

March 29, 2021

To: Supervisors in the Locally Led Conservation II Training

From: LeAnn Buck, Executive Director, Minnesota Association of Soil and Water Conservation Districts
Keith Kloubec, Assistant State Conservationist-Programs, NRCS

Welcome to the training session for SWCD supervisors where the spotlight is on **Locally Led Conservation**. Specifically, the aim of this session is supporting you to take ideas away from this training to make your Locally Led Conservation efforts and Local Working Groups even better.

- **Why Locally Led Conservation Matters** - Troy Daniell, State Conservationist, MN NRCS and LeAnn Buck, Executive Director, Minnesota Association of Soil and Water Conservation Districts
- **Local to National Leadership for Conservation** - Ian Cunningham, Second Vice President, National Association of Conservation Districts, and Pipestone SWCD
- **Local Working Groups Basics and Impacts** – Keith Kloubec, Assistant State Conservationist-Programs, MN NRCS
- **Engaging a Broader Public** - Molly Voeller, Public Affairs Specialist, MN NRCS
- **Roles of Elected Leaders and Staff** - Paul Krabbenhoft, MASWCD State Board President, and Clay SWCD
- **Making a Difference: Partnerships for Impacts** – LeAnn Buck, MASWCD Executive Director



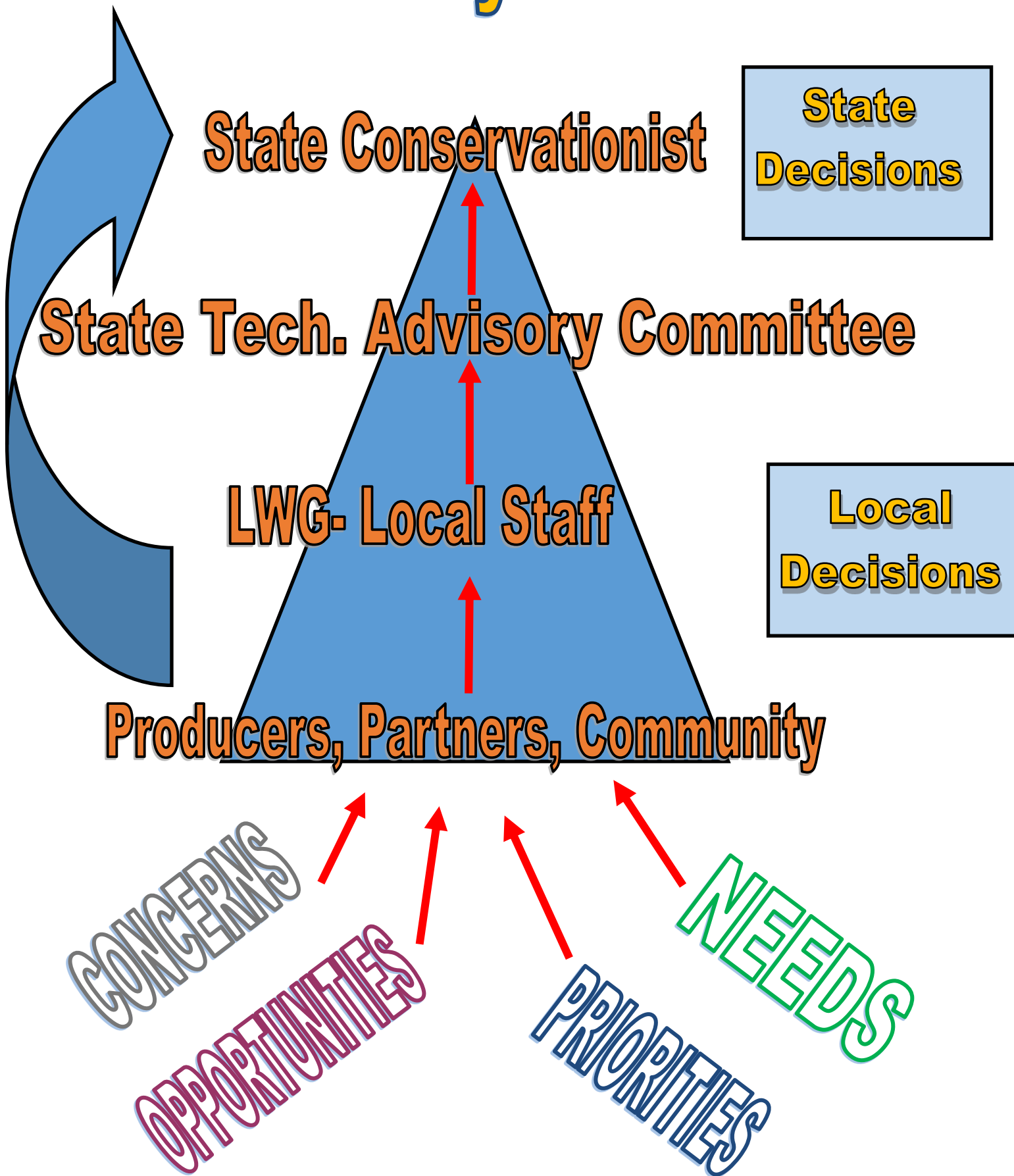
HANDOUTS: Included in this packet are several handouts on today's topic as well.

