### City of Oconomowoc

- Lower level of Bureaucracy
- Additional Cost-Share on top of NRCS
  - \* up to 100%
  - \* Plus rent offset (where applicable)
  - \* Optional 90% non-federal funding



**FARMERS**  
FOR LAKE COUNTRY

# IMPLEMENTATION

## COST-SHARE FUNDING PROGRAMS

**Farmers for Lakes Country**

*Cost-share for NEW practices*

**First time no-till planting**

*Must be on fields not currently on no-till*

**\$15.00 per acre for equipment rental**



# IMPLEMENTATION

## COST-SHARE FUNDING PROGRAMS

**Farmers for Lakes Country**

*Cost-share for NEW practices*

**No-till/strip till fertilizer application**

**\$15.00 per acre for equipment rental**



# IMPLEMENTATION

## COST-SHARE FUNDING PROGRAMS

Farmers for Lakes Country

*Cost-share for NEW practices*

**Aerial seed, inter-seed, or hi-boy cover  
crops into full season vegetation**

**\$25.00 per acre**



# COMMUNICATIONS

## Newsletters

Quarterly updates on what's new in the watershed

## Direct Mail Pieces

Invitations and announcements

## Email Blasts

All of the same communications to our electronic database

## Social Media

To be developed



**FARMERS FOR LAKE COUNTRY**

*You are invited!*

Field Technology Day  
Tuesday, October 18, 2016  
10 am - 2 pm  
Town of Concord

our cover crop test plot  
new and innovative  
nal disturbance  
and fertilizer application  
information contact: doncwa33@gmail.com • 608-279-2732



# Leopold's 3 ways to maintain conservation practices

1. Regulation
2. Incentives
3. Land owner pride and beliefs



# RECOGNITION

## Water Friendly Farm Program

### Enrollment Criteria

Follow Rules for Nutrient Management

Follow Rules for Runoff Abatement

Voluntary Conservation Measures taken

### Certification Criteria

Approved Third Party Verification



**FARMERS**  
FOR LAKE COUNTRY



# What can you do?

- ▶ *Conservation does not occur without long term vision; Long term vision does not occur without a viable future.*
- ▶ Remember you may be asking landowners to give up something. Make sure you are ready to give up something in return!
- ▶ Recognize the farmer and landowner as **LONG TERM** partners in the community