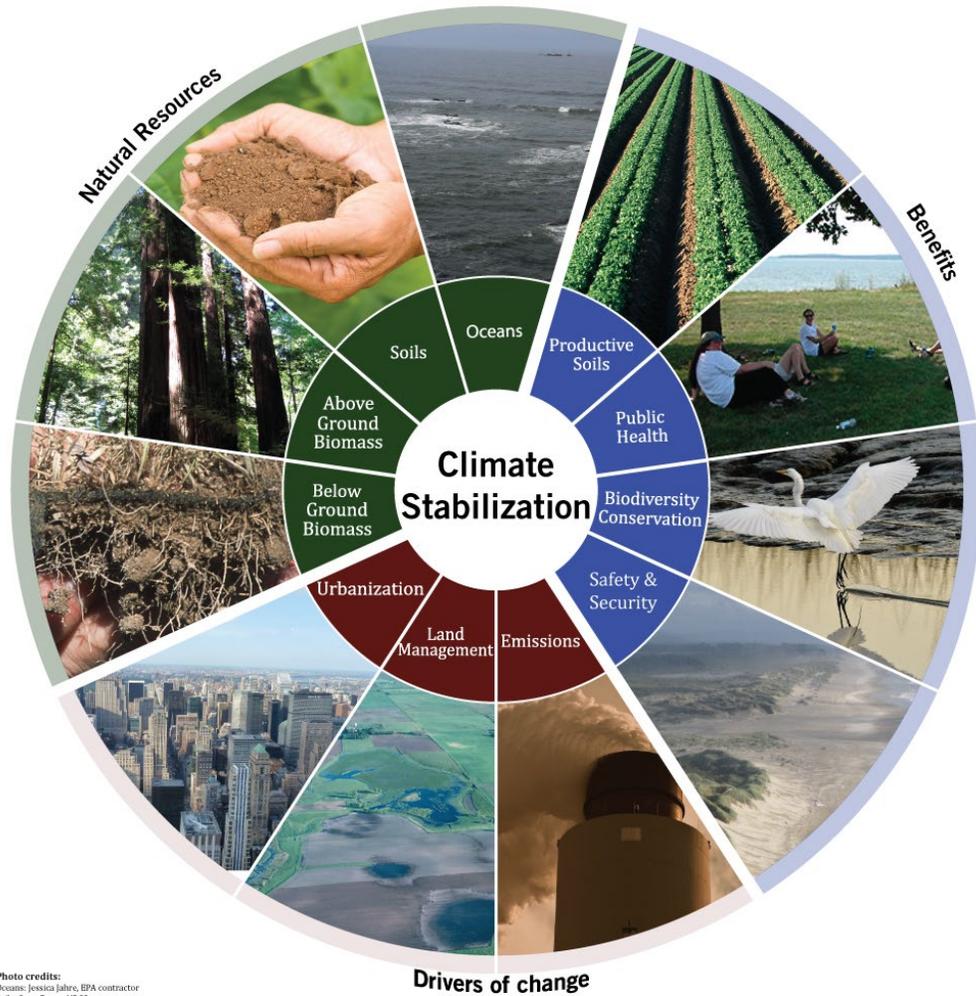


Selling the Survey:

Why should I respond?





Why is it important?

- According to NRCS, about 71 percent of the land in the U.S. is privately owned, making private owners and managers critical to conservation and our national economy.
- In 2024, the current Farm Bill allocated over \$29.5 billion to conservation programs alone.

