“If you get the chance...”

**SITUATION:** Landowner comes into office and wants to sign up for program activities……

**BE PREPARED!**

- You need to have a plan for your discussion on soil health! Nothing detailed but need “talking points” to see if there is interest in actual soil health.
- You need to decide what good soil management points you want to get across! Only “cover crops” or all other possibilities?!
- Have tentative list for his “problems” that can be addressed! i.e.
  ✓ “doesn’t dry out”
  ✓ “hard pan”
  ✓ “corn stalks don’t seem to decompose”
  ✓ “weeds where I didn’t have before” 

- Know or find out what the “resource concerns” are…..if they doesn’t know specifically, apply what you know in the county to his general farming location and operation.
- Listen intently and “read between the lines” as best you can to determine what their needs are. Example, did he sign up for cover crops because he has a real soil need for them or just heard that might be a good way to get more government money?!
- If they chooses a program activity explain it in detail so that they understand what affect that practice will have on improving the soil.