

James Currington

Geneva County, Alabama
District Conservationist
29 years with USDA



James Currington (r) district conservationist in Geneva County, Alabama, works diligently to encourage new and limited resource producers to participate in the conservation programs offered by NRCS.

“My greatest reward with NRCS is to see the smiles on producers’ faces...”

--James Currington

Reaching Out To New Customers

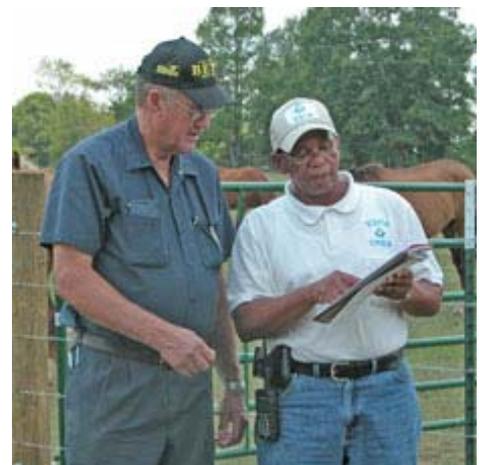
James Currington, NRCS district conservationist in Geneva County, Alabama, has worked diligently to encourage new and limited resource producers to participate in the programs offered by NRCS.

Not only is this effort a part of his job, it is a passion with Currington. He genuinely wants these non-traditional producers to not only have the information about the programs but to also understand how the programs work. James would be the first to tell you that working with limited resource producers requires different skills and approaches.

Currington says, “I have found that in order to reach limited resource producers, initially I need to go to them and meet them on their turf. Once they understand about the programs, then they are willing to come to the office and carry on business.” Currington has worked with local cooperatives to make initial contacts with potential producers. His efforts have had results. Geneva County has 64 active Environmental Quality Incentives Program (EQIP) contracts for new and limited resource producers totaling \$1,153,954.

The outreach effort in Alabama has been very successful, in part due to the hard work of James Currington. His efforts have helped Alabama reach many new participants for conservation programs.

Currington says, “My greatest reward with NRCS is to see the smiles on producers’ faces when they get approved for conservation practices. When they get their practices completed, they are so proud of their land. I believe this is the true meaning of the NRCS Mission Statement—Helping People, Help the Land.”



Currington (r) talks with landowner.