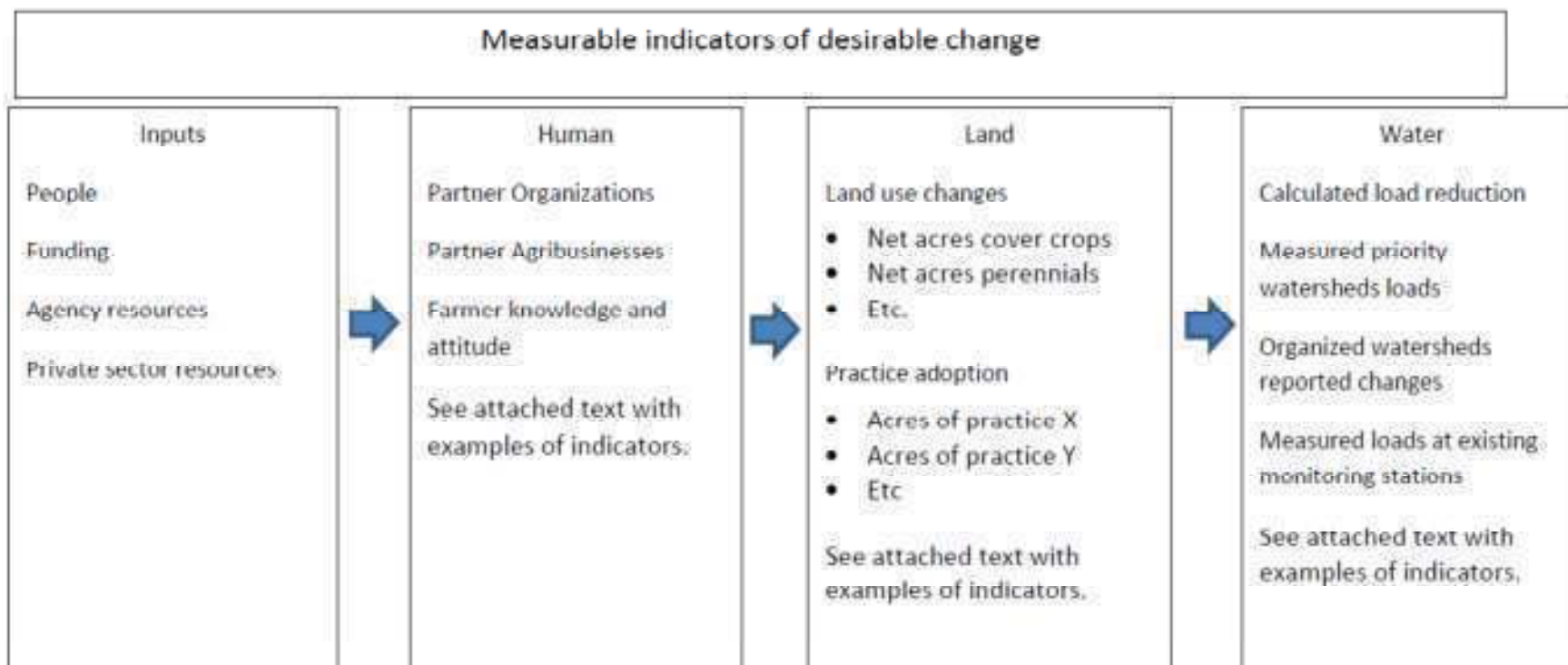


WRCC/WPAC NRS Reporting Template

Activity Reporting Period: June 1, 2014 through May 31, 2015

Reporting Template Instructions: Please complete the following tables with a summary of information directly related to your organizations involvement in Nutrient Reduction Strategy (NRS) activities. This report is due **no later than June 12, 2015**, and should be submitted to the Iowa Department of Agriculture and Land Stewardship. If you have any questions regarding completion of this report please contact Matt Lechtenberg at matthew.lechtenberg@iowaagriculture.gov (515) 281-3857, or Will Myers at will.myers@iowaagriculture.gov (515) 725-1037.

Logic Model for Nutrient Reduction: Measures for Success



Iowa Department of Agriculture and Land Stewardship (IDALS)

Reporting Element 1 – Inputs

*Please describe the following items related to resources available and/or invested in both **point and non-point related efforts** during the reporting period for the Nutrient Reduction Strategy.*

Staff: IDALS employs 2 FTEs to help administer and deliver the Water Quality Initiative, which is specifically tasked with implementing the Iowa NRS. IDALS also employs multiple staff to administer the various other programs that complement the Iowa NRS.

Programs: (WQI, CREP, 319, etc...)	Category: Human (Information/Outreach) Land (Practice Implementation) Water (Measurement)	Funding:	Description:
Water Quality Initiative (WQI)	Human/Land (NPS)/Water	\$ 4,400,000	The Water Quality Initiative (WQI) was established in FY2014 to begin implementation efforts of the Iowa Nutrient Reduction Strategy (NRS). The WQI conducts activities related to the establishment of nutrient loss reduction practices, information/outreach efforts to expand knowledge, and developing measurement capabilities to track progress of the Iowa NRS.
Iowa Financial Incentives Program (IFIP)	Land (NPS)	\$ 6,750,000	IFIP has been the flagship soil conservation program since 1976. IFIP provides funding to all 100 soil and water conservation districts where funds are used to implement soil and water conservation practices. Traditionally, districts have placed strong emphasis on permanent conservation practices.
Ag Drainage Well Closure (ADW)	Land (NPS)	\$ -	The Agricultural Drainage Well Closure Fund was established in 1997 to protect drinking water aquifers by cost-sharing with landowners to close agricultural drainage wells and develop alternative drainage outlets to surface streams or install alternative management practices. This program did not receive an appropriation for FY2015.
Watershed Protection Fund (WSPF)	Land (NPS)	\$ 900,000	The Watershed Protection Program was enacted in 1999 to provide technical and financial assistance for the development and implementation of local watershed initiatives. Watershed protection projects reduce soil erosion, protect or enhance water quality, provide flood control, and protect other natural resources.

Iowa Department of Agriculture and Land Stewardship (IDALS)

Conservation Reserve Enhancement Program (CREP)	Land (NPS)	\$ 1,000,000	The Iowa Conservation Reserve Enhancement Program (CREP) was initiated in 2001 and is a joint effort of IDALS and the USDA Farm Service Agency to protect Iowa drinking water and reduce hypoxia in the Gulf of Mexico. It is a highly targeted water quality program focusing on the reduction of nitrate loads to surface waters through the restoration of strategically located and designed wetlands that intercept tile-drainage water from upper-lying cropland.
Resource Enhancement and Protection Program (REAP) - IDALS	Land (NPS)	\$ 3,189,080	Since 1990 the IDALS-Division of Soil Conservation has received funding from the Soil and Water Enhancement Account of Iowa's Resource Enhancement and Protection (REAP) Program. Each year 20% of the REAP appropriation is allocated to IDALS Soil and Water Enhancement Account. These funds are divided equally between Water Protection Fund Practices and Projects. Funds are then distributed to the Soil and Water Conservation Districts (SWCDs) for water quality protection efforts.
Integrated Farm and Livestock Management Fund (IFLM)	Human	\$ 625,000	The Integrated Farm and Livestock Management demonstration program was initiated in 2000. New and emerging technologies are demonstrated on private farmland to refine management input to reduce erosion and soil loss, enhance soil quality, increase infiltration, reduce runoff and lessen nutrient and sediment loading to Iowa's water bodies. The first \$400,000 of this appropriation goes directly to Iowa Soybean Association for the On-Farm Network.
Iowa Buffer Initiative	Land (NPS)	\$ 1,000,000	The District Initiatives/Buffer Initiative (Conservation Reserve Program-CRP) was established in 2000. Program initiatives are delivered through local Soil and Water Conservation Districts (SWCDs) in cooperation with the Natural Resources Conservation Service (NRCS) to leverage dollars for federal conservation programs, increasing Iowa's overall participation in both state and federal programs. Locally-led initiatives prioritize and target sensitive areas, by providing funds and resources to protect our soil and water resources.
Iowa State Revolving Fund (SRF)*	Land (NPS)	\$ 35,700,000	SRF is a water, wastewater and water quality infrastructure low interest loan program jointly managed by the Iowa DNR and Iowa Finance

Iowa Department of Agriculture and Land Stewardship (IDALS)

			Authority. Under a contract with DNR, IDALS helps carry out several non-point water quality programs that fall under SRF. Much flexibility has allowed SRF to target specific needs in Iowa. Programs have been established to finance soil conservation practices, manure management practices, storm water quality practices and onsite wastewater systems.
Watershed Improvement Review Board (WIRB)	Land (NPS)	\$ -	The Iowa Watershed Improvement Review Board (WIRB) was initiated in 2005. This Board is responsible for awarding grants to water quality improvement and flood prevention projects. The WIRB is comprised of representatives from agriculture, drinking water and wastewater utilities, environmental organizations, agribusiness, the conservation community along with two state senators and two state representatives. This program did not receive an appropriation for FY2015.

