

Measures of Success - Defining Partnerships

Part I - Number of members, articles, educational events, etc.

Organization	Do you presently have policy in support of the Nutrient Reduction Strategy?	Do you presently release press or membership notices and articles promoting water quality practices?	Do you have member recognition for stewardship or support the Environmental Leaders Award?	Do you lead or support educational programming regarding water Quality?	Do you participate in other practices/activities the promote water quality and nutrient reduction in Iowa's watersheds?
Iowa Water Environment Association Greg Sindt	IAWEA introduced the point source concepts to DNR and others about three years ago and we support the Strategy.	IAWEA includes a Strategy update in each of its quarterly newsletters to members	No	IAWEA provides educational programs to its members at regional short courses, annual meetings, and newsletters	IAWEA encourages members to become actively involved in watershed groups
Iowa Pork Producers - Cody McKinley	In 2013 the IPPA Annual Meeting Delegates approved: <i>"The IPPA supports the Voluntary Nutrient Reduction Strategy Plan, as presented by the Iowa Secretary of Agriculture Bill Northey. In addition, IPPA should reach out to other states through the National Pork Producers Council to develop and implement voluntary based nutrient management goals as well.</i>	IPPA distributes bi-weekly newsletters to our members via email. In addition, IPPA has quarterly issues newsletters that are distributed via hard copy to all identified pork producers. Lastly, IPPA distributes a bi-monthly magazine to all identified pork producers	IPPA has recognized an Environmental Steward Award since 2007	Committees works cooperatively with many watershed management groups, wildlife groups (ie Pheasants Forever) and others to further the environment management practices. In addition, our Producer Education Committee and Environmental Committee have partnered with Iowa State University, Watershed Management Authorities, Iowa Department of Agriculture and Land Stewardship, the Iowa Soybean Association and others on environmental research projects. Information	IPPA also works closely with the Iowa legislature and executive branches and encourage additional funding towards water quality initiatives
Conservation Districts of Iowa Clare Lindahl	Attached is a draft, working document that Conservation Districts of Iowa will be discussing, adding to and approving at their Summer Board Meeting in June. The document will be updated annually.	Yes. Information about water quality programs, projects and policies is promoted to Soil and Water Conservation District Commissioners and Staff from CDI weekly.	Yes. Most recently we submitted a blog to Iowa Corn about the Environmental Leaders Awards, <a href="http://www.iowacornstalk.com/2014/04/a-call-for-conservation-leaders.html">http://www.iowacornstalk.com/2014/04/a-call-for-conservation-leaders.html</a> . CDI posts all award information on our website at, <a href="http://cdiowa.org/conservation-districts-of-iowa/programs/public-education-acknowledgment/awards">http://cdiowa.org/conservation-districts-of-iowa/programs/public-education-acknowledgment/awards</a> CDI sends all award information to our Soil and Water Conservation District Commissioners and Staff. CDI will be submitting 5 farmers for consideration of the Environmental Leader Award in 2014.	Yes. CDI promote educational programming regarding water quality annually to our members during New Commissioner Training, Spring Regional Commissioner Meeting and the Annual Conference of Commissioners. We have been working with 11 commissioners who are farmers using cover crops to disseminate information to other farmers, agribusiness personnel and the media through our Champion Cover Crop Commissioner Pilot Program. We were a partner in hosting Cover Crop Workshops at the Power Farming Show in 2014. We submitted two requests to provide outreach and education tools for Soil and Water Conservation District Commissioners and Staff to use to promote soil conservation and clean water. We provide youth scholarship opportunities for high school graduates entering conservation and agriculture fields, facilitate the a high school environmental competition and a conservation poster contest annually. We administer funds to Soil and Water Conservation Districts for the employment of conservation aides and the application of conservation practices and activities that improve water quality.	quality and nutrient reduction and support lobby efforts of our Soil and Water Conservation Districts on the state and national level. We are working with another partner to plan a cover crop conference in 2014. We are working with NRCS to advance their Certified Conservation Program. We are pursuing with Iowa State University Extensions a pilot project that provides farmers with tools to monitor their tile lines to make better decisions on their farm and for the environment. We are co-chairing a subcommittee of the State Technical Committee to assist the Soil and Water Conservation Districts in strengthening locally led conservation. Annually, we present information on local, state and national platforms. We provide letters of support and in-kind
Iowa Environmental Council Jennifer Terry	On separate page				

