

LET'S CHANGE

THE CONVERSATION

LET'S CHANGE THE CONVERSATION - TODAY



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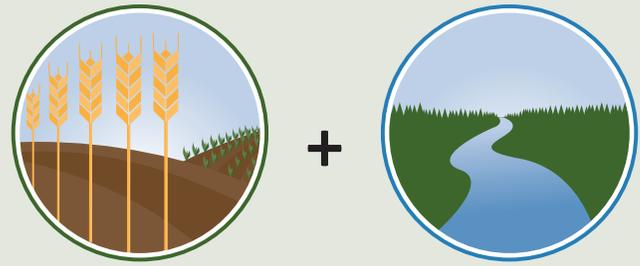


Great Lakes
Protection Fund

MICHIGAN STATE
UNIVERSITY



WE CAN HAVE PRODUCTIVE AGRICULTURE AND HEALTHY WATER



The project team has developed precision conservation tools to help farmers grow clean water that meet the needs of people and nature.

THE PATH TOWARD PRODUCTIVE AGRICULTURE AND HEALTHY WATER

GOALS

SETTING GOALS FOR WATER QUALITY THAT MEETS THE NEEDS OF PEOPLE AND NATURE

Utilizing science-based tools to demonstrate how collective actions on the land will affect water quality. This links conservation activities to the outcome of improved water quality and provides an estimated return on conservation investments.

PRACTICES

PRACTICING PRECISION CONSERVATION TO MEET THE GOALS

Using science and technology to build an information management system that scales from a single field to the whole watershed. Then, putting that system to use in selecting the right practices, place and scale to meet watershed goals, and tracking progress toward those goals over time.

IMPLEMENTATION

IMPLEMENTING "AT-SCALE" THROUGH THE AG SUPPLY CHAIN

This will require working with multiple points in the agriculture supply chain, from fertilizer retailers, drain commissioners and farmers.