Other Agency or Private Sector Resources: *Please provide a summary of other agency and private sector resources to support NRS activities*

*Individual programs within SRF		
Local Water Protection Program (DNR)	Land (NPS)	\$ 8,000,000
Livestock Water Quality Program (DNR)	Land (NPS)	\$ 10,000,000
General Non-Point Program (IDALS/DNR)	Land (NPS)	\$ 10,000,000
Sponsored Project Program (DNR)	Land (NPS)	\$ 5,900,000
Onsite Wastewater Program (DNR)	Land (PS)	\$ 1,800,000
	Total	\$ 35,700,000

Reporting Element 2 – Human					
<i>Please describe the following items related to resources available and/or invested in Organization/Agency Supported Outreach Activities during the reporting period for the Nutrient Reduction Strategy and/or practices detailed in the science assessment.</i>					
Description	Number	Attendance	Topics Covered	Partnerships	Response/Feedback
Field Days	18			Various	
Presentations	143	10525		Various	
Conferences					
Workshops/Meetings	31			Various	
Print or Media	89	Sent to over 150 outlets		Various	
Radio & Television	60			Various	
Newsletters	33			N/A	
Awards/Recognition Activities	1	88 recipients		DNR, Governor's Office, Hagie Manufacturing, Monsanto, TNC	
Surveys	2		Cover Crops and NRS		First year both surveys conducted.
Additional Activities and Partnership Organizations	<p>The Iowa Department of Agriculture and Land Stewardship issued 15 press releases on the different aspects of the Iowa NRS and WQI that sent out to more than 150 print, radio and TV outlets statewide. In addition, the Initiative was highlighted as a part of a number of other press releases from the Department.</p> <p>IDALS also participated in more than 50 interviews with print, radio and TV outlets about the Initiative and to encourage farmer adoption of water quality practices.</p> <p>The result was hundreds of articles and stories in media outlets statewide. This included large, statewide news outlets, regional new sources and local papers as well as agricultural focused media.</p> <p>IDALS's Water Quality Initiative's online presence as CleanWaterIowa has grown substantially in the past year with over 180 current events and articles on water quality on Facebook and over 250 tweets from Twitter. Social media increases in the past year has led to an increase in traffic on the website, www.CleanWaterIowa.org. In the past year the site has received nearly 30,000 views, with 75% of these viewers being new to the site. Nine electronic newsletters highlighting water quality</p>				

	in Iowa have been sent out through electronic correspondence to interested subscribers.
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Reporting Element 3 – Land
 All data related to practices applied through IDALS program assistance were sent to ISU to aggregate, summarize and analyze for the report.

Structural Practices	General Location (County / Watershed HUC8)	Program Affiliation (if applicable)	Total Costs	Number and/or Acres Impacted
Land Use Practices	General Location (County / Watershed HUC8)	Program Affiliation (if applicable)	Total Costs	Number and/or Acres Impacted
Annual Practices	General Location (County / Watershed HUC8)	Program Affiliation (if applicable)	Total Costs	Number and/or Acres Impacted
Non-NRS practices of merit Grassed waterways, variable rate application, etc...	General Location (County / Watershed HUC8)	Program Affiliation (if applicable)	Total Costs	Number and/or Acres Impacted

Point Source Nutrient Reduction Efforts	Permits issued with Nutrient Reduction Feasibility Studies	Nutrient Reduction Feasibility Studies (# Submitted)	Facilities monitoring nutrients in effluent	Description
Other Point Source Reduction Efforts				

Reporting Element 4 – Water <i>Please describe the following items related to water monitoring activities related to nutrient reduction during the reporting period for the Nutrient Reduction Strategy.</i>	
Water monitoring efforts supported	IDALS is supporting EOF monitoring funding through some WQI WS Demonstration projects. IDALS is also currently supporting monitoring of approx. 19 CREP wetlands conducted by ISU, results and more information can be found at iowacre.org
Measured nutrient loads and load reductions	Summary of load reductions achieved by monitored CREP wetlands can be found at iowacre.org

Iowa Department of Agriculture and Land Stewardship (IDALS)

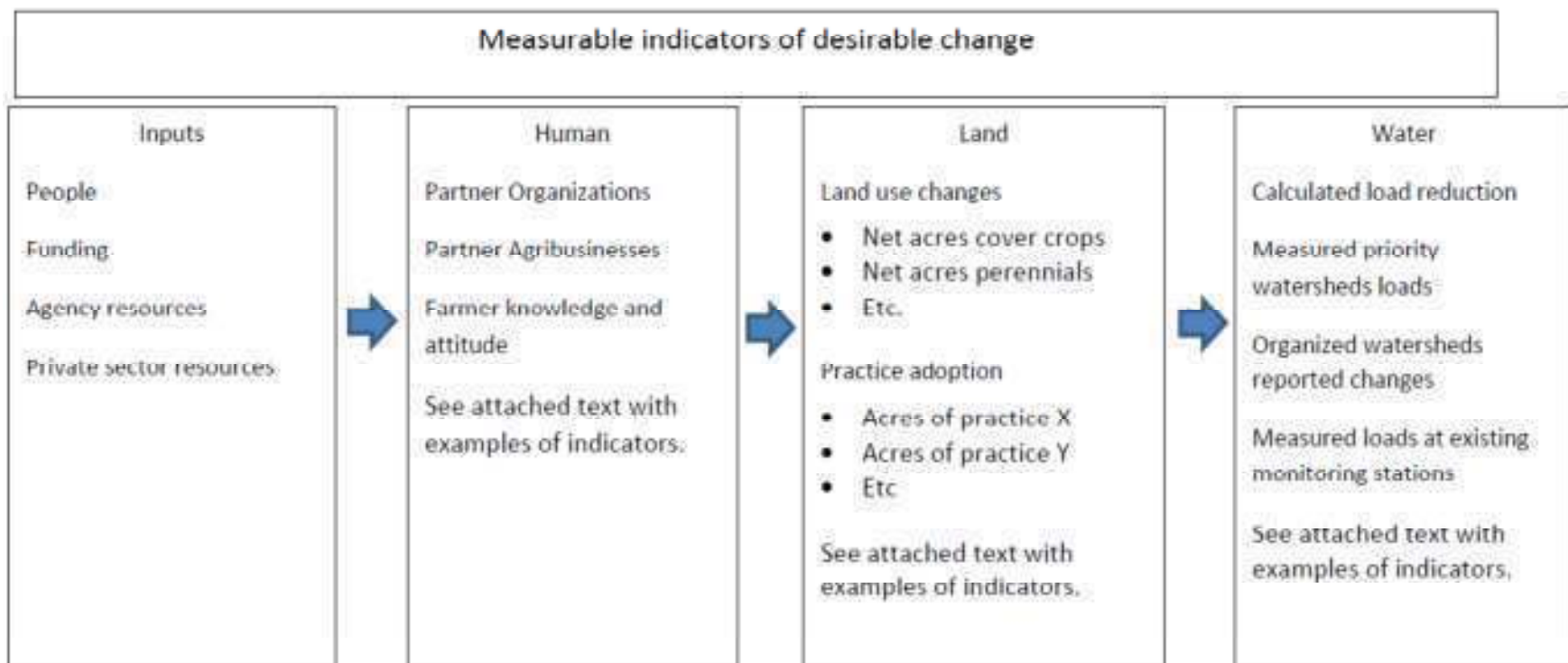
Calculated nutrient load reductions	Estimated load reductions from 76 CREP wetlands is 1,020,420 lbs annually.
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WRCC/WPAC NRS Reporting Template

Activity Reporting Period: June 1, 2014 through May 31, 2015

Reporting Template Instructions: Please complete the following tables with a summary of information directly related to your organizations involvement in Nutrient Reduction Strategy (NRS) activities. This report is due **no later than June 12, 2015**, and should be submitted to the Iowa Department of Agriculture and Land Stewardship. If you have any questions regarding completion of this report please contact Matt Lechtenberg at matthew.lechtenberg@iowaagriculture.gov (515) 281-3857, or Will Myers at will.myers@iowaagriculture.gov (515) 725-1037.

Logic Model for Nutrient Reduction: Measures for Success



Reporting Element 1 – Inputs			
<i>Please describe the following items related to resources available and/or invested in both point and non-point related efforts during the reporting period for the Nutrient Reduction Strategy.</i>			
Staff: DNR employs 0.5 FTE to help implement the Iowa NRS. DNR also employs multiple staff to administer the various other programs that complement the Iowa NRS.			
Programs: (WQI, CREP, 319, etc...)	Category: Human (Information/Outreach) Land (Practice Implementation) Water (Measurement)	Funding:	Description:
EPA Section 319	Human/Land/Water	\$ 3,463,000	Section 319, State, Territories, and Indian Tribes receive grant money which support a wide variety of activities including technical assistance, financial assistance, education, training, technology transfer, demonstration projects, and monitoring to assess the success of specific NPS implementation projects. In Iowa, Section 319 funds have been dedicated to implementing TMDLs (total maximum daily load) to restore impaired waters.
Lake Restoration	Human/Land/Water	\$ 9,600,000	The Lake Restoration Program was established in 2006 to improve the water quality and function of Iowa's Lakes. Restoration efforts are prioritized and must meet several water quality targets for clarity, biota, impairment elimination, and sustainability.
DNR Lands	Land		A portion of DNR owned lands are actively farmed and managed in different ways based on a variety of factors. Efforts to assess and incorporate different practices from the NRS will continue. Some practices are already being utilized and work continues to acquire a better understanding of what practices and in what amounts.
Water Quality Monitoring	Water	\$ 2,955,000	The Water Quality Monitoring and Assessment Section of the Iowa DNR is responsible for the design, implementation and management of Iowa's Ambient Water Monitoring Program. The purpose of the program is to develop and deliver consistent, unbiased information about the condition of Iowa's surface and groundwater resources so that decisions regarding the development, management, and protection of these resources may be improved.

