

Building a Legacy that Shines Through:

Using STAR to guide conservation with your borrower



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
- Conservation Innovation Plan (CIP) to help producers identify conservation opportunities, explore customized resources to support practice implementation, and plan for next steps
- Free technical assistance and guidance through CIP from a STAR Navigator



**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.

How Can Conservation Help My Bottom Line?



Ifft Yorkshire Farms, IL SOIL HEALTH CASE STUDY

FEBRUARY 2020



According to this study, **cover crops**, and **nutrient management** led to:

- \$64,754 annual increase in net farm income (\$39/acre)
- 123% Return on investment



Heglar Creek Farms, ID SOIL HEALTH CASE STUDY

MAY 2024



According to this study, **conservation crop rotation**, **cover crops**, and **reduced tillage** led to:

- \$265,264 annual increase in net farm income (\$156/acre)
- 309% Return on investment



These and other studies can be found in full at:

<https://farmlandinfo.org/publications/soil-health-case-studies>

If you are interested in learning more, receiving outreach materials, working with your borrowers, or training your staff on STAR, contact us at info@STARconservation.org

Why Use STAR With My Borrowers?

PERFORMANCE

Producers that engage with conservation practices are a better investment. Practices that conserve soil and water lead to more weather-resilient farms, increasing the chance that they will have higher than average yields and revenues.

SUPPORT

Using conservation practices can make borrowers eligible for a wide variety of financial assistance, such as grants and cost-shares, leaving them more revenue to pay off liabilities.

GUIDANCE

STAR will help derisk the adoption of new practices on the 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

www.STARconservation.org

Info@STARconservation.org

