

Ensure Your Land's Legacy Shines Through: *Using STAR to guide conservation with your renter*



Created for producers by producers, the STAR Tool is a simple, free, and confidential resource that generates a 1-to-5 STAR rating to evaluate conservation progress on individual fields and provides tailored recommendations and resources to enable conservation progress. STAR ratings are guided by science and expertise to address local resource concerns. The nationally standardized 1-5 scale gives producers and partners a clear and credible pathway to incentivize and reward conservation practice adoption – no matter where producers are on their conservation journey.



WHAT WE DO ★

We help farmers and ranchers adopt, evaluate, and benefit from conservation practices on their agricultural lands.

HOW STAR WORKS ★

Producers fill out a form about their practices in a given crop year for each enrolled field. The producer then receives:

- 1-5 STAR rating for each enrolled field
- Field sign with rating to display
- Contact info for free technical guidance
- Conservation Innovation Plan with recommendations for next steps, as well as connections to eligible programs and rewards

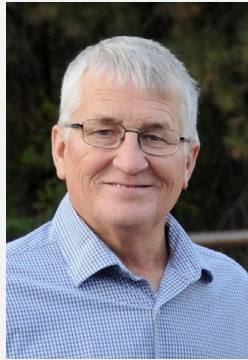


Scores are converted to a STAR rating of 1-5 STARS, with ratings indicating commitment to a suite of practices proven to improve soil health and water quality.

All-STAR Landowner ★

DENNIS CARNEY

Dennis, a retired 5th generation farmer in North Central Iowa, uses STAR when leasing his farm. By using STAR as a condition of lease renewal, Dennis and his renter evaluate farming practices to reduce nutrient and soil losses on individual fields while improving soil health.

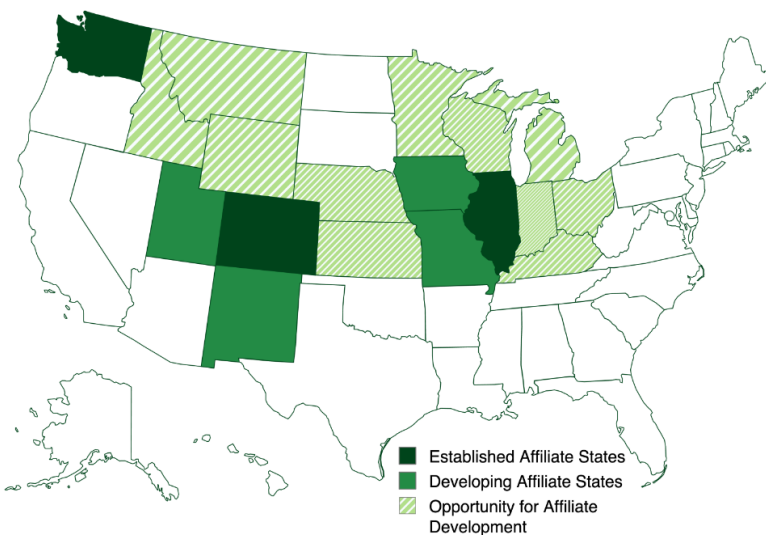


"We looked at a lot of national efforts to reduce nutrient and soil loss while improving soil health. We found that most everything was not designed by farmers, but rather by people unfamiliar with local issues and concerns. We think local people, along with scientists, are really the ones who understand local problems. STAR was designed to really leverage local farmer input."

Don't see your state filled below?

STAR would still like to hear your opinion through our **landowner working group**.

Please reach out to Jake@STARconservation.org to be added to our Zoom call list.



Why Use STAR With My Lease



STABILITY

Your long-term vision for the land is ensured so that practices with emphasis on protecting soil health and water resources are continued each year. New renters have a standardized and verified system by which to be vetted.

SIMPLICITY

Your renters fill out the field forms once a year with lower data requirements than many other programs. Field level data is never shared externally.

GUIDANCE

STAR will help derisk the adoption of new practices on your field by providing the producer with a plan, a technical advisor, and a list of eligible programs and potential resources to help with implementation.

UNDERSTANDING

STAR is customized to each state and region's local resources and concerns. We were founded by producers, for producers.



LEARN MORE

STARconservation.org

Info@STARconservation.org