Other Agency or Private Sector Resources: *Please provide a summary of other agency and private sector resources to support NRS activities*

Reporting Element 2 – Human					
<i>Please describe the following items related to resources available and/or invested in Organization/Agency Supported Outreach Activities during the reporting period for the Nutrient Reduction Strategy and/or practices detailed in the science assessment.</i>					
Description	Number	Attendance	Topics Covered	Partnerships	Response/Feedback
Field Days					
Presentations	30	600	NRS	Various	
Conferences					
Workshops/Meetings	30		NRS Implementation	Various	
Print or Media					
Radio & Television					
Newsletters					
Awards/Recognition Activities					
Surveys					
Additional Activities and Partnership Organizations					

Reporting Element 3 – Land				
All data related to practices applied through 319 is administered by IDALS and therefore is a part of the data collection ISU has conducted. DNR is working to collect practice implementation information from other programs to be included in future reports.				
Structural Practices	General Location (County / Watershed HUC8)	Program Affiliation (if applicable)	Total Costs	Number and/or Acres Impacted
Land Use Practices	General Location (County / Watershed HUC8)	Program Affiliation (if applicable)	Total Costs	Number and/or Acres Impacted
Annual Practices	General Location (County / Watershed HUC8)	Program Affiliation (if applicable)	Total Costs	Number and/or Acres Impacted
Non-NRS practices of merit Grassed waterways, variable rate application, etc...	General Location (County / Watershed HUC8)	Program Affiliation (if applicable)	Total Costs	Number and/or Acres Impacted
Point Source Nutrient Reduction Efforts	Permits issued with Nutrient Reduction Feasibility Studies	Nutrient Reduction Feasibility Studies (# Submitted)	Facilities monitoring nutrients in effluent	Description
Other Point Source Reduction Efforts				

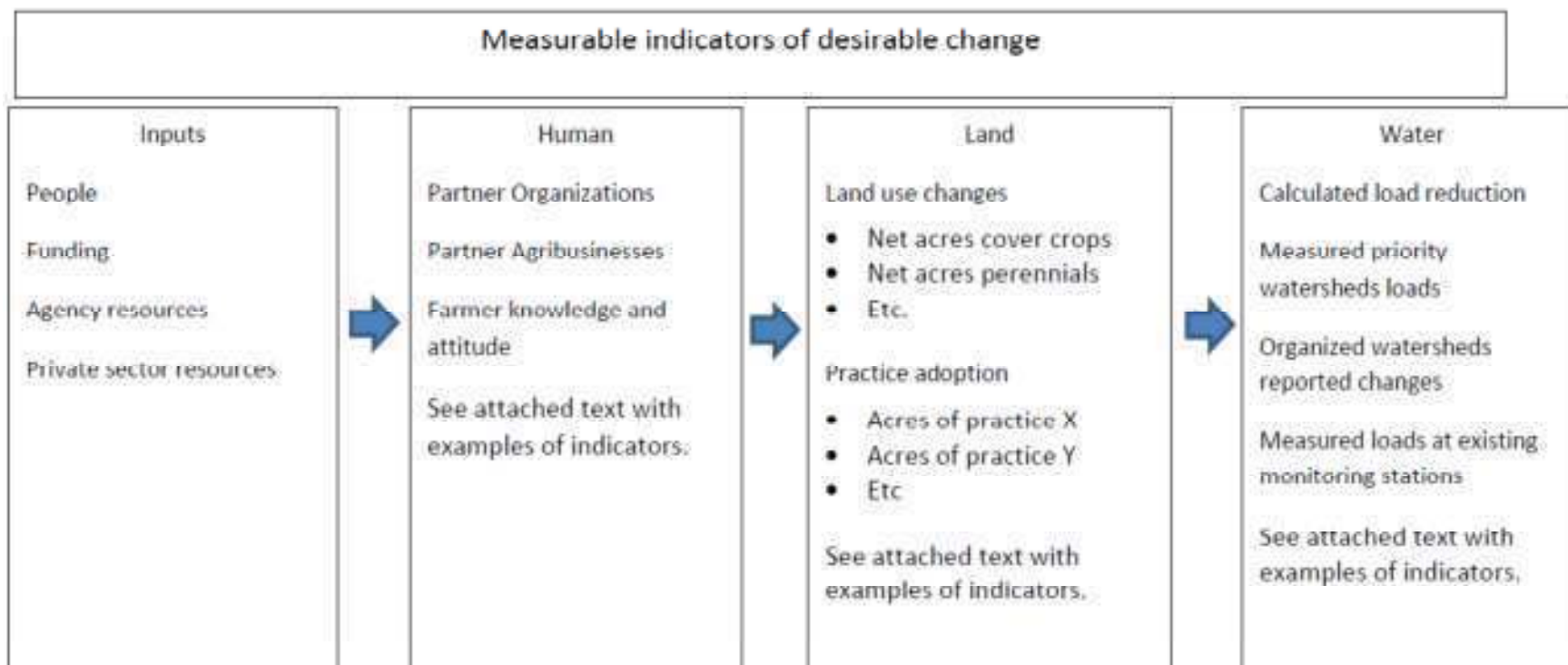
Reporting Element 4 – Water	
<i>Please describe the following items related to water monitoring activities related to nutrient reduction during the reporting period for the Nutrient Reduction Strategy.</i>	
Water monitoring efforts supported	see body of report
Measured nutrient loads and load reductions	see body of report
Calculated nutrient load reductions	see body of report

WRCC/WPAC NRS Reporting Template

Activity Reporting Period: June 1, 2014 through May 31, 2015

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Logic Model for Nutrient Reduction: Measures for Success



Iowa State University-College of Agriculture and Life Sciences

Reporting Element 1 – Inputs

*Please describe the following items related to resources available and/or invested in both **point and non-point related efforts** during the reporting period for the Nutrient Reduction Strategy.*

Staff: *Please provide a summary of staff resources allocated to conservation practice implementation and water quality measurement and assessment efforts.*

Programs: (WQI, CREP, 319, etc...)	Category: Human (Information/Outreach) Land (Practice Implementation) Water (Measurement)	Funding:	Description:

Other Agency or Private Sector Resources: *Please provide a summary of other agency and private sector resources to support NRS activities*

Iowa State University-College of Agriculture and Life Sciences

Reporting Element 2 – Human					
Please describe the following items related to resources available and/or invested in Organization/Agency Supported Outreach Activities during the reporting period for the Nutrient Reduction Strategy and/or practices detailed in the science assessment.					
Description	Number	Attendance	Topics Covered	Partnerships	Response/Feedback
Field Days, meetings, workshops	586	22,959	ISUEO Natural Resources and Environmental Stewardship programs including: Iowa Nutrient Reduction Strategy, nutrient and manure management, soil health and management, water quality, cover crops, and related programs.		
Presentations					
Conferences					

Iowa State University-College of Agriculture and Life Sciences

Workshops/Meetings					
Print	27	620,746 (direct and 3 rd party distribution)	ISUEO Natural Resources and Environmental Stewardship programs including: Iowa Nutrient Reduction Strategy, nutrient and manure management, soil health and management, water quality, cover crops, and related programs.		
Electronic Media (webinars, videos)	23	4,698 viewers			
Web tools, apps, ebook		684,485 downloads			
Popular Press	27	185,002 subscribers			
Radio & Television	120		ISUEO Natural Resources and Environmental Stewardship programs including: Iowa Nutrient Reduction Strategy, nutrient and manure		

Iowa State University-College of Agriculture and Life Sciences

			management, soil health and management, water quality, cover crops, and related programs		
Newsletters	31	31,988	ISUEO Natural Resources and Environmental Stewardship programs including: Iowa Nutrient Reduction Strategy, nutrient and manure management, soil health and management, water quality, cover crops, and related programs.		
Awards/Recognition Activities					
Surveys					If applicable, please note survey information related change in knowledge, attitude, and behavior

Iowa State University-College of Agriculture and Life Sciences

Additional Activities and Partnership Organizations	
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Iowa State University-College of Agriculture and Life Sciences

Reporting Element 3 – Land				
<i>Please describe the following items related to Land Use/Practice Implementation during the reporting period for the Nutrient Reduction Strategy. Please detail practices installed/applied through your respective organization outside of traditional IDALS, USDA-NRCS, and/or USDA-FSA funded programs. Please add additional rows as needed.</i>				
Structural Practices	General Location (County / Watershed HUC8)	Program Affiliation (if applicable)	Total Costs	Number and/or Acres Impacted
Land Use Practices	General Location (County / Watershed HUC8)	Program Affiliation (if applicable)	Total Costs	Number and/or Acres Impacted