Photo credits:
 Oceans: Jessica Jahre, EPA contractor
 Soils: Scott Bauer, NRCS
 Above ground biomass: Jessica Jahre, EPA contractor
 Below ground biomass: Fred Ganje, NRCS
 Urbanization: Jessica Jahre, EPA contractor
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 Emissions: Eric Vance, EPA
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 Biodiversity conservation: Eric Vance, EPA
 Public health: NOAA
 Productive soils: Jeff Vanuga, NRCS

This EnviroAtlas eco-wheel was created by Jessica Jahre, EPA contractor





Programs: Financial, Technical Assistance

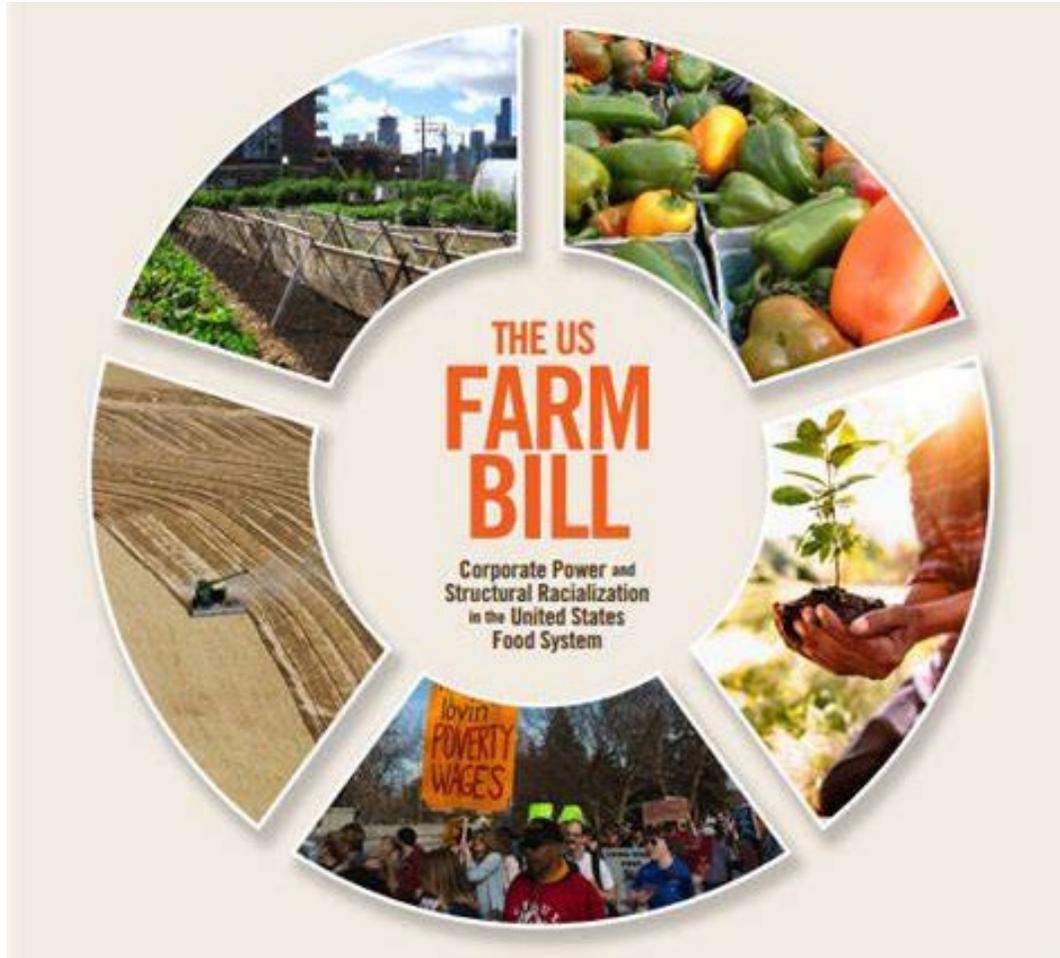
- Cost-share assistance for practice installation on agricultural land
 - Field borders
 - Filter strips
 - Grassed waterways
 - Forest or stream riparian buffers
 - Cover crops
- Incentive payments for conservation maintenance and plan renewals



Programs: Financial, Technical Assistance

- Rental payments
- NRCS staff provide technical assistance on:
 - Resource assessments
 - Conservation plans
 - Practice designs
 - Resource monitoring





