



Boot Camp I

Working Effectively with Landowners

March 23, 2023

Natural
Resources
Conservation
Service

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Objective

- Understanding the average landowner
- Presenting oneself effectively and appropriately
- Being proactive before communication takes place
- Ensuring the producer's objectives and position are fully considered and respected



Communicating with Landowners

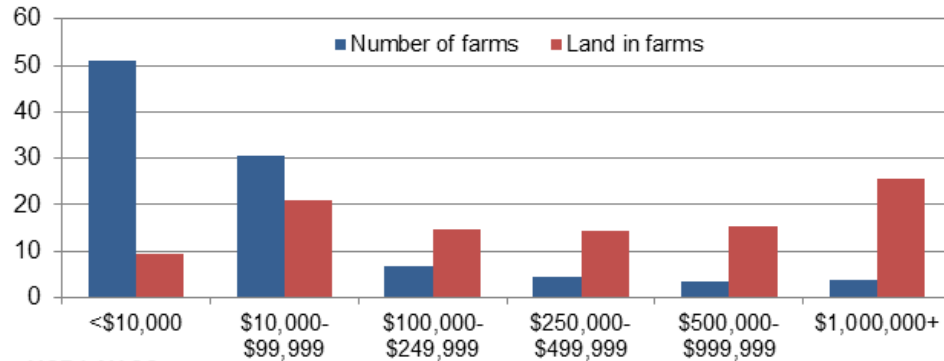
- Constant!
- Correspondence
 - Phone
 - Email
 - Text
- Office
- Farm Visit
- Events



**Farms and Land in Farms by Economic Sales Class
– United States, 2021**

Modern US Farms

Percent of total



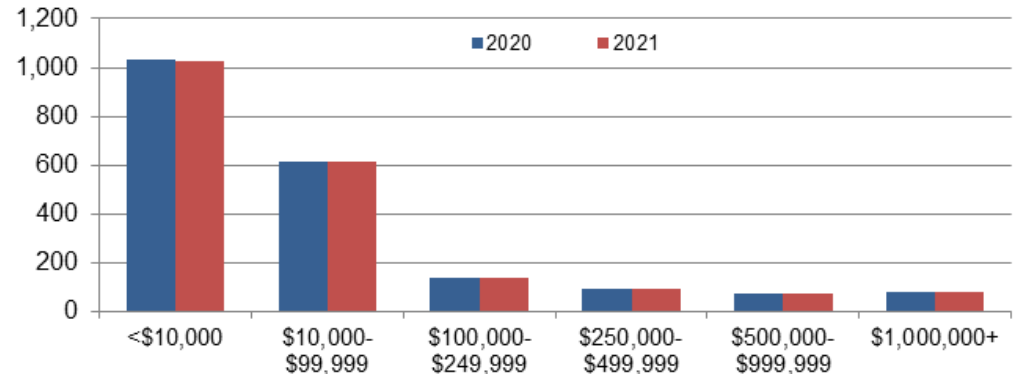
USDA-NASS
February 18, 2022

Pennsylvania Farm Operations, 2021

139 Farm Acres /Operation
52,700 Farm Operations
7,300,000 Acres Operated

Number of Farms by Economic Sales Class – United States: 2020 and 2021

Thousands of farms



USDA-NASS
February 18, 2022

Family Farms, 2021

89% of all farms small* family farms

(ERS, 2021)

*less than \$350,000 GCFI

Modern Pennsylvania Farmers*

Pennsylvania, 2017	Pennsylvania, 2012	US, 2017	US, 2012
90,461 producers	90,595 producers	3,399,834 producers	3,180,074 producers
65% men, 35% women	70% men, 30% women	64% men, 36% women	70% men, 30% women
46% primarily farm	48% primarily farm	42% primarily farm	44% primarily farm
83% live on farm	84% live on farm	74% live on farm	76% live on farm
Operating a farm: < 5 years, 13% 6-10 years, 13% >10 years, 74%	(NA)	Operating a farm: <5 years, 14% 6-10 years, 13% >10 years, 73%	(NA)
54.8, average operator age	53.7, average operator age	57.5, average operator age	56.3, average operator age
99% white	99% white	95% white	95% white

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*USDA NASS AgCensus data, Table 52

Landowners

- Experience
- Significance
 - Major asset
 - Home
 - Family
- Golden Rule
- Build a relationship (with everyone!)
 - Persistence and time
- Be present



Farm Visits

- Clear and simple language – avoid NRCS speak
- Respect privacy
 - Learn to read between the lines
- Impressions
 - “You never get a second chance to make the first impression”
 - Hygiene
 - Dress
 - Respect

Being Prepared



Read the land

Operation
Conservation needs



Utilize your resources

Do your homework!



Know what we can do

Don't come in with two/three
practices, scenarios each
time

Stay current!

Service



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Confrontation

- Inevitable
- Fully consider other options while remaining behind convictions when necessary
- Be confident and assertive, forgoing arrogance and rudeness
- Admit mistakes
 - Learn from them!
- Stay professional and respectful
- Continue to self improve, recognize opportunities for growth

Producer Goal Considerations

- Don't go in with a set plan
- Listen to producer feedback
 - Stay humble
- Recognize decision-maker's position
 - Needs
 - Priorities
 - Preferences
- Economic Realities
 - Don't make any promises
- Farmer makes the final decision!
 - Customer

Sustainability

- The best conservation is long-term
- If not sustainable to farmer, it won't be sustainable at all
- What we may consider to be the “right” or “wrong” answer is not to the producer
- This can also be impacted by your impression, so be mindful!



“At the end of the day, people won’t remember what you said or did, they will remember how you made them feel”

Maya Angelou

Thank You

- **Mary Lynn Marks – Agricultural Economist, PA**
mary.marks@usda.gov
(717) 237-2180