Iowa State University-College of Agriculture and Life Sciences

Annual Practices	General Location (County / Watershed HUC8)	Program Affiliation (if applicable)	Total Costs	Number and/or Acres Impacted
Non-NRS practices of merit Grassed waterways, variable rate application, etc...	General Location (County / Watershed HUC8)	Program Affiliation (if applicable)	Total Costs	Number and/or Acres Impacted
Point Source Nutrient Reduction Efforts	Permits issued with Nutrient Reduction Feasibility Studies	Nutrient Reduction Feasibility Studies (# Submitted)	Facilities monitoring nutrients in effluent	Description
Other Point Source Reduction Efforts				

Iowa State University-College of Agriculture and Life Sciences

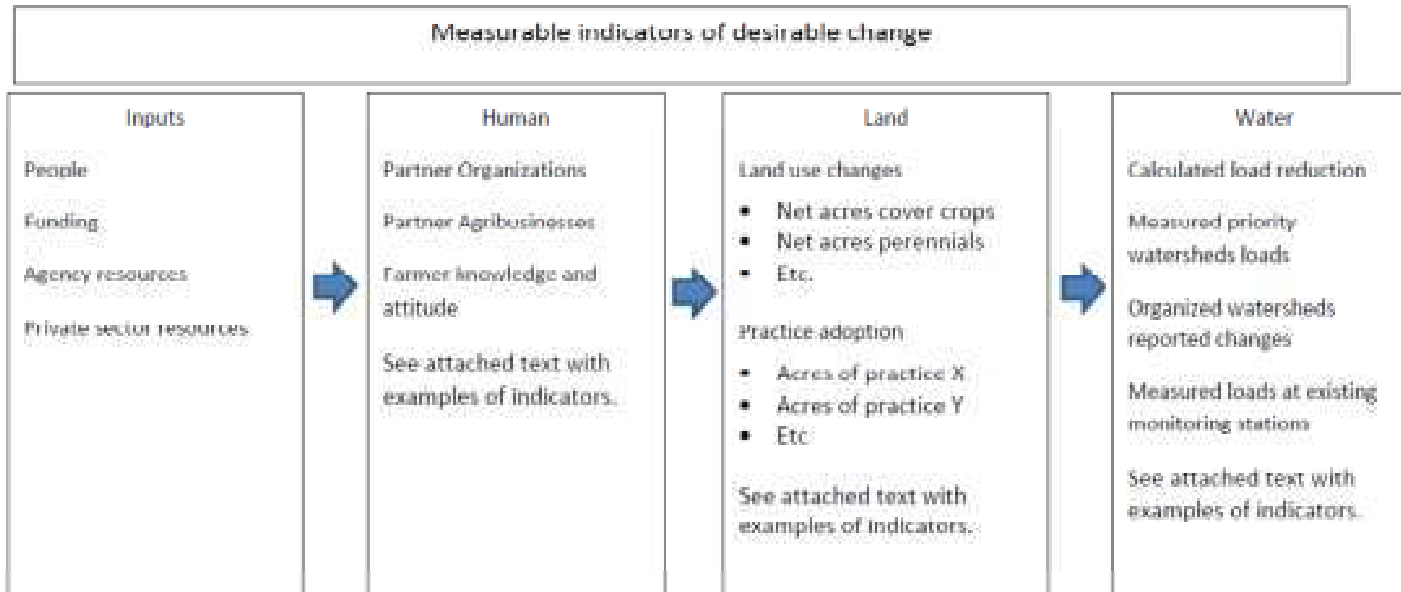
Reporting Element 4 – Water	
<i>Please describe the following items related to water monitoring activities related to nutrient reduction during the reporting period for the Nutrient Reduction Strategy.</i>	
Water monitoring efforts supported	See WRCC Monitoring design template
Measured nutrient loads and load reductions	Please include measured parameters, measurements, and scale of reporting (ex. HUC 12)
Calculated nutrient load reductions	Please include any load reduction estimates based on practice adoption and associated removal estimates

WRCC/WPAC NRS Reporting Template

Activity Reporting Period: June 1, 2014 through May 31, 2015

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Logic Model for Nutrient Reduction: Measures for Success



USDA-Natural Resources Conservation Service

Reporting Element 1 – Inputs			
<i>Please describe the following items related to resources available and/or invested in both point and non-point related efforts during the reporting period for the Nutrient Reduction Strategy.</i>			
Staff: <i>Please provide a summary of staff resources allocated to conservation practice implementation and water quality measurement and assessment efforts.</i>			
Programs: (WQI, CREP, 319, etc...)	Category: Human (Information/Outreach) Land (Practice Implementation) Water (Measurement)	Funding:	Description:
Environmental Quality Incentives Program (EQIP)	Human	\$6,226,797	FY2015 Technical assistance for practice installation and contract administration. Includes salaries, benefits, rent, equipment, supplies, vehicles and other support costs.
EQIP	Land		The Environmental Quality Incentives Program (EQIP) provides financial and technical assistance to agricultural producers in order to address natural resource concerns and deliver environmental benefits such as improved water and air quality, conserved ground and surface water, reduced soil erosion and sedimentation or improved or created wildlife habitat.
Conservation Stewardship Program (CSP)	Human	8,234,104	FY2015 Technical assistance for practice installation and contract administration. Includes salaries, benefits, rent, equipment, supplies, vehicles and other support costs.
CSP	Land		The Conservation Stewardship Program (CSP) helps agricultural producers maintain and improve their existing conservation systems and adopt additional conservation activities to address priority resources concerns. Participants earn CSP payments for conservation performance—the higher the performance, the higher the payment.
Agricultural Conservation Easement Program (ACEP)	Human	2,624,875	The Agricultural Conservation Easement Program (ACEP) provides financial and technical assistance to help conserve agricultural lands and wetlands and their related benefits. Under the Agricultural Land Easements component, NRCS helps Indian tribes, state and local governments and non-governmental organizations protect working agricultural lands and limit non-agricultural uses of the land. Under the Wetlands Reserve Easements

Comment [LM1]: Added my Matt L from Website

Comment [LM2]: Added by Matt L

USDA-Natural Resources Conservation Service

			component, NRCS helps to restore, protect and enhance enrolled wetlands.
ACEP	Land		
Conservation Technical Assistance	Human	16,892,412	FY2015 Technical assistance for conservation planning at all scales, technical assistance for installation of conservation practices not funded through USDA, Also includes conservation district support activities, outreach, communications and related activities. Includes salaries, benefits, rent, equipment, supplies, contracted services, vehicles and other support costs.
Regional Conservation Partnership Program (RCPP)	Human	5,271	The Regional Conservation Partnership Program (RCPP) promotes coordination between NRCS and its partners to deliver conservation assistance to producers and landowners. NRCS provides assistance to producers through partnership agreements and through program contracts or easement agreements.
Other Agency or Private Sector Resources: <i>Please provide a summary of other agency and private sector resources to support NRS activities</i>			

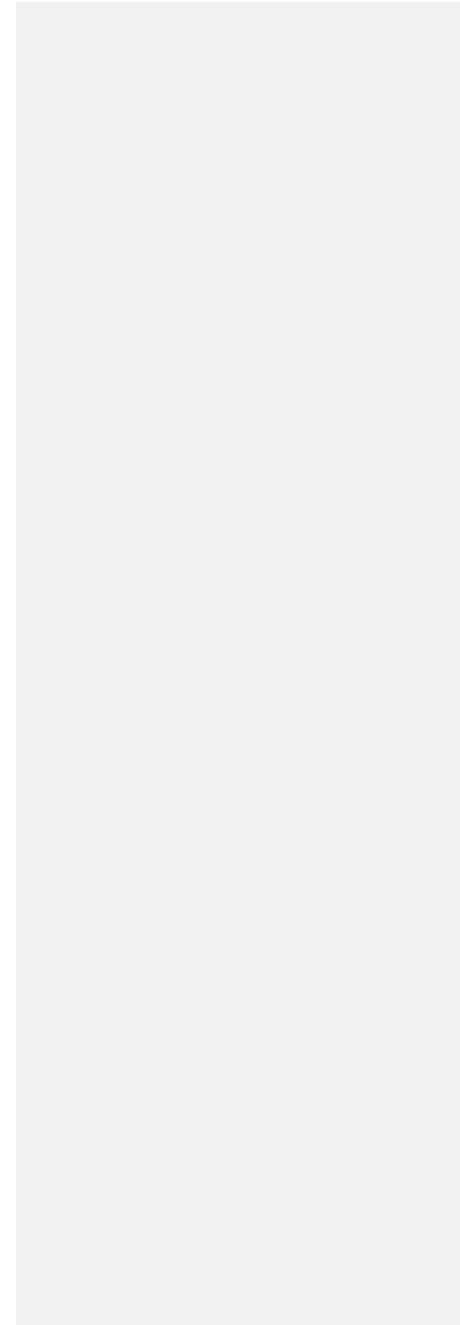
Comment [LM3]: Added by Matt L

USDA-Natural Resources Conservation Service

Reporting Element 2 – Human					
<i>Please describe the following items related to resources available and/or invested in Organization/Agency Supported Outreach Activities during the reporting period for the Nutrient Reduction Strategy and/or practices detailed in the science assessment.</i>					
Description	Number	Attendance	Topics Covered	Partnerships	Response/Feedback
Field Days	1	40	Nutrient management, Soil health	Iowa Corn Growers Association	In addition, NRCS supported 7 field days with Iowa Learning Farms (ILF), and five in-field demonstrations by Practical Farmers of Iowa (PFI).
Presentations					NRCS supported three webinars and three podcasts conducted by Iowa Learning Farms
Conferences					NRCS supported individual sessions at conferences held by ISU Iowa Water Center, PFI, Trees Forever, and the Iowa Soybean Association.
Workshops/Meetings					NRCS supported four training sessions by Practical farmers of Iowa.
Print or Media	Eight (8) articles				In addition NRCS supported the development of three articles by Iowa Learning Farms that were published in Wallace’s Farmer.