TIPS FOR SUCCESS:

1. You will receive a reminder in your email ahead of the session with a link to connect to Zoom.
2. Log onto Zoom 5-10 minutes before the session begins to be sure your connections are working well. You will be in a waiting room.
3. Preference for participation is for video camera on and muted.
4. Use the chat feature to share questions and ideas, and as time allows a response will be given or look for follow-up information after the session.
5. The session will be recorded and posted in April. We encourage live participation as that will have the greatest benefit.

Thank you for investing in this time. We value your role as a local leader for conservation.

Locally Led



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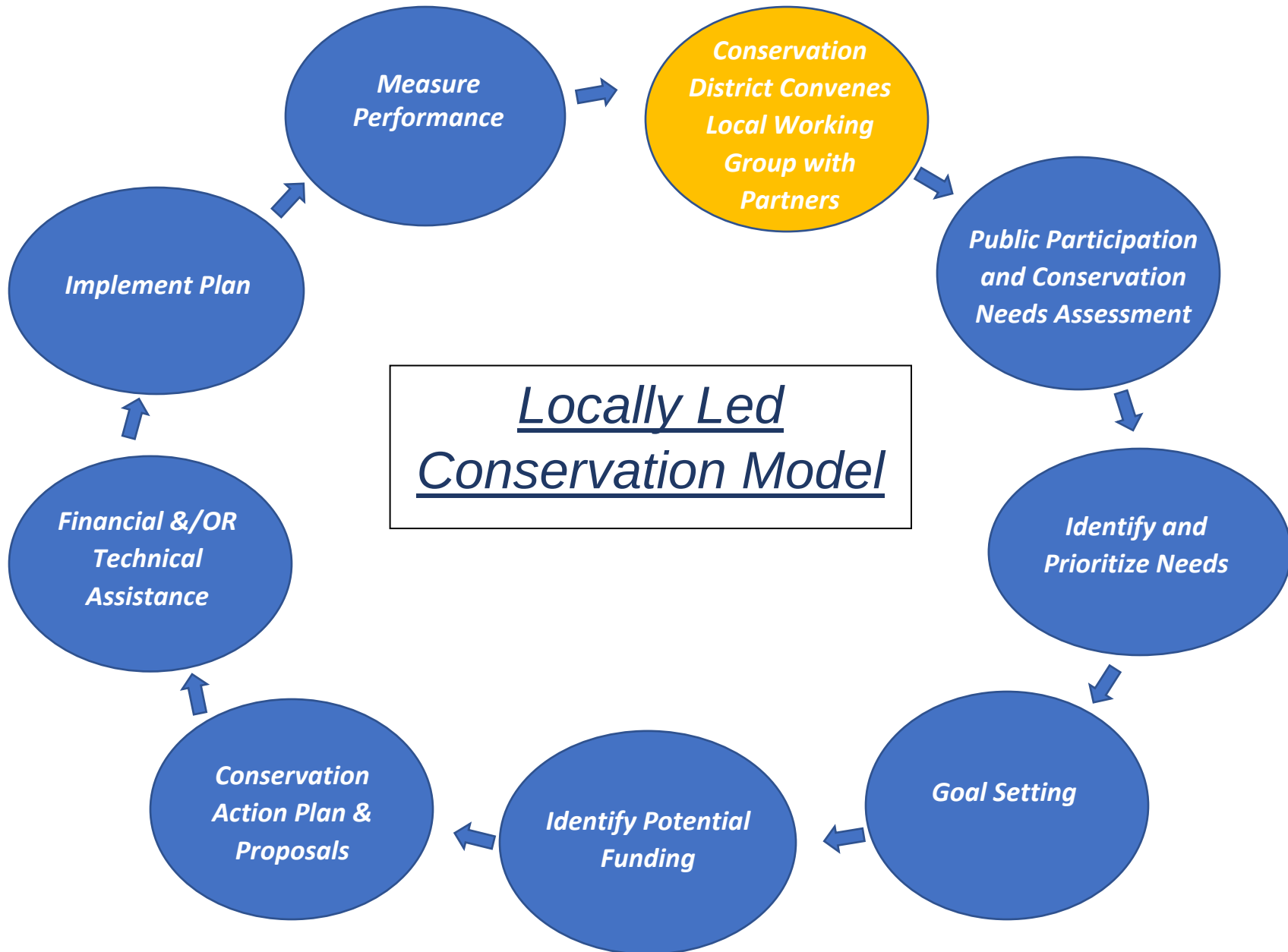
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Where do you fit in?





