

# NRCS NEWS RELEASE

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## FOR IMMEDIATE RELEASE

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## NRCS NATIONAL CAMPAIGN FEATURES PRODUCERS AND THEIR CONSERVATION ACHIEVEMENTS

**Saint Paul, MN, February 14, 2008** – Eight producers and their families are featured for their conservation commitment as part of a national conservation campaign launched Tuesday by the Natural Resources Conservation Service (NRCS). “This campaign called “Conservation...Our Purpose. Our Passion.” is designed to tell the NRCS story through the conservation successes of landowners and agency employees,” said William Hunt, State Conservationist, Saint Paul.

Producers featured in the NRCS national campaign are being honored for their significant conservation achievements. They hail from Connecticut, Florida, Hawaii, North Dakota, Ohio, Oklahoma, Oregon, and Washington State.

The eight nationally-featured producers and their families are just a few of the conservationists who make a difference on the nation’s landscape. To showcase the diversity of these conservationists, NRCS has developed a web-based, searchable database that contains additional information about the eight featured conservationists, as well as, hundreds of others out on the landscape.

Two Minnesota producers, Art Thicke, near LaCrescent, MN, and Gordon and Judy Landing, near Warroad, MN, appear on the MN link at [http://www.nrcs.usda.gov/feature/ourpurpose/success\\_stories/index.asp](http://www.nrcs.usda.gov/feature/ourpurpose/success_stories/index.asp) At this page scroll down to Minnesota and click on the stories.

“The stories of these families, and the many to follow, demonstrate a commitment to conservation by voluntarily taking conservation actions that yield invaluable public benefits, such as clean air and water, healthy soil, and improved wildlife habitat,” said Hunt.

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These compelling stories demonstrate the landowners' passion for conservation and their ability to use USDA programs and services effectively to achieve their conservation goals. The campaign's outreach materials include a five-minute online video, Web site, exhibits, and a brochure.

The NRCS employees work with many partners throughout the United States to help accomplish the agency's mission of helping people help the land. Because of significant contributions of partners such as soil and water conservation districts, other federal agencies, state and local government and volunteers, NRCS can honor these landowners for conserving natural resources on private lands.

For more information about these model conservationists, please visit <http://www.nrcs.usda.gov>. For more information about NRCS in MN, go to [www.mn.nrcs.usda.gov](http://www.mn.nrcs.usda.gov).