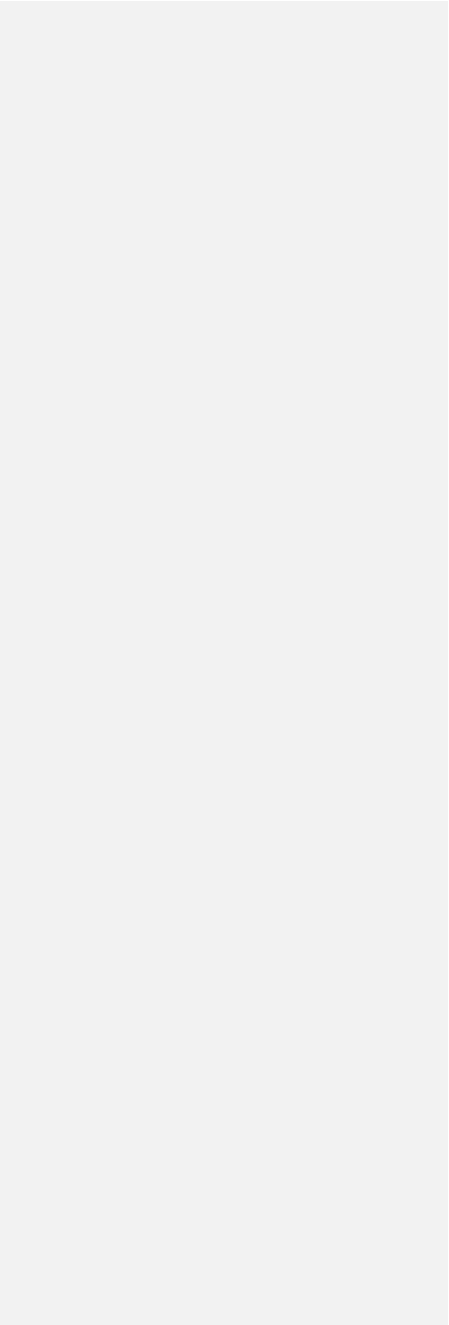
USDA-Natural Resources Conservation Service

Radio & Television					
Newsletters					
Awards/Recognition Activities					
Surveys					If applicable, please note survey information related change in knowledge, attitude, and behavior
Additional Activities and Partnership Organizations					



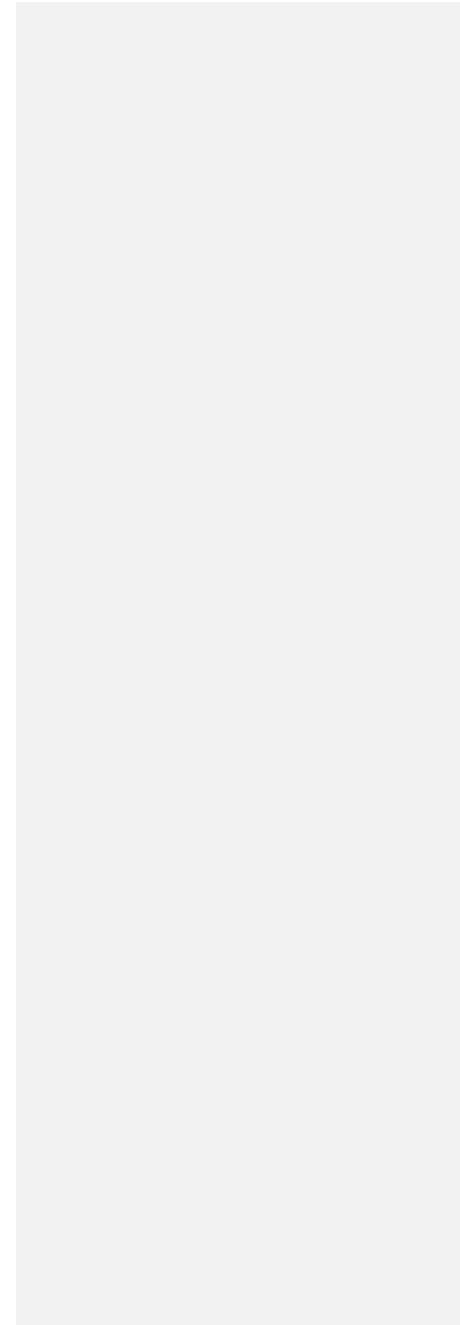
USDA-Natural Resources Conservation Service

Reporting Element 3 – Land				
<i>Please describe the following items related to Land Use/Practice Implementation during the reporting period for the Nutrient Reduction Strategy. Please detail practices installed/applied through your respective organization outside of traditional IDALS, USDA-NRCS, and/or USDA-FSA funded programs. Please add additional rows as needed.</i>				
Structural Practices	General Location (County / Watershed HUC8)	Program Affiliation (if applicable)	Total Costs	Number and/or Acres Impacted
Land Use Practices	General Location (County / Watershed HUC8)	Program Affiliation (if applicable)	Total Costs	Number and/or Acres Impacted



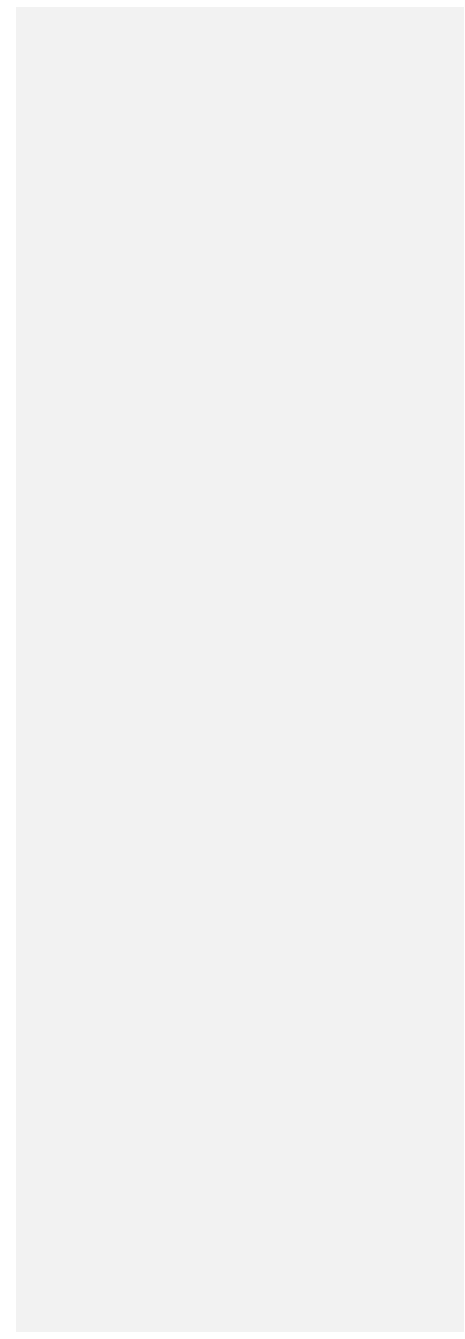
USDA-Natural Resources Conservation Service

Annual Practices	General Location (County / Watershed HUC8)	Program Affiliation (if applicable)	Total Costs	Number and/or Acres Impacted
Non-NRS practices of merit Grassed waterways, variable rate application, etc...	General Location (County / Watershed HUC8)	Program Affiliation (if applicable)	Total Costs	Number and/or Acres Impacted
Point Source Nutrient Reduction Efforts	Permits issued with Nutrient Reduction Feasibility Studies	Nutrient Reduction Feasibility Studies (# Submitted)	Facilities monitoring nutrients in effluent	Description
Other Point Source Reduction Efforts				



USDA-Natural Resources Conservation Service

Reporting Element 4 – Water	
<i>Please describe the following items related to water monitoring activities related to nutrient reduction during the reporting period for the Nutrient Reduction Strategy.</i>	
Water monitoring efforts supported	See WRCC Monitoring design template
Measured nutrient loads and load reductions	Please include measured parameters, measurements, and scale of reporting (ex. HUC 12)
Calculated nutrient load reductions	Please include any load reduction estimates based on practice adoption and associated removal estimates

