NRCS Strategic Plan

• Departure from previous plans:
  – Process
    • business lines, customer segments, focus groups
  – Participation
    • Steering Team, Sounding Board, Core Team, Business Area Liaisons, NLT...
  – Product
    • New look & feel that communicates change
NRCS Vision
Productive Lands – Healthy Environment

NRCS Mission
Helping People Help the Land
Guiding Principles

• Service
• Partnership
• Technical Excellence
What do customers need to address the natural resource issue?

How can products and services better address natural resource issues?

How are customer needs for products and services changing?

Strategies for:
- bringing needed products and services to...
- the appropriate customer segment to...
- reach the desired natural resource outcome.
Five Business Lines

• Conservation Planning and Technical Consultation
• Conservation Implementation
• Natural Resource Inventory and Assessment
• Natural Resource Technology Transfer
• Financial Assistance
Our Primary Customers

- Farmers and ranchers
- Other members of the private sector who support agriculture and conservation
- Governments and units of government
- Non-profit organizations
Overarching Strategies

- Cooperative Conservation
- Watershed Approach
- Market-based Approach
Mission Goals

Foundation Goals
- High-quality, Productive Soils
- Clean and Abundant Water
- Healthy Plant & Animal Communities

Venture Goals
- Clean Air
- An Adequate Energy Supply
- Working Farm and Ranch Lands

NRCS
High-quality, Productive Soils

- **Outcome:** Quality of intensively used soils maintained or enhanced to enable sustained production of a safe, healthy and abundant food supply
- **Objective:** By 2010, 70% of cropland under systems that maintain or improve soil condition and increase soil carbon
Clean and Abundant Water

• Outcome: Quality improved and maintained to protect human health, support a healthy environment, and encourage a productive landscape

• Objective: By 2010, reduce potential sediment and nutrient delivery by 70 million tons
Clean and Abundant Water

• Outcome: Water is conserved and protected to ensure an abundant and reliable supply for the Nation
• Objective: By 2010, conserve 8 million acre-feet of water
Healthy Plant & Animal Communities

- **Outcome**: Grassland, rangeland, and forest ecosystems are productive, diverse, and resilient.
- **Objective**: By 2010, applied management that will maintain or improve long-term vegetative condition on 150 million acres of grazing and forest land.
Healthy Plant & Animal Communities

- Outcome: Working lands and waters provide habitat for diverse and healthy wildlife, aquatic species, and plant communities.
- Objective: By 2010, an additional 9 million acres of essential habitat improved and managed to benefit at-risk and declining species.
Healthy Plant & Animal Communities

• Outcome: Wetlands provide quality habitat for migratory birds and other wildlife, protect water quality, and reduce flood damages

• Objective: By 2010, resource managers create, restore or enhance 1.5 million acres on non-Federal lands
Clean Air

• Outcome: Agriculture makes a positive contribution to local air quality and the Nation’s efforts to sequester carbon

• Objective: To be established – will be measured by tons of carbon sequestered
An Adequate Energy Supply

• Outcome: Agriculture activities conserve energy and agricultural lands are a source of environmentally sustainable biofuels and renewable energy

• Objective: To be established – will be measured by BTUs conserved
• **Outcome:** Connected landscapes sustain a viable agricultural sector and natural resource quality

• **Objective:** By 2010, 70 percent of farms and ranches protected under easements will remain in active agriculture
Management Initiatives

• Ensuring Civil Rights
  – Equal Employment Opportunity
  – Fair and Equitable Service Delivery

• Improving Internal Management
  – Human Capital
  – Electronic Government
  – Financial Performance
  – Budget and Performance Integration
Productive Lands

Healthy Environment