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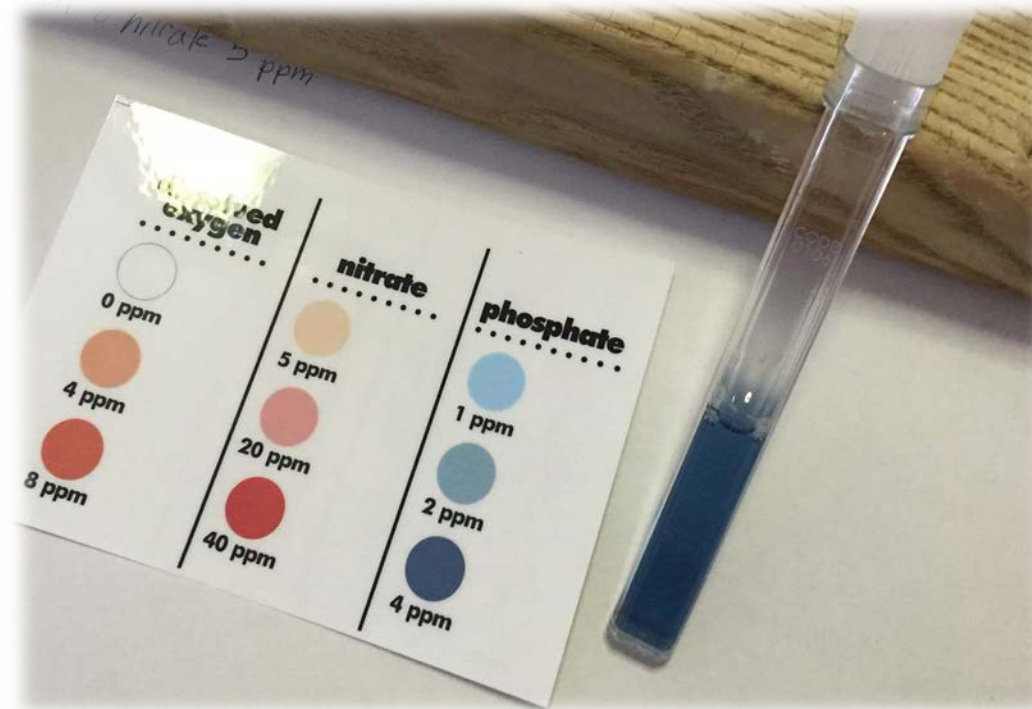
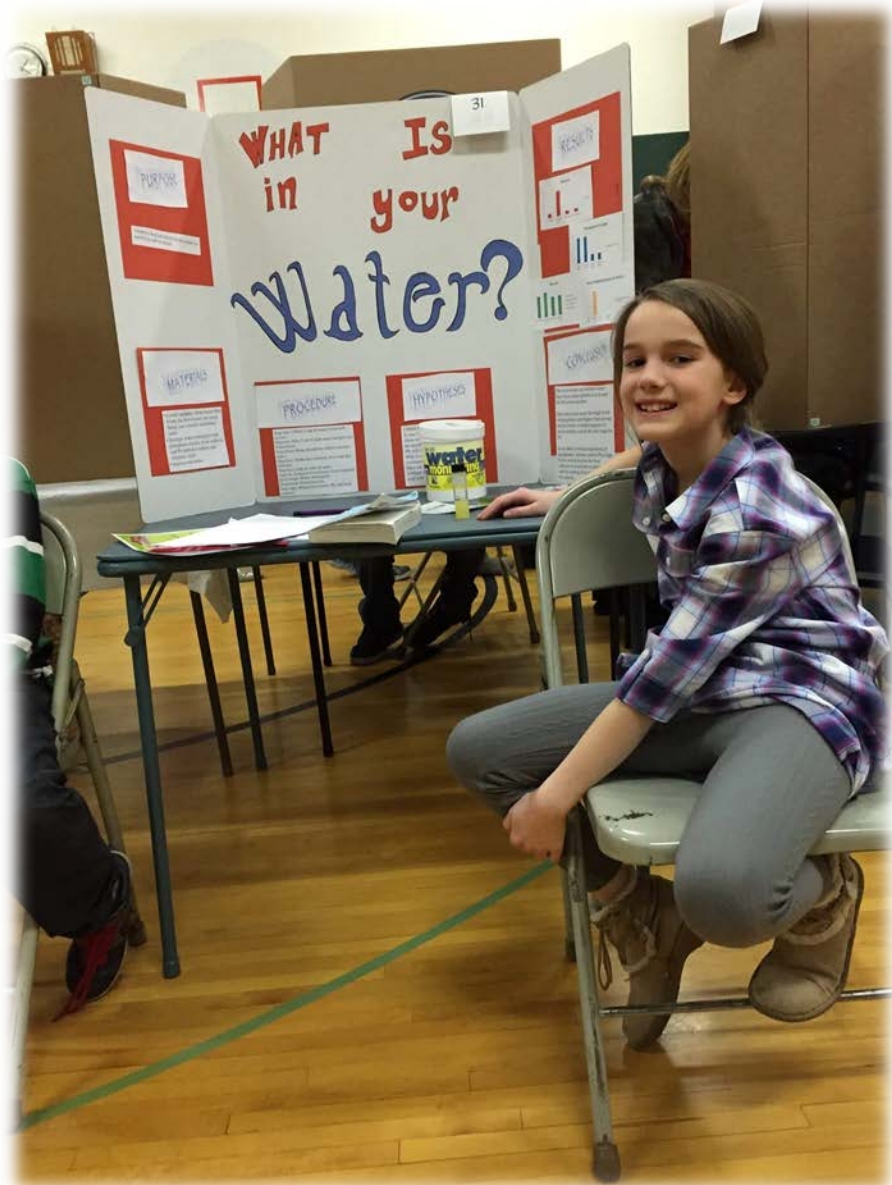
HUMPHREY SCHOOL
OF PUBLIC AFFAIRS