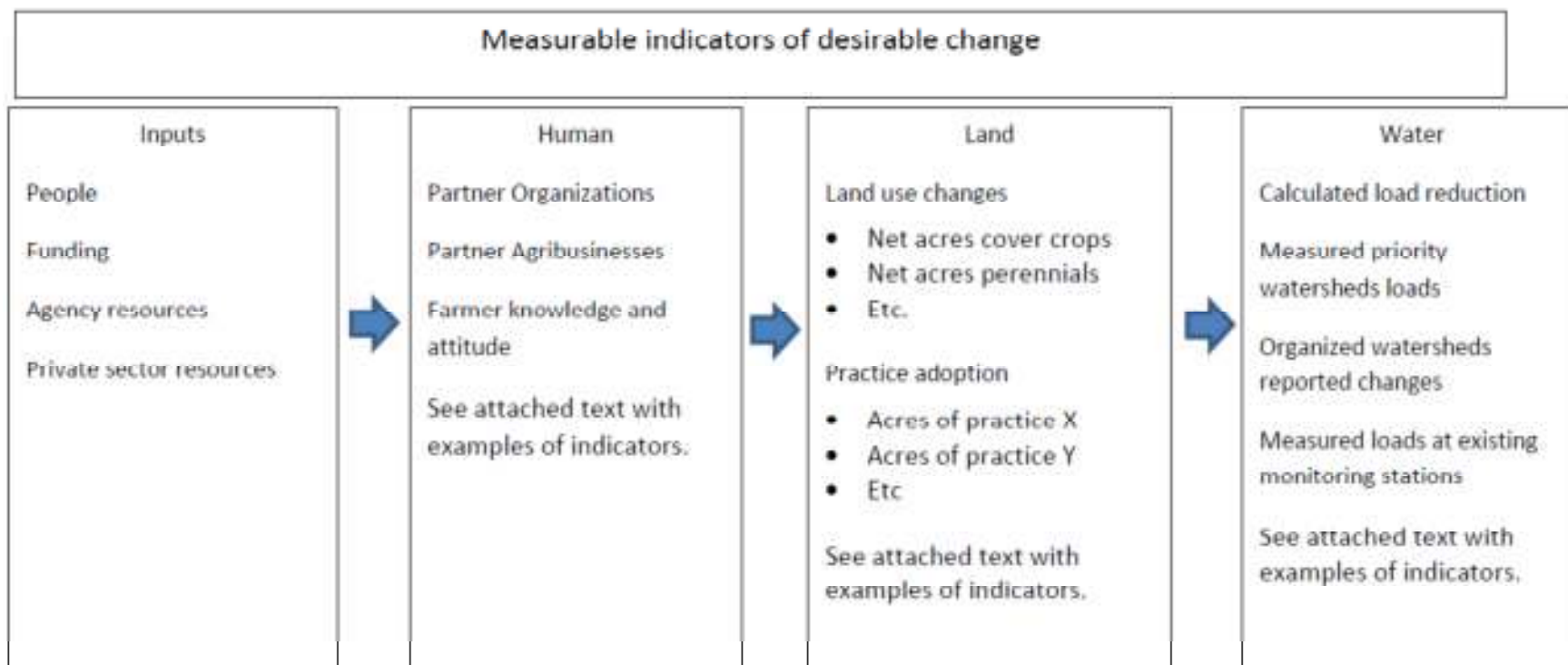


WRCC/WPAC NRS Reporting Template

Activity Reporting Period: June 1, 2014 through May 31, 2015

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Logic Model for Nutrient Reduction: Measures for Success



University of Iowa-College of Engineering

Reporting Element 1 – Inputs			
Please describe the following items related to resources available and/or invested in both point and non-point related efforts during the reporting period for the Nutrient Reduction Strategy.			
Staff: Larry Weber, Chris Jones, Keith Schilling, Gabriele Villarini, Doug Schnoebelen, Wren Almitra, Ibrahim Demir, Antonio Arenas, Carrie Davis, Karl Brauer, Danny Moustakidis, Chad Drake, Please provide a summary of staff resources allocated to conservation practice implementation and water quality measurement and assessment efforts.			
Programs: (WQI, CREP, 319, etc...)	Category: Human (Information/Outreach) Land (Practice Implementation) Water (Measurement)	Funding:	Description:
	Human		Part of the Technical Advisory Committee determining best methods for determining load reductions associated with the Nutrient Reduction Strategy. Workshops/Meetings
	Human		American Water Resources Association publication. [McLellan, Eileen, Dale Robertson, Keith Schilling, Mark Tomer, Jill Kostel, Doug Smith, and Kevin King, 2015. Reducing Nitrogen Export from the Corn Belt to the Gulf of Mexico: Agricultural Strategies for Remediating Hypoxia. Journal of the American Water Resources Association (JAWRA) 51(1): 263-289. DOI: 10.1111/jawr.12246 accessed 06/12/2015 http://onlinelibrary.wiley.com/doi/10.1111/jawr.12246/abstract Print or Media
	Human		Soil and Water Conservation Society annual meeting publication. http://www.swcs.org/documents/filelibrary/14ac/2014_Final_Program_LIVE_LINKS_D760B16D60022.pdf Print or Media
	Human		Journal of Hydrology publication [Gabriele Villarini – pending] regarding the modeling of nitrate loads. Print or Media
	Human		American Society of Agricultural and Biological Engineers publication. [McLellan, E., D. Robertson, K. Schilling, M. Tomer, J. Kostel, D. Smith and K. King. 2014. Reducing nitrogen export from the Corn Belt to the Gulf of Mexico: agricultural strategies for remediating hypoxia. Journal of the American Water Resources Association, 51:263-289.]

University of Iowa-College of Engineering

			Print or Media
	Human		Webster City Informational meeting regarding the Lyons Creek watershed. Workshops/Meetings
	Human		Journal of Soil and Water Conservation publication [Keith Schilling and Chris Jones – pending] evaluating water samples collected from Raccoon River tributaries from 1999 to present noting a 0.26 mg L-1 year-1 decline in nitrate concentration. Print or Media
	Human		Iowa Water Conference presentation and participation [Keith Schilling, Ibrahim Demir and Chris Jones]. http://www.water.iastate.edu/content/2015-iowa-water-conference#node-512 Conferences/ Presentations
	Human		Iowa Nutrient Research Center Legislative Breakfast participation. Presentations
	Human		Iowa Flood Center Legislative Breakfast. Presentations
	Human		Gulf Hypoxia Meeting presentation and participation. [Larry Weber, https://water-meetings.tetrattech.com/Hypoxia/Content/Docs/13_Larry%20Weber.pdf] Workshops/Meetings/ Presentations
	Human		The real story on nitrate levels in Iowa's rivers, The Des Moines Register. [Keith Schilling, http://www.desmoinesregister.com/story/money/agriculture/2015/04/11/data-shows-nitrates-higher-improving-iowa-rivers/25606321/] Print or Media
INRC	Water	Iowa Nutrient Research Center	Nutrient trading in Iowa: a pilot study in the Catfish Creek Watershed
INRC	Water	Iowa Nutrient Research Center	Measuring the effectiveness of stacked nutrient reduction practices using a paired watershed approach at the sub-watershed scale

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INRC	Water	Iowa Nutrient Research Center	Quantify the benefits of BMPs and land management practices, and associated hydrology on nutrient loading to water resources using hydrodynamic modeling tools.
INRC	Water	Iowa Nutrient Research Center	Quantify the benefits of BMPs and land management practices, and associated hydrology on sediment and phosphorus loading based on field observations
INRC	Water	Iowa Nutrient Research Center	Develop a database of available nutrient data sets in Iowa to be used by the Iowa Nutrient Research Center in support of scientific understanding and nutrient management
INRC	Water	Iowa Nutrient Research Center	Measurement of field data parameters in support of modeling
INRC	Water	Iowa Nutrient Research Center	Modeling of nitrate loads and concentrations in the Raccoon River
INRC	Water	Iowa Nutrient Research Center	Bioreactor denitrification efficiency and design
	Water	Carver Trust Foundation	Iowa Water Quality Information System development
	Water		Maintained and implemented 21 water quality monitoring sensor stations including English River, Miller Creek, Lower Skunk river and Van Zante Creek
	Water		DNR Municipal Source Water Protection Steering Committee participation including a workshop for farmers and SW Iowa Municipal Water Supply Operators in Oakland, IA. practices for the purpose of well head protection.