Policy: Farm Bill Allocations

- Strengthens and expands support to producers adopting conservation practices
- Provides accountability for taxpayer dollars in legislation
- Prioritizes programs and ensures cost-effective assistance for all areas

Money: The Producer's Bottom Line

- Ensures their farm remains productive by providing free advice and assistance from NRCS
 - Conserves ground and surface water
 - Increases soil health
 - Reduces soil erosion and sedimentation
 - Mitigates against drought and weather volatility





Money: The Producer's Bottom Line

- Gives producers an accurate picture of conservation results on their lands
 - Increased production
 - Reduced input costs
 - Conserve natural resources
 - Long-term viability



Money: The Producer's Bottom Line

- Supports opportunities for cost-share increases
 - Conservation Stewardship Program (CSP) payment from \$1,500 to \$4,000
- Links basic conservation practices to crop insurance subsidies for HEL and wetlands
 - USDA-NRCS makes determinations
 - USDA-RMA decides compliance status

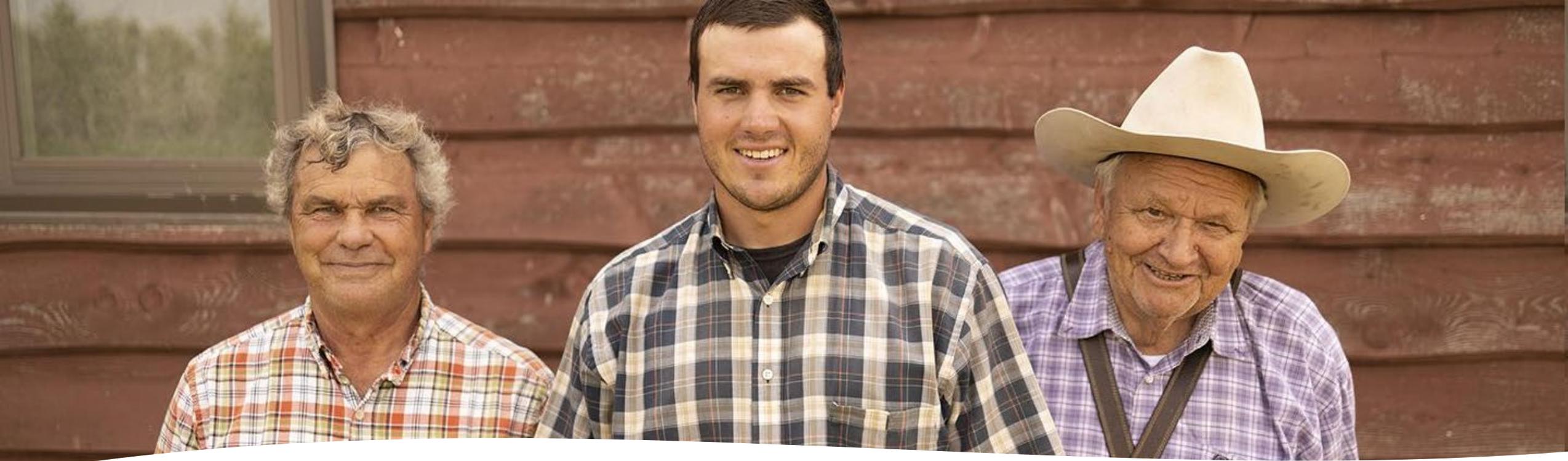
Conservation Practices on Cultivated Cropland

A Comparison of CEAP I and CEAP II Survey Data and Modeling



Reports: The Results

- National, Regional, and State-specific reports
- Contributes to models that can predict future impacts for different areas
- Incorporated in tools to assess changes and inform with planning
- Establishes scientific understanding of conservation effects and land management



Future: What's Ahead

Through the CEAP survey we can continue to help others conserve natural resources, sustain productive lands, and maintain healthy ecosystems for generations to come.





Thank you!

Questions?

CEAP Project Code 912