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
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
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
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.