Other Agency or Private Sector Resources: *Please provide a summary of other agency and private sector resources to support NRS activities*

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Reporting Element 2 – Human					
Please describe the following items related to resources available and/or invested in Organization/Agency Supported Outreach Activities during the reporting period for the Nutrient Reduction Strategy and/or practices detailed in the science assessment.					
Description	Number	Attendance	Topics Covered	Partnerships	Response/Feedback
Field Days				Carver Trust Foundation United States Geological Survey Department of Natural Resources	
Presentations	3		Nitrate Load Reductions	Iowa Soybean Association Iowa State University Nutrient Reduction Strategy Technical Advisory Committee	
Conferences	3		Nutrient Loads	Iowa Soybean Association Iowa State University	
Workshops/Meetings	3			Iowa Soybean Association Iowa State University Nutrient Reduction Strategy Technical Advisory Committee	
Print or Media	6		Nitrate Load Reductions	Iowa Soybean Association Iowa State University Nutrient Reduction Strategy Technical Advisory Committee	

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Radio & Television	N/A	N/A	N/A	N/A	N/A
Newsletters	N/A	N/A	N/A	N/A	N/A
Awards/Recognition Activities	N/A	N/A	N/A	N/A	N/A
Surveys	N/A	N/A	N/A	N/A	If applicable, please note survey information related change in knowledge, attitude, and behavior
Additional Activities and Partnership Organizations	N/A				

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Reporting Element 3 – Land				
<i>Please describe the following items related to Land Use/Practice Implementation during the reporting period for the Nutrient Reduction Strategy. Please detail practices installed/applied through your respective organization outside of traditional IDALS, USDA-NRCS, and/or USDA-FSA funded programs. Please add additional rows as needed.</i>				
Structural Practices	General Location (County / Watershed HUC8)	Program Affiliation (if applicable)	Total Costs	Number and/or Acres Impacted
N/A				
N/A				
N/A				
N/A				
N/A				
Land Use Practices	General Location (County / Watershed HUC8)	Program Affiliation (if applicable)	Total Costs	Number and/or Acres Impacted
N/A				
N/A				

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N/A				
Annual Practices	General Location (County / Watershed HUC8)	Program Affiliation (if applicable)	Total Costs	Number and/or Acres Impacted
N/A				
N/A				
Non-NRS practices of merit Grassed waterways, variable rate application, etc...	General Location (County / Watershed HUC8)	Program Affiliation (if applicable)	Total Costs	Number and/or Acres Impacted
N/A				
N/A				
Point Source Nutrient Reduction Efforts	Permits issued with Nutrient Reduction Feasibility Studies	Nutrient Reduction Feasibility Studies (# Submitted)	Facilities monitoring nutrients in effluent	Description
N/A				
Other Point Source Reduction Efforts	N/A			

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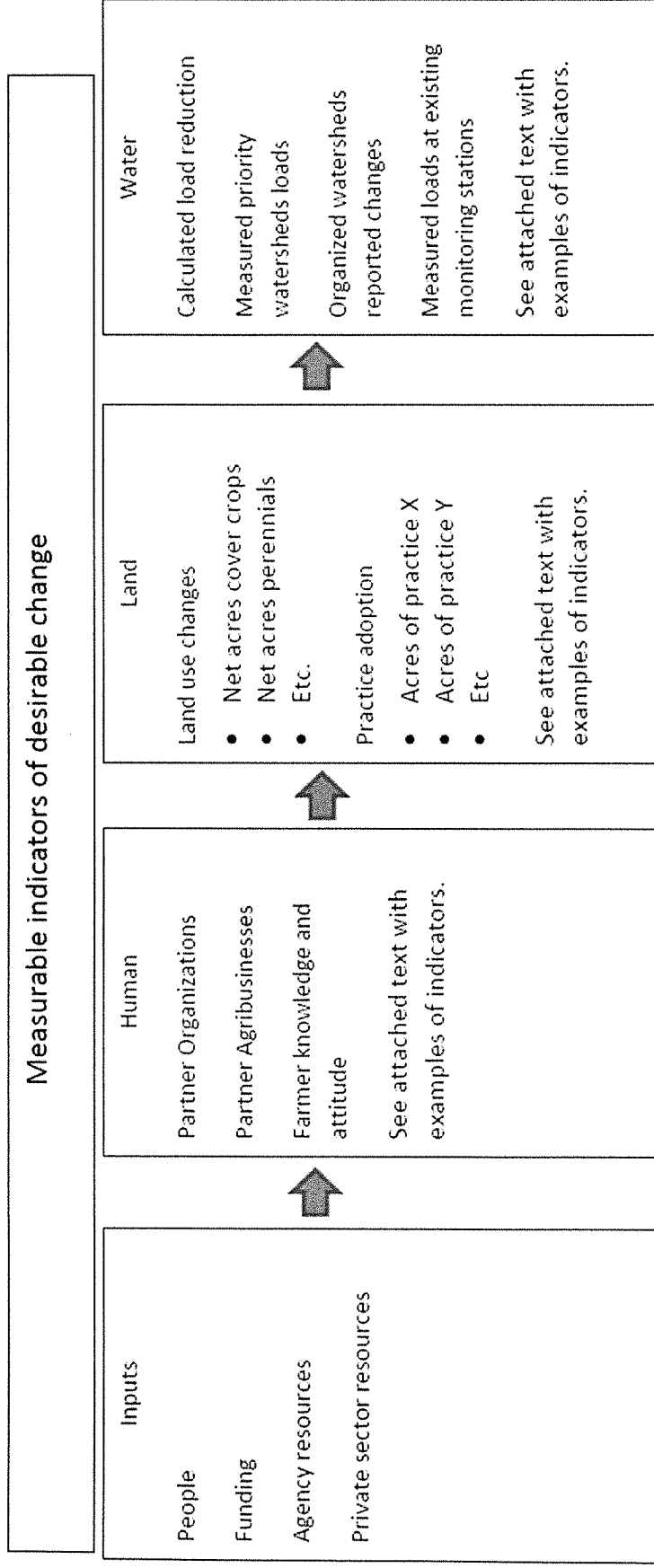
Reporting Element 4 – Water	
<i>Please describe the following items related to water monitoring activities related to nutrient reduction during the reporting period for the Nutrient Reduction Strategy.</i>	
Water monitoring efforts supported	Maintained and implemented 21 water quality monitoring sensor stations including English River, Miller Creek, Lower Skunk river and Van Zante Creek
Measured nutrient loads and load reductions	Please include measured parameters, measurements, and scale of reporting (ex. HUC 12)
Calculated nutrient load reductions	Please include any load reduction estimates based on practice adoption and associated removal estimates

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Activity Reporting Period: June 1, 2014 through May 31, 2015

Reporting Template Instructions: Please complete the following tables with a summary of information directly related to your organizations involvement in Nutrient Reduction Strategy (NRS) activities. This report is due **no later than June 12, 2015**, and should be submitted to the Iowa Department of Agriculture and Land Stewardship. If you have any questions regarding completion of this report please contact Matt Lechtenberg at matthew.lechtenberg@iowaagriculture.gov (515) 281-3857, or Will Myers at will.myers@iowaagriculture.gov (515) 725-1037.

Logic Model for Nutrient Reduction: Measures for Success



WPAC NRS MEMBER REPORTS

Conservation Districts of Iowa

Reporting Element 2 – Human <i>Please describe the following items related to resources available and/or invested in Organization/Agency Supported Outreach Activities during the reporting period for the Nutrient Reduction Strategy and/or practices detailed in the science assessment.</i>					
Description	Number	Attendance	Topics Covered	Partnerships	Response/Feedback
Field Days 1. Farm Progress Show-Cover Crop Plot and Booth Additional included under Iowa Champion Cover Crop Commissioner Program	1	500 farmers	Cover Crop benefits, seed selection, application, termination, management		
Presentations 1. Deliver Public Private Partnerships: Key to Cleaner Water talk at Farm Progress Show Bridging Troubled Waters: the outlook for water quality and agriculture event and to TSP providers	2	1. 90	1. Water Quality, public-private partnership	Private sector and TSP providers	

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<p>Conferences</p> <p>1. Iowa Soil and Water Conservation District Commissioners 68th Annual Conference</p> <p>2. Co-host Iowa Cover Crops Conference with SWCS</p>	<p>2</p>	<p>1.362</p> <p>2.362</p>	<p>1. advancing adoption of conservation practices and the strategy</p> <p>2. Cover Crops</p>	<p>1. SSCC, IDALS-DSC</p> <p>2. Iowa farmers, PFI, IDALS-DS, Iowa Corn Growers, Soil Health Partnership, SWCS, USDA-ARS, Purdue, AAI, Farm Bureau, Iowa Soybean Association, private sector, sponsors</p>	<p>2. Over 80% of the attendees that took the conference survey rated the conference a 4 or 5 out of 5 and nearly the same amount indicated they would be interested in attending a similar cover crops meeting in the coming year. There were 346 indications of additional activities that would occur by attendees after the conference, 72 indicated the additional activity would be the expansion of cover crop acreage, purchase of cover crop seed or equipment or the beginning use of cover crops.</p>
<p>Workshops/Meetings</p> <p>1. Lobby state legislature for funds to implement the Nutrient Reduction Strategy – hosted Conservation Partnership Day at the Capitol</p>	<p>1. 1</p> <p>2. 9</p> <p>3. 6</p>	<p>1. All 150 Iowa legislators contacted by commissione rs in 2015</p> <p>2. 336 Total</p> <p>3. 26 New Commissione rs, 18 Existing Commissione</p>	<p>1. Funding for IDALS-DSC budget</p> <p>2. partnering with the private sector to improve water quality, funding, conservation planning, NRS updates</p> <p>3. history, being a conservation leader, Nutrient Reduction</p>	<p>1. IDALS-DSC, NRCS, ILF, LICA,</p> <p>2. IDALS-DSC, NRCS</p> <p>3. IDALS-DSC, NRCS</p>	