<p>Iowa Farm Bureau Federation Rick Robinson</p>	<p>The IFBF has at least 10 major policy statements in support of the Nutrient Reduction Strategy and voluntary soil and water conservation implementation.</p>	<p>The IFBF provides regular press releases and weekly stories for our membership in the Iowa Farm Bureau Spokesman, at IowaFarmBureau.com, The Dirt leader e-newsletter, and a new monthly leader e-newsletter focused specifically on the nutrient strategy implementation efforts, voluntary soil and water conservation implementation successes stories, and information about related water quality programs, research and technologies.</p>	<p>The IFBF actively promotes the Environmental Leaders Award with members by encouraging nominations and reporting on award recipients. The IFBF also co-sponsors the Conservation Farmer of the Year Award with the Iowa Department of Agriculture and Land Stewardship. This annual recognition program began in 1952 and highlights the continuous voluntary conservation improvements made by all Iowa farmers, but focuses on one statewide winner. Beginning this year, the statewide winner will have the free use of a John Deere 6D Series utility tractor for up to 12 months (or up to 200 hours). The Van Wall Group of Perry is donating the use of tractor to the state winner. The award and the new tractor prize</p>	<p>The IFBF regularly provides member education through its regional staff and 100 county Farm Bureaus on a number of water quality programs and issues, including the implementation efforts of the Iowa Nutrient Reduction Strategy, the IDALS Water Quality Initiative, and other related state and federal soil and water quality programs and regulatory issues. The IFBF uses the county Farm Bureau network (in addition to media) to encourage their active involvement in local watershed projects.</p>	<p>The IFBF provides research and analysis to the Water Resource Coordinating Council, as requested, in support of the Iowa Nutrient Reduction Strategy. This is a summary of the major IFBF implementation activities related to the Iowa Nutrient Reduction Strategy and related soil and water quality programs that can be quantified and that we plan to report to the WRCC.</p>
<p>Iowa Corn Growers Assoc. Ben Gleason</p>	<p>Yes</p>	<p>Yes, we write press releases, electronic and mailed newsletters, blogs, and other outreach for members regarding water quality practices</p>	<p>Yes, we submit nominations for the Iowa Farm Environmental Leaders Award and our members who win are recognized at our policy conference. We paid for hotel and registration for six winners to attend the Iowa Water Conference. Currently, we are developing a brochure with the nomination form to distribute to our members.</p>	<p>Yes, we host over 20 crop fairs each winter with most of them having a presentation on water quality or conservation. Many of our county organizations also support local educational programming. We were a sponsor of the cover crop workshops at the Iowa Power Farming Show</p>	<p>Yes, we sponsor research to improve farm productivity and environmental performance. We launched the Iowa Conservation Action Network to provide free conservation planning to our members in five priority watersheds. We provide funding for our county organizations to support local water quality projects</p>

WPAC

Measures of Success - Defining Partnerships

Part II - Criteria for partnership

Organization	Partnership in selected watersheds projects	Staff and programs that recommend BMPs for fertilizer application and other nutrient reduction strategies	Participation in tracking progress in their partner watershed.	Have a designated Strategy point of contact that stays current on strategy progress.	Offer services/programs that encourage reduction practice adoption.
Iowa Water Environment Association - Greg Sindt			IAWEA has offered the assistance of its 600 members to IDNR for the water quality monitoring program. We have members at many wastewater treatment facilities that are competent at stream sampling. We feel it is very important that we develop a very good water quality monitoring program and have encouraged INDR to perform a very detailed evaluation of the monitoring program objectives, monitoring locations, sample collection methods (flow proportional sampling), and monitoring parameters. We suggested that IDNR may retain outside experts to review the program.	Greg Sindt is the point of contact for IAWEA	
Iowa Pork Producers - Cody McKinley					
Conservation Districts of Iowa Clare Lindahl					
Iowa Environmental Council Jennifer Terry	On separate page				

Conservation Districts of Iowa (CDI)

Water Quality Initiative(WQI)

Our role as a partner

- Lobby for funding to support the WQI
- Educate attendees at New Commissioner Training, Spring Regional Commissioner Meetings and the Iowa Soil and Water Conservation District Commissioners Annual Conference on the WQI
- Send welcome letter offering support to all WQI Demonstration Projects
- Utilize state and national network of resources to assist districts, commissioners and project coordinators in having successful WQI Demo Projects
- Have CDI representation at all the WQI Demo Project kick off meetings
- Submit 2 stories to the Clean Water Iowa website
- Incorporate the WQI priorities in new endeavors
- Report activities to IDALS-DSC for their information



