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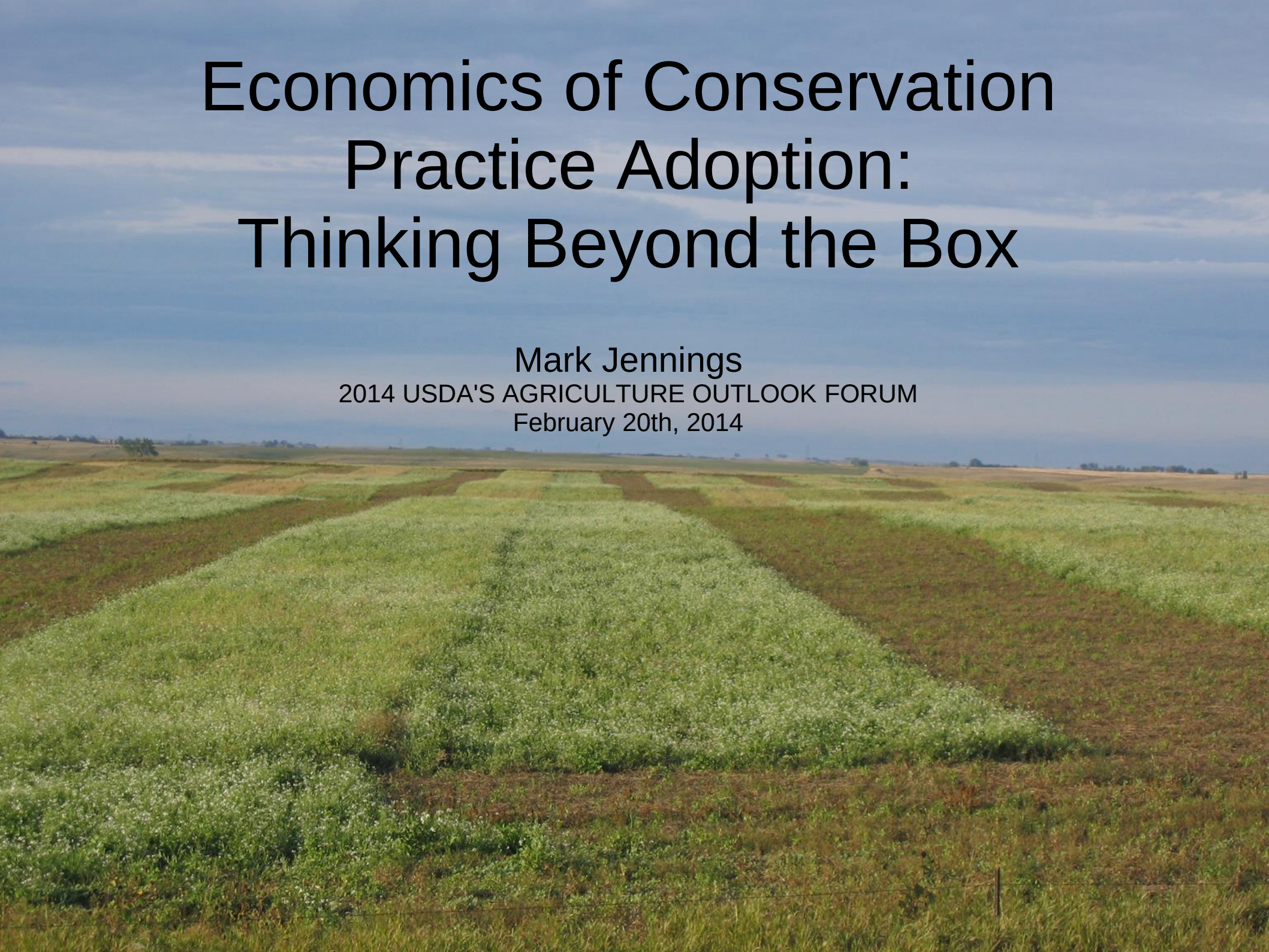
Economics of Conservation Practice Adoption: Thinking Beyond the Box

Mark Jennings

2014 USDA'S AGRICULTURE OUTLOOK FORUM
February 20th, 2014



CONSERVATION:

- Prevention of injury, decay, waste, or loss.

ROADBLOCKS!

What Will the Neighbors Think?

You Can't Do That!

Not Everything Is A Home Run!