UNIVERSITY OF MINNESOTA





Violette's Science Project - "What is in Your Water?"

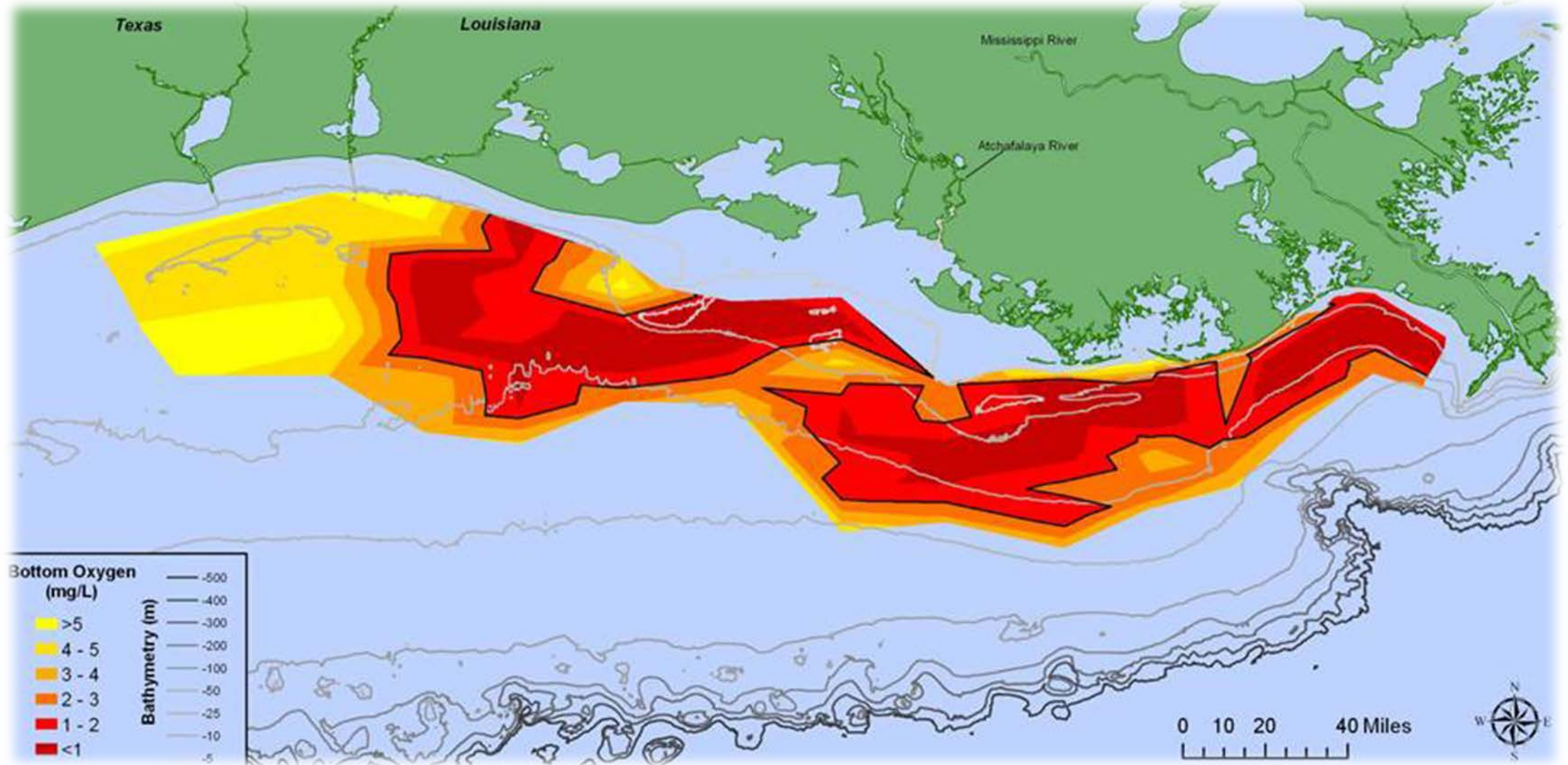


"Laura saw the lake. It was as blue as the sky, and it went to the edge of the world."

~ Laura Ingalls Wilder,
Little House in the Big Woods

