

# NRCS Priorities



1

## Preserve and Protect Agricultural Land

**Goal: Reduce the loss of productive farmland and safeguard the long-term viability of America's agricultural landscapes.**

- ◆ Expand targeted conservation easement programs to slow the loss of 5,000 acres of farmland per day.
- ◆ Partner with local governments and land trusts to prioritize farmland preservation.
- ◆ Advocate for policies that incentivize keeping land in agricultural production.
- ◆ Promote regenerative practices that strengthen soil health and ensure long-term productivity and profitability.
- ◆ Integrate whole farm planning into conservation efforts to provide comprehensive support to farmers.

2

## Modernize NRCS Infrastructure and Technology

**Goal: Transform NRCS into a digitally agile agency that empowers staff and farmers through modern tools and systems.**

- ◆ Ensure adequate broadband connectivity in every county office to eliminate digital bottlenecks.
- ◆ Integrate core software systems into a unified, cloud-based platform for in-field technical service.
- ◆ Implement a "One Farmer, One File" system to streamline data access and reduce duplication.
- ◆ Replace paper-heavy workflows with real-time digital conservation planning.

3

## Recenter Field Engagement and Technical Assistance

**Goal: Re-establish NRCS's presence in the field to deliver hands-on, personalized support to farmers.**

- ◆ Reallocate staff time from administrative tasks to direct, field-based service delivery.
- ◆ Train and deploy certified conservation planners quickly and effectively.
- ◆ Flip the service model: meet farmers where they are, not just in the office.
- ◆ Use mobile tools and digital platforms to co-create conservation plans on-site.
- ◆ Build the next robust generation of technical service providers to ensure producers continue receiving expert, on-the-ground support.

4

## Strengthen Partnerships by Streamlining Processes and Accountability

**Goal: Leverage partnerships as force multipliers while reducing internal friction to accelerate conservation outcomes.**

- ◆ Accept third-party certified conservation plans that meet or exceed NRCS standards.
- ◆ Strengthen local decision-making while maintaining scientific integrity.
- ◆ Increase accountability while simultaneously improving responsiveness and services to producers.
- ◆ Align partner strengths to maximize measurable conservation plans for producers.
- ◆ Support on-farm partnerships that deliver Farmer First, direct-to-producer, conservation services and payments.

5

## Shift to Outcome-Based Conservation and Farmer Empowerment

**Goal: Measure success through outcomes and empower farmers with data, recognition, and market access.**

- ◆ Move beyond acres and dollars to track real improvements in water management, soil health, and natural vitality.
- ◆ Recognize farmers as the heroes of conservation and highlight their accomplishments through data.
- ◆ Support precision agriculture and digital farming tools to enhance productivity and profit.
- ◆ Help farmers achieve their goals and receive regulatory and marketplace credit for the voluntary work they have accomplished.