2014

# MEMO

**TO: Dr. John Lawrence**

**FROM: Iowa Environmental Council (IEC)**

**RE: Response to Dr. Lawrence's Request at the March WPAC meeting**

**DATE: May 12, 2014**

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## **“What defines a ‘good partner’ as we implement the Nutrient Reduction Strategy (NRS)?”**

Thank you for this opportunity to help define what makes a ‘good partner’ to the WRCC as it proceeds with implementation of the Nutrient Reduction Strategy. Here are ways in which the WPAC and IEC can be good partners:

### WPAC SHOULD PROVIDE INPUT TO THE WRCC REGARDING IMPLEMENTATION

The WPAC, as a body, should act as a vetting group for implementation strategies. WPAC is charged with making recommendations to the WRCC; it should be an active partner in helping the Measures of Success group as implementation proceeds. WPAC and WRCC should identify concrete ways in which WPAC will provide input.

### PARTICIPATE IN THE PROCESS BY SUGGESTING WAYS OF STRENGTHENING THE NRS

The strategy is a “living document” and, thus, will require revisions as we go forward. A good partner will work constructively with others to strengthen the strategy and ensure that widespread adoption of practices is occurring and nutrient reduction is being achieved. The Iowa Environmental Council supports the strategy, and also believes the strategy can be strengthened. In particular, IEC supports measurements such as goals and interim benchmarks, sharing of data and information, and monitoring of progress in improving water quality at the watershed level.

### ENCOURAGE PUBLIC INVOLVEMENT IN WATER QUALITY

A good partner will help increase public awareness of Iowa’s water quality issues. IEC regularly uses social media to engage the public in issues surrounding Iowa’s water quality and the NRS. Interested members of the public receive emails, Facebook updates, and legislative action alerts from IEC, as well as access to blog posts and coverage on the website concerning timely water topics.

Additionally, IEC sponsors such events as Practical Farmers of Iowa field days, and staff members attend Iowa Learning Farms demonstration days, etc. IEC staff members have been trained as volunteer water monitors and also volunteer in watershed project activity. IEC staff members author opinion essays for publication in major Iowa newspapers regarding water quality, and this summer IEC staff will be creating media briefing packets on water quality and meeting with editorial boards of Iowa newspapers.

### BUILD COALITIONS FOR IMPROVED WATER QUALITY IN IOWA

A good partner will create and nurture relationships with diverse groups, agencies, and organizations. The partner will have honest, constructive dialogue which results in consensus-building and visible progress. For example, IEC has met with over 70 stakeholders including farmers, environmental groups, agricultural commodity groups, and governmental agencies since January in order to learn about what others are doing and to identify areas of agreement. Additionally, IEC staff has come to the table with all of the WRCC members and nearly all the WPAC designees and has been honest and open in its efforts to identify ways of strengthening the strategy.

#### ENSURE ACCOUNTABILITY AND TRANSPARENCY

A good partner will urge public awareness via accountability and transparency. The public must have faith that WPAC and WRCC are working in tandem to implement the strategy and measure its success along the way. A good partner will want to ‘shed sunlight’ on these processes and outcomes.

**IFBF General Comments:**

It would be helpful for every organization/partner to report on established time periods.
It is important to for each organization/partner to report numbers of news releases and articles in support of the Iowa Nutrient Reduction strategy, the IDALS Water Quality Initiative and related programs.
It is also important to quantify social media outreach, letters to the editor, airing of purchased media (the Iowa Minute), and internet, radio and TV campaigns. These activities in aggregate help provide the most complete picture of the information and education outreach effort by supporting organizations/partners.
Clarify if you are asking for numbers on consumer-focused outreach and farmer-focused/education outreach, or one or the other. However, the IFBF does both, and it makes sense to include both. The public needs to understand the extent of support and implementation efforts in support of this state policy.