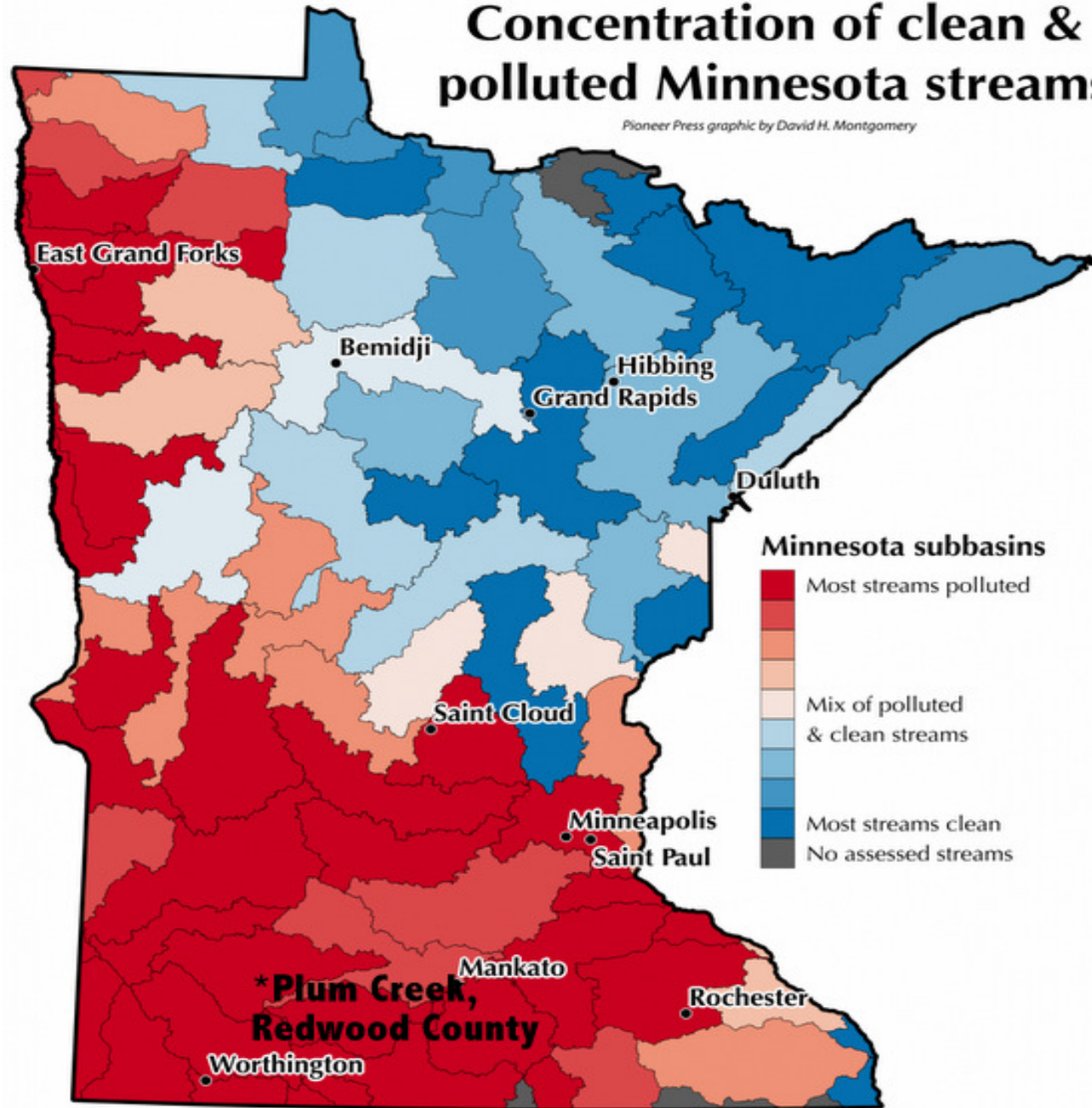


Gulf of Mexico Hypoxia Zone (2015)



Concentration of clean & polluted Minnesota streams

Pioneer Press graphic by David H. Montgomery



The Problem



Water containing phosphorus and nitrogen will run into the nearest stream.

