

STAR: CONSERVATION FOR PRODUCERS, BY PRODUCERS



- ★ Are you interested in implementing more conservation in your operations but don't know where to start?
- ★ Are you wondering how your current management and conservation practices stack up?
- ★ Do you need customized support for starting or continuing your conservation journey?
- ★ Do you need guidance in navigating the available incentive programs and specific requirements?

Enroll in the free STAR Web Tool at www.STARtool.ag to learn more and be connected to customized resources and support. STAR recognizes that you have limited time to juggle the many items on your to-do list. STAR was created by producers for producers, so we know that adding conservation to the checklist also needs to add value for the operation and fit into your decision-making process.

Designed to be simple and easy, the free, confidential STAR Tool provides a quick assessment of conservation progress on individual fields by generating a 1-to-5 STAR rating, with options to order a STAR field sign, connect with a STAR Navigator for individual technical assistance, and explore resources and programs, including a variety of incentives.



★ STAR's supports all types of producers – no matter where you are on your conservation journey.

The STAR Tool evaluation system assigns points for management activities at a field level on an annual basis. Participants answer a series of simple questions about their management and conservation practices to generate their overall field score.

The STAR scoring system uses region and production system specific field forms with questions to assess your management practices and principles, prioritizes management activities with the greatest potential impact, guides you in creating a customized Conservation Innovation Plan (CIP), and connects you to your local STAR Navigator to provide individualized support.

The STAR Tool can be used as a stand-alone evaluation tool, an on-ramp or screening tool for new program enrollment, including rewards programs, or as a complementary evaluation tool to complement existing program offerings. Go to www.STARtool.ag.



Scores are converted to a STAR rating of 1-5 STARS, with ratings indicating commitment to a suite of practices proven to improve soil health and water quality.

WHY ENROLL IN STAR? ★

STAR provides a field level **STAR score**, the option to order a **STAR field sign** to share your progress, a tailored **Conservation Innovation Plan (CIP)** that identifies next steps for practice adoption, available educational and technical support resources, and options for programs that can help support implementation, and allows you to reach out to your local **STAR Navigator** for additional technical support.

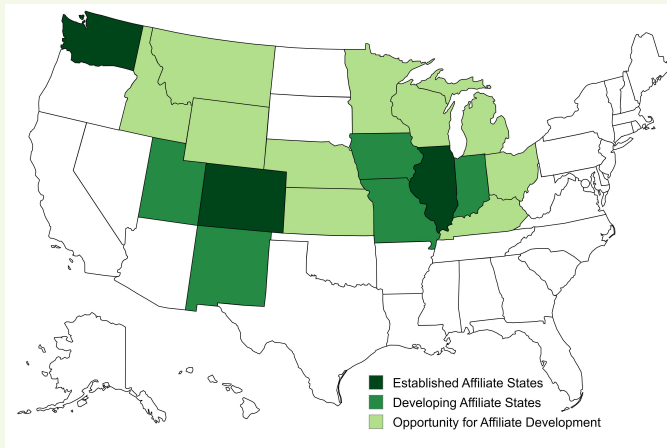
STAR views conservation holistically and includes many pathways for continuous improvement in the CIP, encouraging experimentation and continual innovation. This gives you the flexibility to choose the practices and principles that work best for your production system.

The STAR Web Tool provides options for generating field level reports – the **Landowner Report** can help build conservation support from your landowner on rented fields, the **Lender Report** provides evidence of good management practices for loan applications, and the **Program Report** can meet external program requirements for STAR Partner programs.

Learn more about the benefits of STAR for your operation at www.starconservation.org/producers.

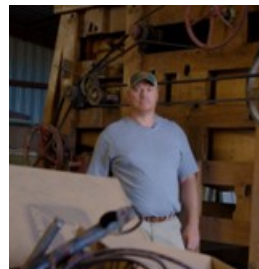
STAR Expansion

The grassroots, locally-led, and science-based approach of STAR resonates with producers and partners. STAR has expanded from one soil and water conservation district across eight states – IL, IA, IN, MO, CO, UT, NM, and WA to focus on specific state resource concerns and priorities.



COLORADO STAR PRODUCER: ROY PFALTZGRAFF ★

Northeastern CO small grains farmer, Roy Pfaltzgraff has fields in Haxtun where he has planted 15 different crops over the last 15 years. Roy is using STAR to understand his operation in the context of climate smart agriculture and to publicly share his progress. Roy has several 5 STAR fields and has used his STAR sign at local farmers markets to promote his products.



STAR BELIEVES IN

SIMPLICITY

Conservation guidance and evaluation should be clear and uncomplicated for producers and supply chain partners.



CONSISTENCY

Progress should be measured using a standardized scale across regions and production systems.



SUPPORT

Producers should have access to technical support and financial resources.



RECOGNITION

Producers should be recognized for conservation progress and incentivized to continue.



LOCAL LEADERSHIP

Conservation should be producer-led and driven by local resource needs.



STREAMLINED INVESTMENT

Investors and supply chain partners should have a clear roadmap for scaling conservation.



HOW CAN I PARTICIPATE?
GET IN TOUCH WITH US

STARconservation.org

Info@STARconservation.org

