



What is Star?

- Saving Tomorrow's Agricultural Resources (**STAR**) is a program designed to help farmers and ranchers *evaluate* and *improve* their conservation practices.
- STAR is a **free, voluntary** conservation **assessment tool** that **allows producers to evaluate their nutrient and soil loss management** practices on individual fields.
- The program **encourages the adoption of conservation practices** that meet the goals of the Missouri Soil and Water Conservation Districts Association **as well as** local Soil and Water Conservation Districts.
- By answering **a few simple** questions about crop rotation, tillage, nutrient applications, and conservation practices, **farmers receive a science-based rating of 1 to 5 STARS,** indicating their commitment to sustainable practices.
- The program **aims to empower farmers to choose conservation as the standard on** all agricultural lands, ensuring a legacy of economic sustainability and healthy soils for future generations.

How does STAR get STARTED?

- Promotion of the Program
 - News releases, radio spots, word of mouth, social media, etc.
 - To the SWCD
 - To the farmer
- Adoption of the Program
 - SWCD's – First Responders
 - Board members are typically early adopters
 - Accept new ideas that help move conservation forward.
 - Have a higher interest in conserving and improving our Soil.
 - Farmer adoption – using the free STAR Tool
- Program Assistance-recruitment
 - Navigators – First Responder to the farmer – EMT's if you will.
 - Critical – have an important function
 - Helps the farmer to complete the evaluation form.
 - Helps guide the farmer to the necessary resources to accomplish goals.
 - There will be training.
 - Investment of staff time now for training
 - Can save staff time down the road

How does STAR get STARTED? continued

- How many **Navigators** are we looking for
 - Dream Goal – one per SWCD
 - Current Goal – 30(one for each Field Office Service Area(FOSA))

Value of STAR participation

- Self evaluation and assessment of your farm management
 - Focusing on how to make your operation more sustainable
 - Focusing on your farm's health – soil, economics and sustainability
 - Receive a science-based assessment-we have 17 members on our science and steering committee
- Navigational assistance
 - Guidance
 - To Technical assistance
 - To Financial assistance
 - To STAR's Resource Library
- Rewards
 - Pride – in the knowledge that I care enough to look at my operation
 - Knowledge that there is a way to improve my situation
 - STAR signs – let neighbors and others know that you are a recognized conservationist
 - Developing a Community of like-minded individuals

Value of STAR participation, continued

- Reports
 - Completion of a CIP(Conservation Innovation Plan) could put you in a contest for a \$50 gift card
 - Star Report Details
 - Identifies how you scored – current management
 - Let's you know how you can improve to the next STAR level
 - Landowner Report – rental negotiations
 - Lender Report – Let your Banker know what you are doing for the land
- Future Value
 - **Potential** Incentives
 - i.e.: Siemer Milling Company – offers incentives to their customers participating in STAR
 - USEPA – ESA – mitigation points – ongoing talks now

Who to contact and where to go for information on **STAR**

- Missouri STAR Coordinator:
 - Brad Powell
 - Email: MoStarCoordinator@outlook.com

<https://www.starconservation.org/>

<https://startool.ag/>

<https://www.starconservation.org/missouri-star/>