In southern Minnesota 80% of the water is impaired.

Progressive Conservation Approaches in Minnesota



- 1938 Soil and Water Conservation Districts
- 1955 Watershed Districts
- 1969 Shoreland Management
- 1991 Wetland Conservation Act
- 2006 Clean Water Legacy Act



Minnesota Agricultural
Water Quality
Certification Program

*Certifying that Minnesota's farms
and waters can prosper together*

Photo of Chisago County by Kent Larson



The Farmer's Dilemma



Grow More Crops

- Farm Bill
- Energy Independence Act
- Etc.

Improve Water Quality

- Agricultural BMP Loans Program
- Clean Water Partnership Program
- Reinvest in Minnesota Land Retirement
- Etc.



Cultural Barriers to Change



- Top-Down Approach
- Lack of Trust
- Lack of Cultural Knowledge
- Rejection of Outsiders

Our Solution

Plum Creek Initiative



GARDENER MANAGER OF EVERYTHING
MIRACLE WORKER **CHEF** FAMILY NURTURER PARTS
EQUIPMENT OPERATOR TEACHER **NURSE** THE GLUE THAT HOLDS US TOGETHER RUNNER
FARM MOM
BOOKKEEPER TAXI DRIVER ENCOURAGER SUPPORTER
SEAMSTRESS EFFICIENCY EXPERT COUNSELOR HOMEMAKER TRADITION
ADVOCATE MEDIATOR PLANNER



Why Women?



Theory of Change

Women are the key to making adaptive changes in attitude about water quality.

Empower them with knowledge and time and money, and they will encourage water-friendly farming practices.

Farmers will adopt water-friendly farming practices.

Success is contagious. More farmers will implement water-friendly farming. PCI spreads to next county.

Water quality improves.





Recruitment of Fellows



Expert leading an educational workshop

- Traditional Farmers
- Community Supported Agriculture (CSA)
- Widow or Absentee Women Landowners
- Rural Women and Influence Leaders



Plum Creek Initiative Budget Proposal

	Year 1	Year 2	Year 3	Year 4	Year 5
<u>Revenues</u>					
Grants	\$25,000	\$60,000	\$120,000	\$190,000	\$220,000
<u>Total annual revenue</u>	\$25,000	\$60,000	\$120,000	\$190,000	\$220,000
<u>Expenses</u>					
Labor cost	\$10,000	\$25,000	\$50,000	\$80,000	\$85,000
Administrative cost	\$1,000	\$2,500	\$3,000	\$3,500	\$4,000
Community Engagement/Outreach	\$8,000	\$20,000	\$40,000	\$65,000	\$75,000
Workshop expenses	\$4,000	\$10,000	\$25,000	\$39,000	\$50,000
Program Evaluation cost	\$2,000	\$2,000	\$2,000	\$2,000	\$4,000
<u>Total annual expenses</u>	\$25,000	\$59,500	\$120,000	\$189,500	\$218,000
<u>Net revenue</u>	\$-	\$500	\$-	\$500	\$2,000

Potential Funding Partners

Renewing the Countryside, Blandin Foundation, McKnight Foundation



Why Will This Work?



Marilyn Bernhardson,
Redwood County
Soil and Water
Conservation District





Plum Creek Initiative



Thank You to our Partners, Allies, and Stakeholders

- Horse Creek Holsteins Farm
- Jodi Sandfort, University of Minnesota, Humphrey School of Public Affairs
- Lohre Family Farm
- Minnesota Agricultural Water Resource Center
- Minnesota Association of Soil and Water Conservation Districts
- Minnesota Department of Agriculture
- Minnesota House Representative District 23B
- Minnesota Land Trust
- Nicollet County Minnesota Environmental Services
- Redwood County Board of Commissioners District 5
- Redwood Soil and Water Conservation District
- Renewing the Countryside / Women Caring for the Land
- Minnesota Pollution Control Agency
- Steve Kelley, University of Minnesota
- U.S. Department of Agriculture, Rural Development
- University of Minnesota, Humphrey School of Public Affairs
- University of Minnesota, Regional Sustainable Development Partnerships
- University of Minnesota, Southwest Research and Outreach Center

