



The NACD Soil Health Champions Network is made up of more than 300 farmers, ranchers and woodland owners from across the nation who practice good soil health management on their operations and promote the use of soil health management systems in their communities.

## PRIMARY GOAL OF THE NETWORK

To increase the adoption of soil health systems by farmers and other landowners nationwide.

## MEMBER BENEFITS

Soil Health Champions play an integral role in the nationwide movement to improve and conserve America's soils and other natural resources. In return for their dedication to promoting soil health systems in their communities and across the nation, Network members receive:

- ★ **Membership in an exclusive Network** where they can exchange best management practices, tell success stories, and learn how to make improvements in their own operations.
- ★ **Special and exclusive access** to new technologies, services and information specific to soil health and conservation outreach, including a quarterly soil health bulletin.
- ★ **National recognition for their work to advance soil health** in NACD's publications, on social media, as part of national presentations and on NACD's website. Requests for privacy will be respected.

## MEMBER RESPONSIBILITIES

All soil champs should have **the support of their local conservation district** and **be able to show how they use conservation practices** – such as integrating best management practices (BMPs), cover cropping, no-till, crop rotation, terracing, prescribed grazing, nutrient management and integrated pest management – in their operations. They should also:

1. **Conduct soil health outreach in their communities.** Forms of outreach include holding farm tours, hosting field demonstrations, speaking at conferences and meetings, giving media interviews, presenting at seminars or workshops, contributing to their local district's newsletter, and manning educational booths at community events.
2. **Report on their outreach activities to NACD.** NACD collects and utilizes Soil Health Champion research, stories and testimonials on NACD's website and in national publications. NACD also rounds up information on Soil Health Champion events and outreach and shares it through social media, on its website and in a quarterly bulletin. By engaging in this network, NACD is able to amplify the voices of conservation-minded producers on a national platform.

## CALL TO ACTION

If you or someone you know would like to be recognized as a Soil Health Champion, please contact NACD's Beth Mason at [beth-mason@nacdnet.org](mailto:beth-mason@nacdnet.org).

To read profiles on current Soil Health Champions, please visit [www.nacdnet.org/soil-health-champions-network/](http://www.nacdnet.org/soil-health-champions-network/).



# National Association of Conservation Districts

*NACD's Soil Health Champions Network began in 2015 through an effort to promote soil health education and outreach among America's farmers, ranchers and forestland owners. Today, the Network is comprised of more than 300 landowners and operators who implement conservation practices on their land and champion the benefits of soil health within their communities.*

## TO BECOME A SOIL HEALTH CHAMPION

Every Soil Health Champion must have the support of their local conservation district or USDA NRCS office. Support can be as simple as a reference or referral to NACD, or it can be as strong and defined as an outreach partner with the Champion.

Once the support has been secured, please return the following information to [beth-mason@nacdnet.org](mailto:beth-mason@nacdnet.org) as an attachment or in the text of an email. All personal contact information will be used by NACD to maintain communication with the Champion and will not be released to any outside entity without express permission of the Champion.

Name:

Mailing Address:

Email:

Phone:

Website:

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Partner/Spouse:

Email:

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Conservation District:

Contact Person:

Email:

Phone:

## NACD SOIL HEALTH CHAMPIONS PROFILE QUESTIONNAIRE

1. Provide a brief bio: include your name, home, family, and conservation district affiliation.
2. Describe your operation. How do you apply the soil health principles? [For a refresher on the 5 soil health principles, click here.](#) What soil health practices do you incorporate on your land? These may include but are not limited to reduced tillage, cover crops, multi-species crop rotations, efforts to build organic matter in soil, and incorporating conservation practices such as riparian buffers. What caused you to begin using them? How long have you been using them?
3. Please share some of your experiences as you have adopted soil health principles and practices. (good and not-so-good)
4. What challenges do your region of the country and your location present for soil health stewardship? How have you overcome these challenges?