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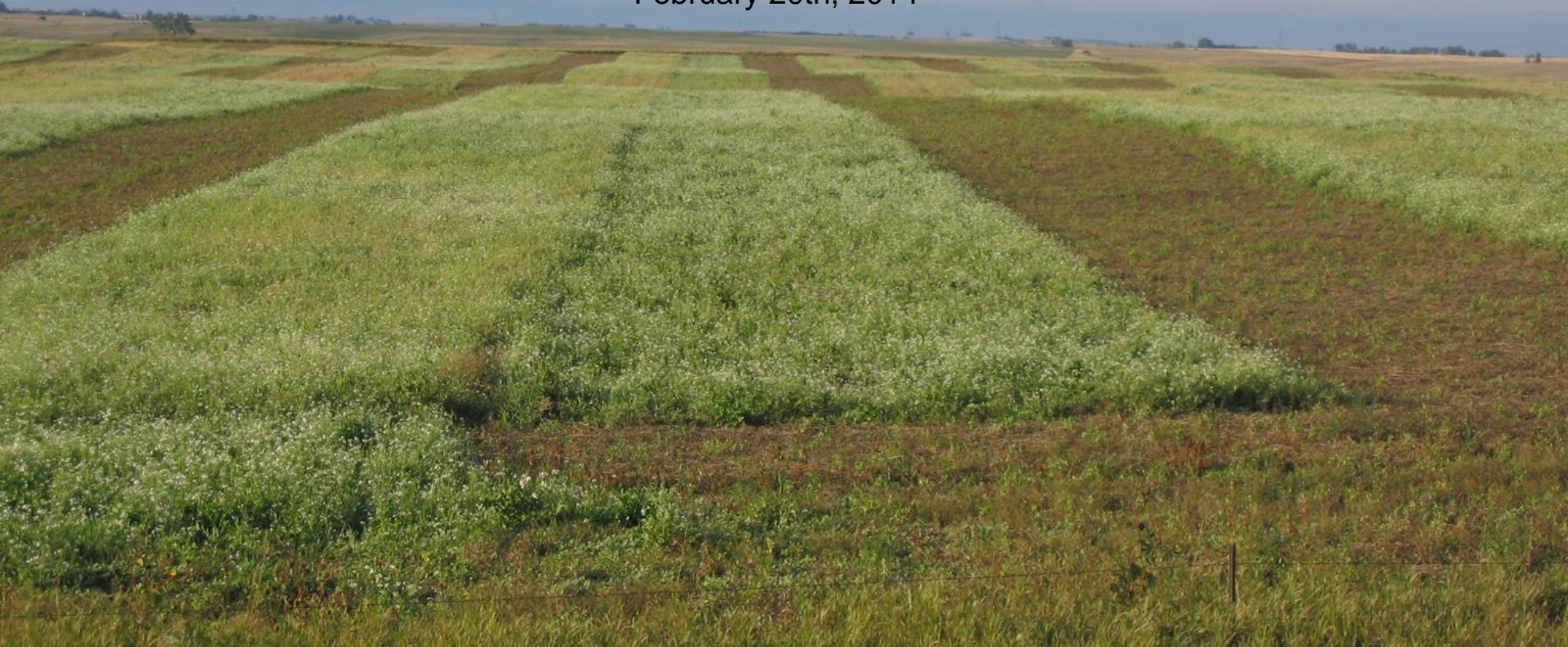
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Economics of Conservation Practice Adoption: Thinking Beyond the Box

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!

