

Natural Resources Conservation Service



United States Department of Agriculture
Natural Resources Conservation Service

Productive **Lands**
Healthy **Environment**



Strategic Plan 2005 - 2010

Natural Resources Conservation Service
Strategic Plan 2005-2010

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



How can products and services better address natural resource issues?

Strategic Natural Resource Issues

What do customers need to address the natural resource issue?

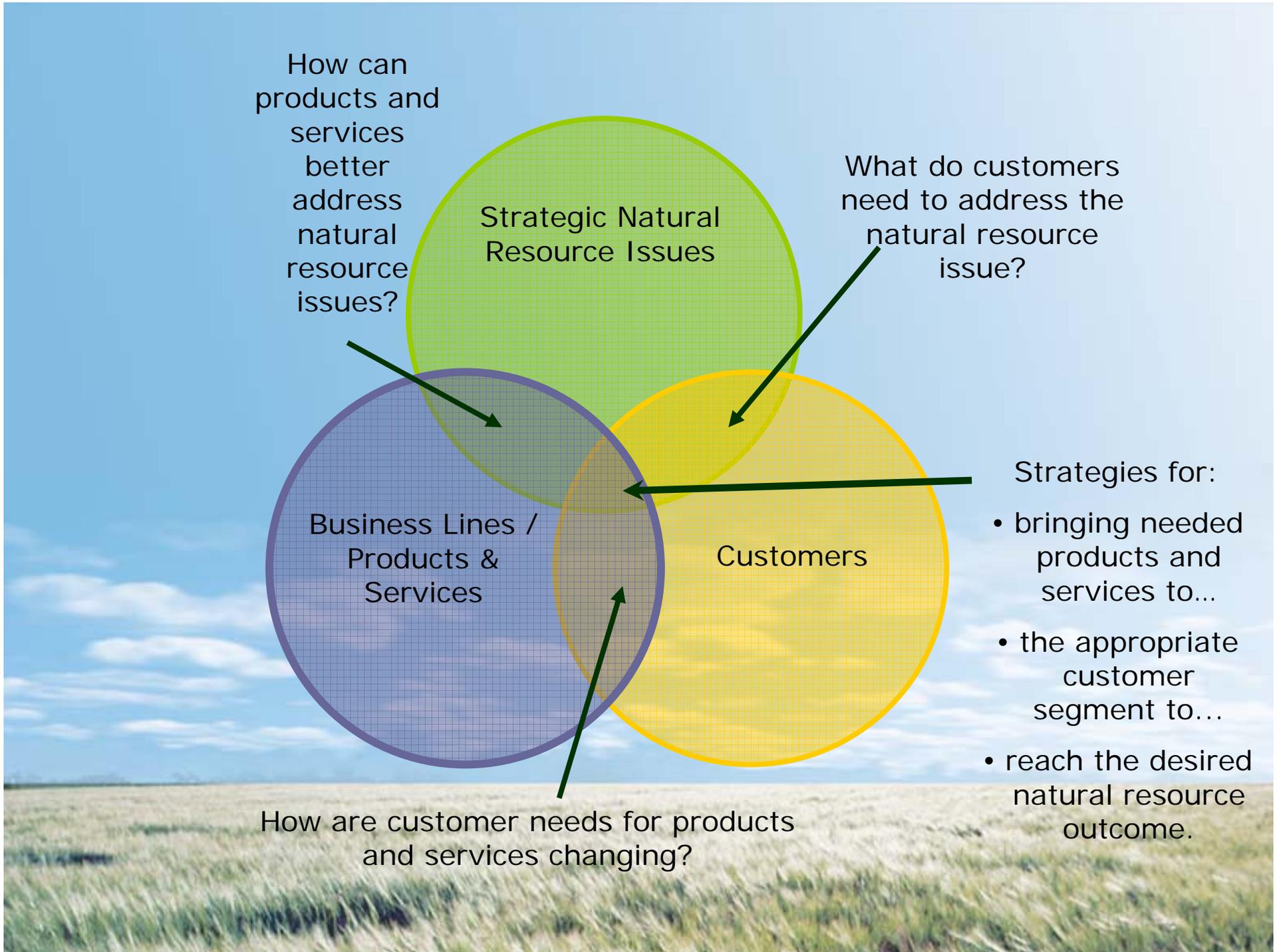
Business Lines / Products & Services

Customers

Strategies for:

- bringing needed products and services to...
- the appropriate customer segment to...
- reach the desired natural resource outcome.

How are customer needs for products and services changing?



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



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



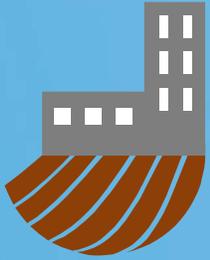
Clean Air

- 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



Working Farm & Ranch Lands

- 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