## Iowa Corn Growers Association

As the Nutrient Reduction Strategy increases in scope we feel other criteria for partner organizations/agribusiness that will be addressed at a later time may be:

- Partnership in selected watersheds projects
- Staff and programs that recommend BMPs for fertilizer application and other nutrient reduction strategies
- Participation in tracking progress in their partner watershed.
- Have a designated Strategy point of contact that stays current on strategy progress.
- Offer services/programs that encourage reduction practice adoption



# **Iowa Farm Bureau Federation Iowa Nutrient reduction Strategy Implementation Highlights 2013-2014**

## **State Legislation**

Actively supported more than \$54 million in general funds and \$31.36 million in new, one-time (ending fund balance) funds last two years for 10 different soil and water conservation programs.

## **County Farm Bureaus in the Water Quality Initiative Projects**

There are at least four county Farm Bureau or affiliated service companies named as partners in the 13 IDALS Water Quality Initiative priority watershed projects. County Farm Bureaus are continually being encouraged to find active roles in all the projects.

## **SHARE Grants**

The SHARE grant program is a new IFBF program in 2014 supporting conservation/water quality, enhancing the public's understanding and appreciation of agriculture, and community development projects. This year it is providing \$43,935 for six new local conservation/water quality projects.

## **Iowa Minutes**

We've done 10 Iowa Minutes on conservation practices in the last two years. These are 60-second news features that highlight the role agriculture and Farm Bureau in the lives of Iowans, and show the good work Iowa farmers are doing to protect the soil and improve their watersheds. Each Iowa Minute runs for a month in every television market in Iowa, including one in Omaha and one in Missouri, and reaches 2.6 million consumers.

## **Conservation Counts Iowa Campaign**

The goal is to support and encourage members' ongoing conservation efforts, active involvement in the Iowa Nutrient Reduction Strategy, and to assist the IFBF in securing additional funding for the Water Quality Initiative and related soil and water programs. Media components for the campaign consist of TV, radio and print. These mediums link Iowans back to the **Conservation Counts Iowa** website for more information. The long-term outcome for the website is to educate and inform farmers, legislators and Iowans about on-going conservation efforts and how we are all part of the solution. The message has reached more than 8.8 million households, so far.

## **Conservation Farmer of the Year Award Sponsorship**

The award is co-sponsored by the IFBF and the Iowa Department of Agriculture and Land Stewardship. This recognition program began in 1952 and highlights the continuous voluntary

conservation improvements made by all Iowa farmers, but focuses on one statewide winner. Farm Bureau members can now nominate deserving neighbors for award. The statewide winner this year will have the free use of a John Deere 6D Series utility tractor for up to 12 months (or up to 200 hours). The Van Wall Group of Perry is donating the use of tractor to the state winner at Farm Bureau's request. The award and the tractor prize for the state winner help raise awareness of the great things all Iowa farmers do every day to conserve state soil and water resources. The winner will be honored September 4.

### **Spokesman**

There have been at least 37 articles in the weekly *Farm Bureau Spokesman* and monthly *Family Living* associate member publication about the Nutrient Reduction Strategy and IDALS Water Quality Initiative since it began.

### **INRS Leaders Newsletter**

The IFBF started a new monthly e-newsletter in February 2014 sent to 100 county Farm Bureau boards, county leaders and staff working on conservation and natural resource issues, encouraging active strategy implementation roles.

### **News Services & Public Relations**

There have been more than 130 conservation-themed stories and on the IFBF website and sent to media in the last year. There have been three Specific "Calls to Action" where Speaker Corps members and Ag Leaders were encouraged to submit letters to the editor with a focus on conservation and what they are doing on their farm. Results include more than 40 letters submitted by members to local and statewide newspapers, with nearly one-half of submitted letters printed, including the *Des Moines Register* and *Cedar Rapids Gazette*.

Also:

- Promoted "Innovations in Conservation" at the IFBF Annual Meeting to media, resulting in three stories on progress in Iowa water quality.
- Recruited members to attend EPC meetings to share their conservation success stories and the negative impacts of regulations on their farm.
- The IFBF includes a segment on conservation in each monthly "On the Record" e-newsletter sent to Speaker Corps members. Each month includes a 'communication tip' for sharing conservation stories and bulleted conservation talking points.
- Work with county FBs to share conservation-themed messages through paid local media and outreach activities during Ag Week and Earth Day celebrations.
- Sponsored the Cover Crop Workshops during the Iowa Power Farming Show in Des Moines, January 2014. Speaker presentations are available to all Iowans on the Conservation Counts Iowa website.