

10 HABITS FOR EFFECTIVE CONSERVATION PLANNERS

Are you 10 for 10?

Whether you're a seasoned conservation planner or just starting, the 10 habits below have been shown to be **most effective when planning with farmers and ranchers.**

1. Develop a relationship with your customers. Learn how they operate and about the land they operate on. Each operation is unique with its own challenges and opportunities.
2. Be mindful of their time. Be punctual, prepared, and personable.
3. Know your soils, flora, fauna, and commodities for your local area and region so you can talk knowledgably with your customers.
4. Know your resource concerns, be able to identify them, and which conservation practices address those resource concerns and their alternatives. Show them the issues in the field or explain why it is a resource concern and how addressing it will help them and others.
5. Keep current on the latest technology, research and agriculture-related issues. Share this information with coworkers and customers.
6. Learn who your partners are, what they have to offer and how they can help your customers and you. Look for ways to expand the Partnership at the local level to increase participation and support. In return, share our programs and services with partners.
7. Follow up with customers and ask for feedback. Do your customers still have practices to implement, or are they working as intended? Has anything changed?
8. Learn all of your local, state and farm bill programs, and how they can help customers to achieve their goals for their operation.
9. Learn something new or volunteer for special duties that will increase your knowledge base. This will help you and the customers.
10. Avoid using acronyms for conservation programs, forms, tools, etc., as this will create confusion and frustration with our customers and partners you work with.

