

Cannon River Agricultural Collaborative

Vision, Mission, and Goals July 2020

Vision Statement:

We envision prosperous farms, healthy soils, clean water, a thriving agricultural system, and vibrant communities in the Cannon River watershed.

Mission Statement:

Using each member organization's strengths and abilities, the Collaborative will support farmers in implementing farming practices that improve farm profitability, regenerate the soil, and improve water quality. We will recognize farmers for their stewardship efforts and share their success to demonstrate the economic benefits of practices that protect and improve soil health and water quality.

Principles for the Partnership:

- **Working Together Effectively**
 - Collaborative partners will form and strengthen working relationships with each other to collaboratively, comprehensively, and effectively deploy the expertise, services, and resources a farmer needs to achieve economic and environmental benefits.
 - When internal barriers are encountered, we will work together to create resolution and move forward in accordance with the mission and vision of the Collaborative.
 - To the extent possible, the Collaborative will work to align our activities and efforts with One Watershed One Plan for the Cannon River Watershed.

- **Assist Farmers Assess, Plan, and Implement**
 - The Collaborative will assist farmers in the Cannon River Watershed in assessing, planning, and implementing farming practices that are both economically and environmentally beneficial.
 - The Collaborative will assist interested farmers in achieving certification through the Minnesota Agricultural Water Quality Certification Program.

- **Demonstrate Success and Motivate Engagement**
 - We will motivate farmers to work with the Collaborative to implement practices that improve natural resources and are economically beneficial
 - The Collaborative will provide recognition of participating farmers, for those farmers who want to share their successes.
 - The Collaborative will support participating farmers to motivate their peers by sharing their successes in implementing farming practices.
 - On an annual basis, the Collaborative will report activities, stories, and key metrics of success in achieving the vision and goals so the wider agricultural and conservation community can learn from and apply the lessons and successes of this Collaborative to their own work.

- **Identify and Overcome Barriers to Success**
 - As farmers encounter barriers that prevent them from achieving environmental and economic success, the Collaborative will work together to address and overcome these barriers.

Goals:

- **Field to Market**

- The CRAC partnership will be registered on the Field to Market project database beginning in 2020. Field to Market provides visibility of the partnership to leaders across the country while also providing a standardized process for designing and evaluating sustainable agriculture projects.
- The Continuous Improvement goals are not scientific in scope. The goals will focus on the three sub-watersheds: Medford Creek, Rush Creek, and Prairie Creek. The baseline numbers will be from 2019 and will be measured and reported at the end of each year.

- **Metrics Tracked:**

- Number of new MAWQCP Certified acres and percentage certified acres in each in each sub-watershed
 - Why it Matters: Shows CRAC members worked together to certify a grower and exemplifies the size/scale of the practice
 - How to Measure: To trace back to partnership, receive a list of new certified growers in sub-watershed and identify if they worked with a CRAC partner
- Number of new MAWQCP Certified growers in each sub watershed
 - Why it Matters: Shows CRAC members worked together to certify a grower, exemplifies cultural shift and size of farms
 - How to Measure: To trace back to partnership, receive a list of new certified growers in sub-watershed and identify if they worked with a CRAC partner
- Number of farms assessed for MAWQCP certification but not certified
 - Why it Matters: Shows the number of growers interested in conservation
 - How to Measure: Receive list of farmers from MDA and identify who worked with CRAC partner
- Number of acres enrolled in Truterra in each sub-watershed
 - Why it Matters: Allows more data to be aggregated into the system that can shed light on a variety of insights; engages farmer in thinking about their farm data in a different way; allows us to pull more specific data if needed for reporting (with permission of grower)
 - How to Measure: receive report of number of new acres in sub-watersheds that have been tracked in Truterra

- **Baseline Metrics (2019)**

Sub-Watershed	Total Acres	Certified Acres	Certified Growers	% Acres Certified	# Assessed Growers	# Acres in Truterra
Medford Creek	14,234	80	1	0.5%	0	
Rush Creek	14,351	189	1	1.3%	0	
Prairie Creek	51,035	2,638	11	5.2%	6	

- **Sub-Watershed Yearly Goals**

- Medford Creek
 - Double certifications each year until certifying 5 farmers and 500+ acres per year (8% of acres by 2023)

- o Rush Creek
 - Double certifications each year until certifying 5 farmers and 500+ acres per year (15% of acres by 2023)
- o Prairie Creek
 - Certify 4 producers and 500+ acres per year (8% of acres by 2023)