Illinois NLRS: A Farm Bureau Update 2021

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ILLINOIS FARM BUREAU

- 74,000 farmer members, join through their county Farm Bureau
- Priorities annually set by the IFB Board of Directors, including: “Promote Illinois agriculture’s contribution to improve the environment”
- Organizational policy - Many areas of environmental policy touch life on the farm in Illinois:
  - Federal and state conservation programs
  - Water quality and quantity
  - Air quality
  - Climate change
  - Wetlands
  - Soil health and preventing soil erosion
  - Pollinators and the Monarch butterfly
  - Livestock
  - Fertilizer use
  - Use of crop protection products
IFB’S NLRS EFFORTS

- From 2015-2022, IFB has committed over $2.4 million to implement the NLRS
- 4 Priority Areas:
  - Education and outreach to farmers, landowners and the general public
  - Supporting research of BMPs to reduce nutrient loss from ag fields
  - Supporting farmer implementation efforts across the state
  - Demonstrating progress toward the long-term goals of the NLRS.
IFB’S NLRS EFFORTS

- In 2021 -
  - [www.ilfarmersconserve.com](http://www.ilfarmersconserve.com)
  - 2021 – 5 M social media impressions, over 85,000 clicks to learn more
  - 26,500 website visits
  - 2.5 M impressions on Google Ads with over 1.2 M watching the entire videos.
  - 15 IFB social media posts, reaching 40,000 people
  - 98 FarmWeek and FarmWeekNow.com articles
  - 10 press releases
  - 75 radio interviews through RFD network
  - 38 videos produced and sharing on IFB and external platforms
  - 300 M potentially reached through external media
  - 12 hybrid field days, 2,800 reached in person and virtual (still counting)
  - 1,300 reached through other IFB events (in person and virtual)
IFB’S NLRS EFFORTS

• Active participant in Policy Work Group and various committees
• Submitted review of science on conservation practices to update NLRS Science Assessment.
  • Review of performance of in-field structural practices (terraces, grade stabilization structures, water and sediment control basins, and improved inlets) submitted to NLRS science team.
• Support watershed planning and implementation in the NLRS Priority watersheds of the Flint/Henderson and Embarras rivers alongside SWCDs, U of I Extension, and Northwater Consulting
• Partnered with drinking water supplies, SWCD and Northwater Consulting in Lake Decatur, Lake Springfield, and Lake Vermilion watersheds to support watershed planning and implementation
• Partnered with Metropolitan Water Reclamation District of Greater Chicago and IL Association of Wastewater Agencies on various programs and projects
  • Fulton County research and demonstration support and outreach
  • Cook County tours of WWTP and stormwater, and collaboration discussions for future.
• Formed a farmer focus group regarding the USDA-NASS NLRS Survey and promoted farmer participation in the same.
• Promoted various state and federal programs to implement the practices recommended in the NLRS
IFB NUTRIENT STEWARDSHIP GRANT PROGRAM

- 2016-2021 projects
- Over $850,000 invested in the program since 2016.
Thank you!

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