Whole Farm Planning in Ag Retail

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Ag Retail- What Were We?
What are we now?
Are in-field management decisions enough?
Profitibility
“We can draw highly accurate lines around problems you already knew you had”
On farm solutions

- Offseason grazing
- Hay Production
- Small grains, hay vs. DC soy
- Pollinator habitat
Knowing Solutions

• The unprofitable acre
  • CRP-General
  • CRP-Continuous
  • CSP
  • EQIP
  • MO-SWCD
  • MDC-LAP

• The advice can’t stop with just pointing out the problem
  • Sometimes it’s just providing seeding suggestions
RCPP- Can we simplify the process

**Precision Farm Data And Strategic Buffer Placement**

NRCS is awarding Missouri $930,377 to create and implement management strategies that target unprofitable cropland acres. This project will utilize farm data to enhance water and soil health, target at-risk grassland-associated species habitat on agricultural land, and assist producers to avoid the need for natural resource regulatory requirements. Project goals include:

- Utilizing on-farm yield data to identify non-profitable cropland acres and establishes the areas to high-diversity herbaceous buffers.
- Decrease water and soil quality degradation through the adoption of alternative management regimes designed to mitigate nutrient runoff and soil erosion from cropland.
- Encourage producers to make informed decisions by targeting conservation practices that maximize environmental benefits.
4R Nutrient Stewardship Plan Developed for:

Adam Jones

Wiseman- Wiseman 1
January 2020- December 2024

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Not always inside the boundary...
From Conservation to Carbon

• It’s about technical support and advice