EVOLVING CONSERVATION PLAN

- From Simple to Dynamic and Complex
- Systems Approach
- One Size Does Not Fit All

CONSERVATION OBJECTIVES

Simple

-Conserving Moisture

-Increasing Organic Matter Levels

-Preventing Loss of Land through Erosion

-Preventing Loss of Nutrients

-Better Pest Management

Complex

-Sustainability through the Emulation of Mother Nature

EVALUATING A PRACTICE

- Meet an Objective
- Costs of Implementation
  - Monetary Need
  - Time Requirement
  - Special Equipment
- Estimated ROI
- How to Measure Results
- Final Decision to Implement
- Results Evaluation
  - Did It Meet Objective
  - Cost/Benefit Analysis

RESOURCES AND TOOLS

- NRCS
  - CSP
  - EQIP
  - Web Soil Survey
- Peer Groups
- ARS – Mandan, ND
- Internet
  - SatShot
  - Google Maps
  - Search Engines-Google
- Cooperative Research Work

Continuing the Evolution!

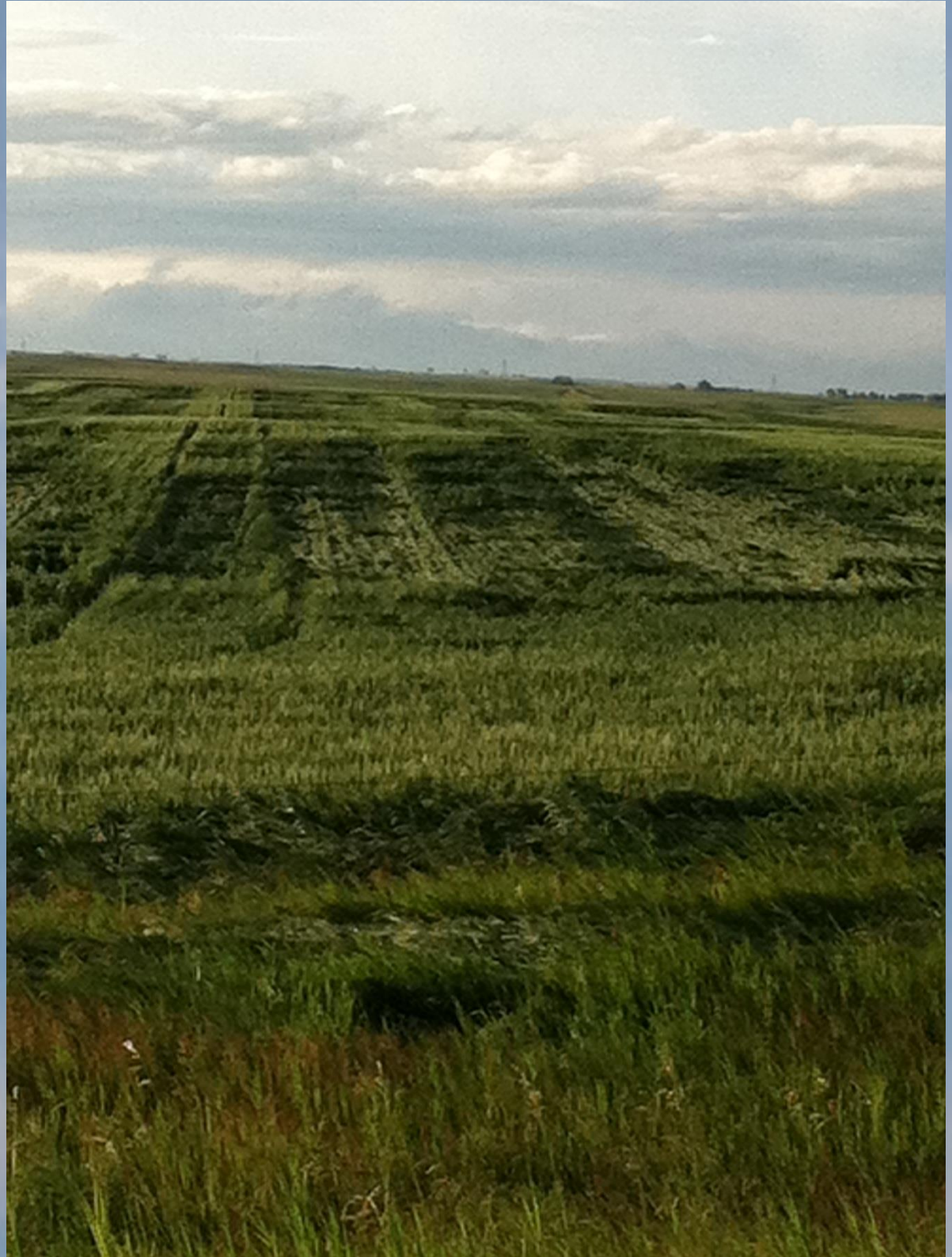
What is Needed?

