

## Project Partners

### American Farmland Trust

American Farmland Trust brings 40 years of experience catalyzing conservation partnerships, practices, and policies at a landscape scale. As the lead partner, AFT will coordinate the delivery of technical and financial assistance to livestock producers in the region to increase the adoption of soil health practices.

### USDA Natural Resources Conservation Service (NRCS)

This project is made possible by the USDA Natural Resource Conservation Services (NRCS) Regional Conservation Partnership Program (RCPP). RCPP is a collaborative effort between NRCS and partners to implement projects that demonstrate innovative solutions to conservation challenges and provide measurable improvements to the resource concerns they seek to address.

### University of Connecticut:

The University of Connecticut (UConn) is developing a modified Soil and Water Assessment Tool (SWAT+) model to identify regions where implementation of regenerative practices will be more effective at improving soil health and water quality. Additionally, social research will identify factors driving conservation management decisions at a regional scale.

### University of Vermont:

As an expert in pasture-based livestock operations and on-farm feed production, The University of Vermont (UVM) will provide technical assistance on nutrient, grazing, and soil health management to farmers and service providers in the project area.

### Massachusetts Association of Conservation Districts:

The Massachusetts Association of Conservation Districts (MACD) represents the thirteen conservation districts of the Commonwealth. As a project partner, MACD will leverage its connections to livestock producers of Western MA and help streamline technical and financial assistance through its ongoing relationships with NRCS, AFT and farmers.

### Xerces Society for Invertebrate Conservation:

The Xerces Society for Invertebrate Conservation provides foundational knowledge of pollinators and agricultural conservation. Xerces will provide technical assistance to farmers and service providers on improving pollinator habitat.

### Pete & Gerry's "Consider Pastures":

Pete and Gerry's Organic Eggs brand, [Consider Pastures](#), will work with technical assistance providers to identify, design, and showcase exemplary conservation practices that align regenerative agriculture, pollinator habitat and humane certified egg production.

#### New England Dairy Promotion Board:

As the voice of local dairy farmers, non-profit New England Dairy Promotion Board (NEDPB) will be an outreach and communications partner, sharing messages on the benefits of this RCPP, regenerative agriculture, connections to clean air and water, and healthy food and communities. Audiences include dairy farmers, consumers, local communities, policy leaders and conservation groups. Communication channels will include traditional and social media, farm tours, and public speaking events by dairy farmer spokespersons. While NEDPB's will focus on dairy farmers, the messaging and match commitment will ensure associated messaging that incorporates other types of livestock.

### Conservation Planners

To help meet the project goal of increasing farmer adoption of soil health and regenerative agriculture practices, AFT and other project partners will coordinate a team of Conservation Planners who will provide on-the-ground technical assistance to producers in the project region.

These Conservation Planners will utilize NRCS tools and resources to develop soil health management plans, nutrient management plans, and other comprehensive on-farm approaches focused on water quality improvement, pollinator habitat improvement, wildlife protection, and building soil health.

Our Conservation Planners are trained in the [Conservation Planning process](#), and have backgrounds in natural resources conservation, pollinator conservation, and livestock farming. They work cooperatively in partnership with individual farmers to document farmers' unique resource concerns, determine best alternative practices for their operations, and record progress and challenges in implementation of conservation practices.

Conservation Planners also assist farmers in applying for funding under the RCPP cost share program to help offset the costs of adopting practices and implementing new systems. Conservation Planners have ongoing relationships with farmers that may continue beyond the final year of Conservation Plan implementation.

Contact AFT's Soil Health Project Manager, Sarah Heller, at [sheller@farmland.org](mailto:sheller@farmland.org) for more information.