REACH Mission

The REACH program will integrate **research and outreach** on specific farms to demonstrate the benefits of conservation on agricultural lands. The **products** developed by this program will be used to further conservation delivery and adoption in agriculture.
Why REACH, why now?

- No central program at the farm-level
- Brings cooperators together to enhance landscape stewardship
- Quantifying and documenting the many benefits accrued by conservation efforts
3 Central REACH Tenets

1. Addressing and understanding resource concerns of at the farm scale

2. Documenting the benefits of conservation

3. Showcasing the successes of agriculture
REACH Background
REACH Background

1) translate the benefits of conservation to our agricultural producers?

2) present results to policymakers in local, state, and national government to the benefit of conservation and agriculture?

3) start placing some critical effectiveness measures behind investments in the landscape?
The REACH program goal is to create a network of cooperative farms in Mississippi, with variable agricultural systems, conservation initiatives and ecosystem monitoring to illustrate the success of conservation practice implementation on landscape stewardship.
REACH Objectives

• Identify REACH farms to address resource concerns
• Document benefits for agriculture, water resource conservation, and wildlife habitat within the respective watersheds
• Create a database of agricultural and environmental outcomes
• Use high impact and innovative educational vehicles to highlight REACH
Delivery vehicles

- **Local:**
  - The REACH farms themselves
  - Farmers as our champions

- **State: R&E Centers**
  - Extension activities
  - Field demonstration days
  - Regional BMP demonstration sites

- **National / Regional:**
  - Interactive Website
  - Live web feed / data streaming
  - YouTube – Video Shorts
  - Visually appealing info sheets
  - Conference presentations
REACH Sites

• Three grades of REACH Farms
  – Cadillac
    • Substantial commitment to data gathering
    • Automated samplers
    • Demonstration days
    • Real-time data logging
  – Routine
    • Data on water resource management is collected (i.e., water quality and quantity)
    • Other data collected based on farm specific objectives
  – Service
    • Provided info and service to help deliver and assess conservation practices
    • “Success Stories”
REACH
“Influence”

41 REACH Farmers
>126,470 acres

50ac truck-cropper
to
10,000+ac Delta farmer
REACH COLLABORATORS AND SUPPORTERS
Major lessons learned
Major lessons learned

**Robert Kroger**
Robert is an assistant Aquaculture, where His research aims to intensify agriculture.

**Jared Harris**
Jared is the coastal influence and community Gulf of Mexico and showcase how best ecosystem services resources.

**Alex Littlejohn**
Alex is the freshwater Conservancy’s North directly with farmer implementing new program The REACH program effectiveness of spe agriculture.

**Beth Poganski**
Beth is a project core projects since the program Quality Laboratory to help producers make agriculture and conservation the state and is real Mississippi.

**Dan Prevost**
Dan is the watershed Mississippi Delta, Ranch practices. Not only F.A.R.M., but it also broad audience.
## Major lessons learned

<table>
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<th>Load Nutrient Reductions</th>
<th>Minimum (%)</th>
<th>Maximum (%)</th>
<th>Median nutrient reduction (%)</th>
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The potential of the program is limitless ...
Essential components to replicate REACH…

1. The right staff

2. Make partnerships a priority.

3. Find key, influential landowners to be your champions.

4. Be passionate and enthusiastic.
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REACH Program http://www.reach.msstate.edu/
Water Quality Laboratory www.fwrc.msstate.edu/water