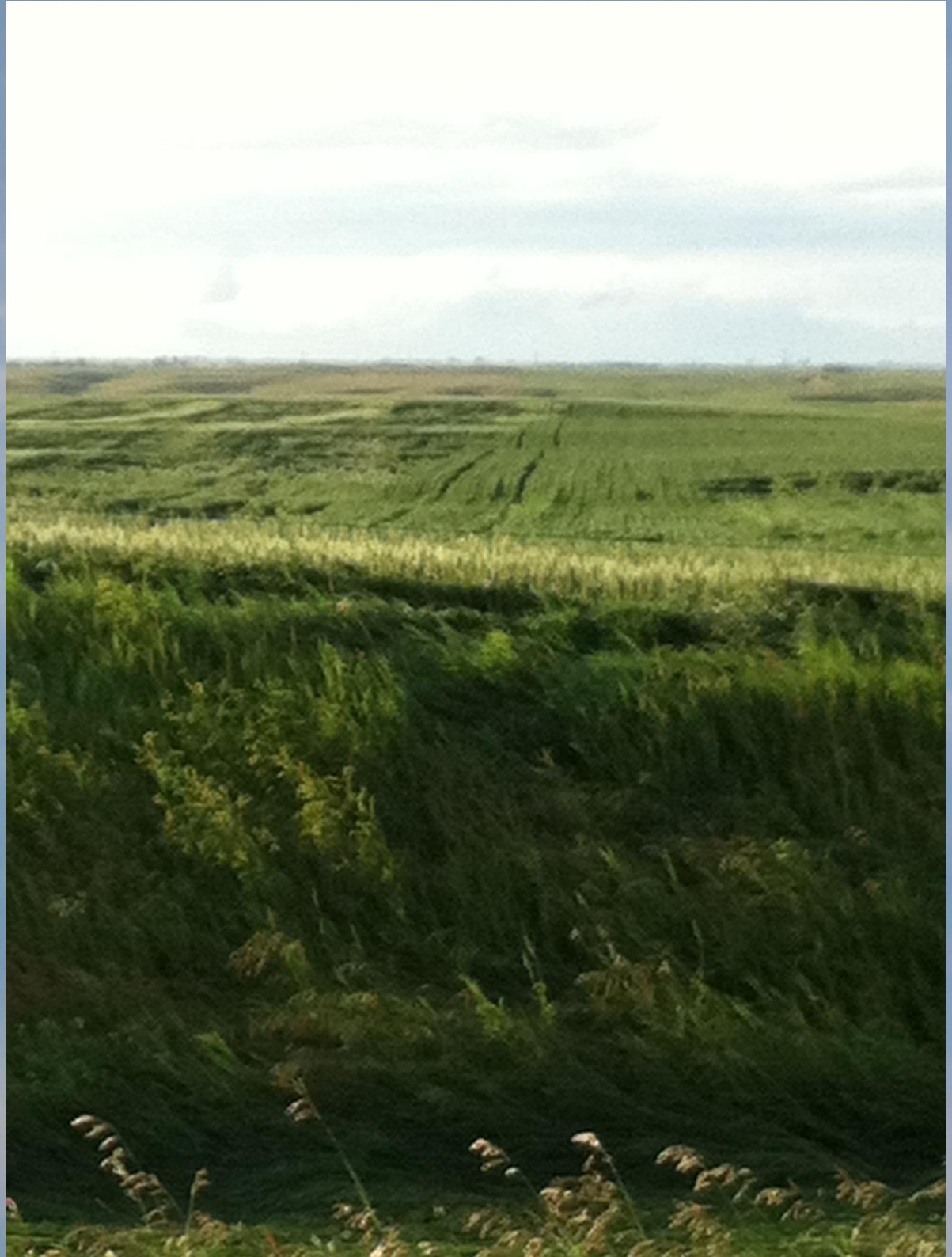
- Continued Research
  - Mono Cultures vs Poly Cultures
  - Soil Health
    - Measurement Technology
- Continuation of Programs
  - ARS, NRCS, CSP, EQIP

CROP INSURANCE

- Cover Crop Rules

“Don't Work the Soil,
Let the Soil Work for You!”