United States Department of Agriculture



Engaging a Broader Public

Molly Voeller
Minnesota State Public Affairs Specialist



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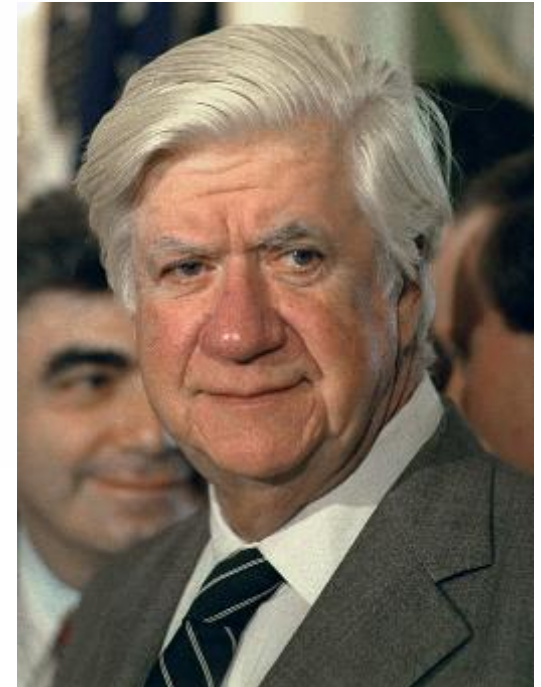
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Your Local Diversity



LOCAL

All ~~politics~~ conservation is local



Former U.S. Speaker of the House Tip O'Neill



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How Diverse is Your Community?

It might be more varied than you think...



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Who Knows?



NASS. Now you will too!

USDA National Agricultural Statistics Service

All Minnesota:

Farms with Asian Producers: 336

Market Value of products sold by

Asian Producers: \$64,340,000

Farms with Hispanic Producers: 583

Market Value of products sold by

Hispanic Producers: \$211,819,000



NASS formed in 1863

NASS collects information from farmers for farmers



Photo: Compiling the crop report 1917



Example



2017 CENSUS OF AGRICULTURE *County Profile*



Blue Earth County Minnesota



Natural
Resources
Conservation
Service

nrcs.usda.gov/

Example

Blue Earth County Producer Summary

Total Producers ^c	1,564
Sex	
Male	1,124
Female	440
Age	
<35	129
35 – 64	959
65 and older	476
Race	
American Indian/Alaska Native	-
Asian	3
Black or African American	-
Native Hawaiian/Pacific Islander	-
White	1,561
More than one race	-
Other characteristics	
Hispanic, Latino, Spanish origin	2
With military service	149
New and beginning farmers	336

Would you have
guessed?



