



Illinois NLRs: A Farm Bureau Update 2021

Lauren Lurkins
Director of Environmental Policy
Illinois Farm Bureau



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
 - 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)





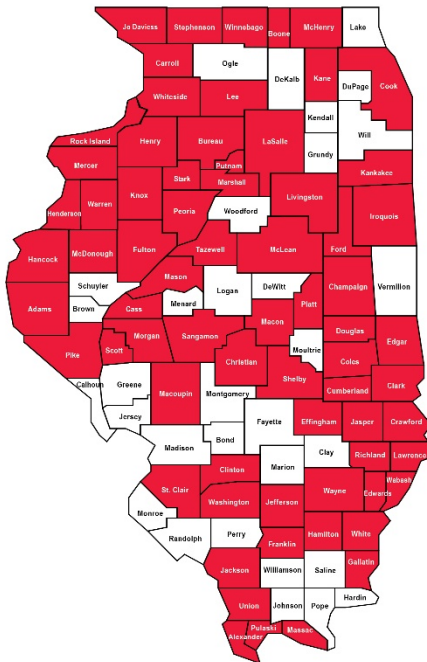
IFB'S NLRS EFFORTS

- **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**

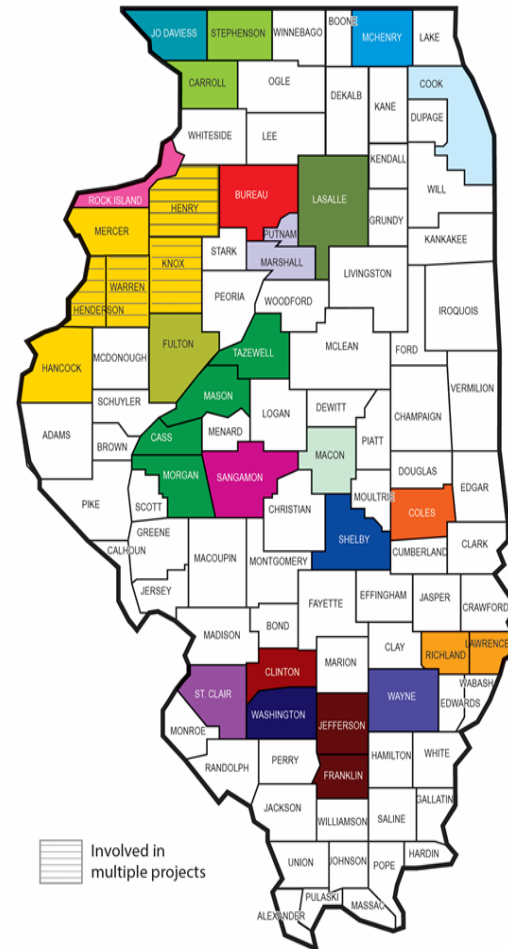


IFB NUTRIENT STEWARDSHIP GRANT PROGRAM

- 2016-2021 projects
- Over \$850,000 invested in the program since 2016.



2021 Nutrient Stewardship Grant Program







Farm. Family. Food.™









Thank you!

Lauren Lurkins

llurkins@ilfb.org

(309) 530-0398

www.ilfb.org