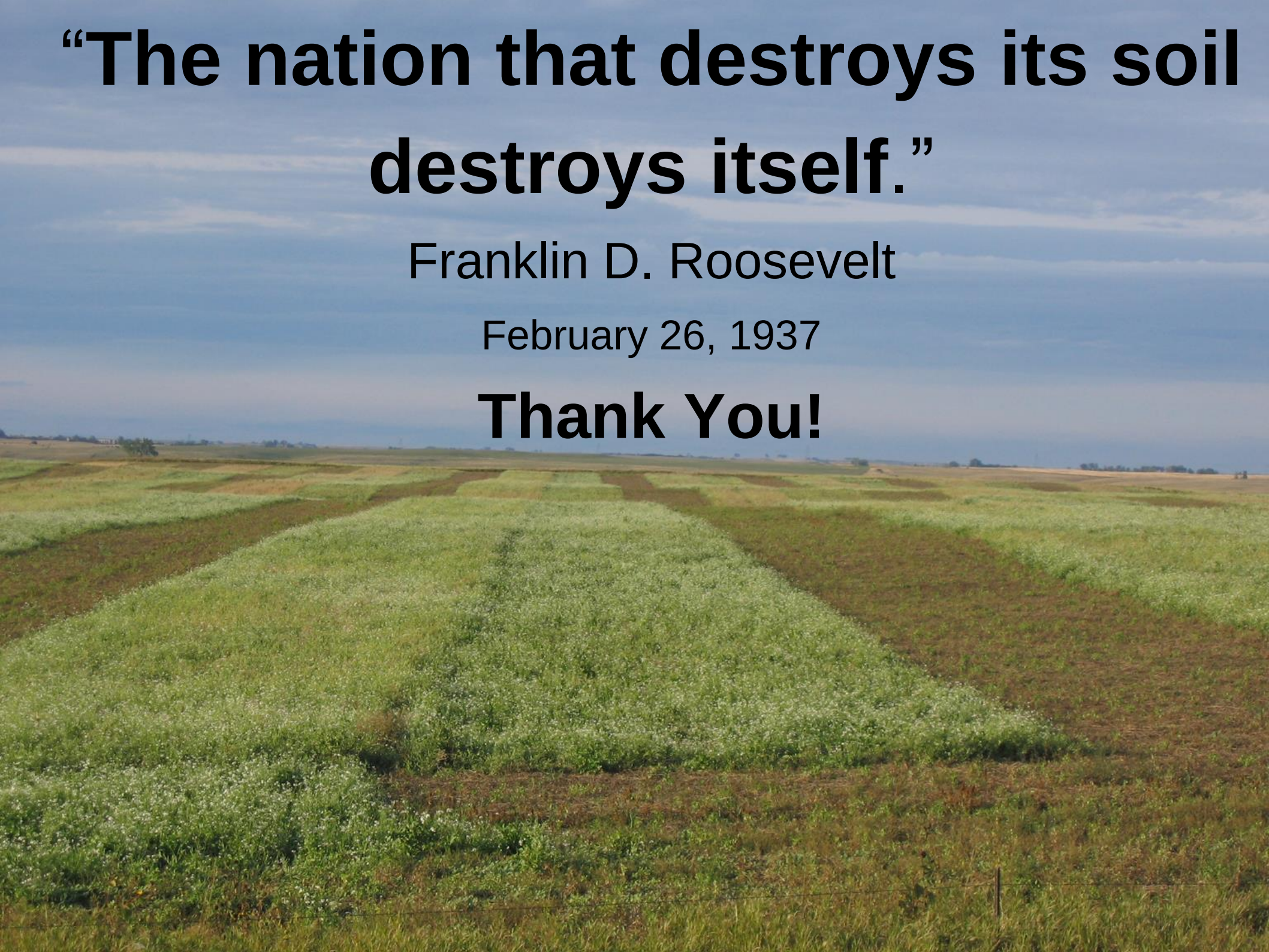


Mother Nature Will Heal!

Spring 2013

Fall 2013
A crop where
There should be none!

Spring 2013
Reducing Costs


“The nation that destroys its soil destroys itself.”
Franklin D. Roosevelt
February 26, 1937
Thank You!