Whaaat? Where is that?

nass.usda.gov/Publications/AgCensus/2017/Online_Resources/County_Profiles/index.php

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Census of Agriculture

2017 State and County Profiles

Select the State from the map or from the list below the map.

https://www.nass.usda.gov/Publications/AgCensus/2017/Online_Resources/County_Profiles/index.php



Keep Going



nass.usda.gov/Publications/AgCensus/2017/Full_Report/Census_by_State/Minnesota/

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Census of Agriculture

2017 Census by State - Minnesota

State and County Reports

- [State](#)
- [County](#)

County Profiles

- [State & County](#)

Rankings

- [Market Value of Ag Products](#)

Congressional Districts

- [Congressional District Rankings](#)
- [Congressional District Profiles](#)

Census Quick Stats

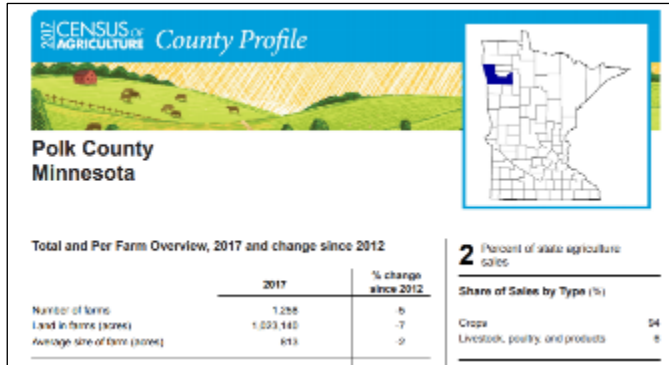
Query the 2017 Census of Agriculture database to retrieve customized tables with census data at the national, state and county levels

- [Click here to access the Quick Stats system.](#)

Select State & County.
Then click on county
of choice.



Bingo



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Bottom of Page 2
↓



Total Producers ^c	2,029	Percent of farms that:	Top Crops in Acres ^d
Sex			
Male	1,498	Have internet access	76
Female	531		
Age		Farm organically	1
<35	219		
35 – 64	1,226	Sell directly to consumers	2
65 and older	584		
Race		Hire farm labor	37
American Indian/Alaska Native	2		
Asian	15	Are family farms	95
Black or African American	-		
Native Hawaiian/Pacific Islander	1		
White	2,007		
More than one race	4		
Other characteristics			
Hispanic, Latino, Spanish origin	7		
With military service	173		
New and beginning farmers	422		



Top Crops in Acres ^d
Soybeans for beans
311,160
Wheat for grain, all
254,680
Corn for grain
91,599
Sugarbeets for sugar
87,000
Dry edible beans
43,110
Livestock Inventory (Dec 31, 2017)
Broilers and other
meat-type chickens
1,109
Cattle and calves
13,730
Goats
136
Hogs and pigs
18,081
Horses and ponies
665
Layers
2,178
Pullets
630
Sheep and lambs
481
Turkeys
(D)

Now What?

Now you know who is involved in land management.

How do you contact them?



Phone a Friend



Recruitment Tips

- ✓ 1) Identify representation missing in your committee / meeting
- 2) Write a statement on WHO you are looking for, WHY you need their representation, and WHAT'S in it for them. (Answer, So what?)
- 3) Open your mind; see recruitment barriers



Engaging, Inviting, Incorporating

- 4) Find community leaders of your underrepresented community members
- 5) Use non-traditional (to us) networking channels: foreign language press, places of worship, organization's newsletters, farmer's market merchants
- 6) Keep inviting your new recruit to come back.



Spring-Summery Summary

Diversity is good –

- Your meeting will be enhanced by it

Find out who is in your community

- Look at NASS

Reach all aspects of your community

- Try different media and outlets

Keep inviting your new recruits



Your story

What does the board look like?
Who comes to the LWG meetings?
Who else can you invite?

Have you been successful in
expanding your groups reach?
SHARE!