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<p>2. Spring Regional Commissioner Meetings</p> <p>3. New Commissioner Trainings</p>		<p>rs and 6 Assistant Commissioners in attendance</p>	<p>Strategy, Federal, state, local partnership dynamic</p>		
<p>Print or Media</p> <p>Guest blogs on Iowa Champion Cover Crop Commissioner Program for Clean Water Iowa and ILF, Cover Crop Article in Farm Progress Show publication</p>	<p>2</p>		<p>Iowa Champion Cover Crop Commissioner Program, cover crops</p>	<p>NWF</p>	
<p>Radio & Television</p>					
<p>Newsletters</p>					
<p>Awards/Recognition Activities</p> <p>Promote awards, house applications on website, participate in judging committee, submit applications, present awards at</p>	<p>18 Award Programs</p>	<p>29 Awards</p>	<p>Iowa Environmental Leader Award (submitted 4), awarded at Commissioners Annual Conference</p>	<p>IDALS-DSC, NRCS, FB, VanWall, Ikes</p>	

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<p>Commissioner Annual Conference</p>		<p>Outstanding Watershed Award, Awards to SWCD for 5 year Plan, use of cost share dollars and WQI, award to funding institute, CDI President's Award, CDI Honorary Members, DSC Awards, Commissioner Awards (3), Teacher Awards (3), Conservation Farmer of the Year Award, Woodland Owner Award, Windbreak Award (3)</p>		
<p>Surveys</p>				<p>If applicable, please note survey information related change in knowledge, attitude, and behavior</p>

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Additional Activities and Partnerships Organizations

Administered \$ 333,379.63 to 75 districts for the employment of conservation aides and the application of conservation practices and activities during the **Farm Bill XIII Program**. Funding sources CRP, EQIP, CSP08, CSP02, CTA. Matched 1:1 by IDALS-DSC, doubling monies. Practices counted in state and federal counts as cost share was used.

Worked with 10 commissioners using cover crops to promote their use to farmers, agribusiness personnel and media outlets through the **Iowa Champion Cover Crop Commissioner Program**, sponsored by the National Wildlife Federation. (Some work began as early as December 2013 but not previously reported.)

- Sent letters and information to support **939 farmers** using cover crops for the first time
- delivered information about cover crops to **805 farmers** during meetings, workshops and field days
- connected with **61 agribusiness** personnel about cover crops
- participated in print and radio media interviews about cover crops to readership/listenership of **over a half million**

Adopted WQI, Our role as a partner commitment document.

Sent welcome letters to all new WQI Demo projects letting them know we are a resource.

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Iowa Corn

Reporting Element 1 – Inputs			
Please describe the following items related to resources available and/or invested in both point and non-point related efforts during the reporting period for the Nutrient Reduction Strategy.			
Staff: Please provide a summary of staff resources allocated to conservation practice implementation and water quality measurement and assessment efforts.			
1 Sustainable Program manager who works full time on these issues. 8 District Field Managers and 1 Director of Grower Services who work on these issues as a part of their jobs. 2 communications staff who work on these issues as a part of their jobs. 3 research staff who work on these issues as a part of their jobs. 3 government relations staff who work on these issues as a part of their jobs.			
Programs: (WQI, CREP, 319, etc...)	Category:	Funding:	Description:
Iowa Ag Water Alliance (IAWA)	Human (Information/Outreach) Land (Practice Implementation) Water (Measurement)		The Iowa Agriculture Water Alliance was created and funded by Iowa Corn, Iowa Soybean Association, and Iowa Pork Producers Association to advance Iowa's voluntary, science-based nutrient reduction strategy by securing resources, promoting the adoption of conservation practices, educating the public and key decision makers, and supporting research and credible data to show progress.
Iowa Nutrient Research & Education Council (INREC)	Human Land Water		The Iowa Nutrient Research and Education Council is supported by Iowa Corn and other agricultural stakeholders. The Council's three main goals include: utilize ag retailers and crop advisors to measure private sector funded conservation practice adoption; provide neutral, science-based validation of environmental products and services; and enhance the role of ag retailers and crop advisors in accelerating the adoption of conservation practices.
Nutrient Use & Land Management Research Project	Human Land Water		Iowa Corn is partnering with Iowa State University and the Iowa Department of Agriculture and Land Stewardship to study the effects of land use, nutrient management, and improved drainage infrastructure on crop yields and water quality.

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Soil Health Partnership (SHP)	Human Land			The Soil Health Partnership is a network of demonstration farms that serve as showcases for other farmers to investigate innovative soil management practices, including reduced tillage systems, cover crops and advanced nutrient management.
Iowa Conservation Action Network	Human Land			Iowa Corn, Iowa Soybean Association, and Iowa Land Improvement Contractors Association partnered to provide conservation planning services to our members.
Watershed Project Grants	Human			Iowa Corn provides grant money to watershed projects.
Other Agency or Private Sector Resources: Please provide a summary of other agency and private sector resources to support NRS activities Iowa Corn has been issued patents for a nitrogen use efficiency trait for corn that allows more corn to be grown with the same amount of nitrogen.				

Reporting Element 2 – Human					
Please describe the following items related to resources available and/or invested in Organization/Agency Supported Outreach Activities during the reporting period for the Nutrient Reduction Strategy and/or practices detailed in the science assessment.					
Description	Number	Attendance	Topics Covered	Partnerships	Response/Feedback
Field Days	3	150	Nutrient Reduction Strategy, Wetlands, Bioreactors, Drainage water management, Ponds, Saturated buffers, Sediment basins, Buffers, Strip till, No till, Cover crops	IDALS, LICA, NRCS, Miller Creek WQI, National Corn Growers Association, Hagie	

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Presentations	14	650	Nutrient Reduction Strategy, Water Quality Initiative, Soil Health Partnership, Buffers, Cover crops, Wetlands, Reduced tillage	IDALS, AAI, PF, ISA, IAWA, IFBF, ISUE, Pocahontas schools, South East Community College, Hagie	
Conferences	1	90	Soil Health	National Corn Growers Association	
Workshops/Meetings	6	120	Source water protection, Wetlands, Ponds, Basins, Waterways, Cover crops	DNR, IDALS, ISU, Heartland Coop, ISA, Agren	
Print or Media					Water quality advertising at I-Cubs games
Radio & Television					Radio ads on Brownfield, Radio Iowa, and WHO regarding conservation practices.

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Newsletters	3		IAWA, INREC, Clean Water Iowa, Nutrient Reduction Strategy		Articles in our newsletters
Awards/Recognition Activities	1				Iowa Farm Environmental Leader Award brochure
Surveys					If applicable, please note survey information related change in knowledge, attitude, and behavior
Additional Activities and Partnership Organizations	<p>Frequent social media posts about water quality news and events. Weekly electronic newsletter which often has water quality related news and events. Info graphics: Nutrient reduction strategy, cover crops, nitrogen use efficiency. Widely distributed hard copies and also on our website. Participated in Iowa Food & Family Project's #FarmersCoverIowa social media campaign. Water quality and cover crop tabs added this year to our website.</p>				

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Iowa Environmental Council

Reporting Element 2 – Human					
Please describe the following items related to resources available and/or invested in Organization/Agency Supported Outreach Activities during the reporting period for the Nutrient Reduction Strategy and/or practices detailed in the science assessment.					
Description	Number	Attendance	Topics Covered	Partnerships	Response/Feedback
Field Days					
Presentations					
Conferences					
Workshops/Meetings					

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Print or Media								
Radio & Television								
Newsletters								
Awards/Recognition Activities								
Surveys								If applicable, please note survey information related change in knowledge, attitude, and behavior

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Additional Activities and Partnership Organizations

Now in its 20th year, the Iowa Environmental Council (IEC) is a nonprofit organization which represents over 65 member organizations and thousands of individual members interested in sustaining and protecting Iowa's natural resources. IEC has successfully expanded awareness about Iowa's nutrient reduction strategy and the need for nutrient reduction this reporting period:

- IEC used its significant membership base to expand awareness by discussing nutrient reduction in its quarterly newsletters and monthly e-newsletters, as well as presentations about the strategy to meetings of member groups, blog posts, tweets and Facebook postings.
- IEC prepared a media packet which was used to educate and inform editorial boards and reporters from media outlets around the state about the strategy, including the need to add water quality monitoring and secure sustained funding. The outreach resulted in significant media coverage of the strategy.
- IEC met with numerous outdoor recreation groups, conservation and wildlife groups, lake conservancies, agricultural groups, soil and water commissioners, technical service providers, individual farmers and state agency personnel to raise awareness about the strategy and ways of strengthening the strategy for securing and measuring cleaner water by adopting timelines and benchmarks for pollution reduction goals; securing sustained, long-term funding for implementation; and using water quality monitoring to assess progress on nutrient reduction.

IEC is also working to reduce existing and new sources of nitrogen and phosphorus pollution from **point** sources.

- IEC is reviewing and commenting on Antidegradation Alternative Analyses for new or expanding wastewater treatment plant facilities that are proposing to increase nitrogen and/or phosphorus discharges. Our comments encourage the facilities to evaluate the affordability and water quality benefits of incorporating Biological Nutrient Removal treatment options in their alternatives analysis in order to reduce rather than increase phosphorus and nitrogen pollution from their wastewater discharge.
- IEC is also reviewing and commenting on wastewater permit renewals for municipal and industrial facilities discharging to relatively small effluent dominated streams where phosphorus loading from point sources may be causing or contributing to pollution problems that result in nuisance algal blooms and/or low dissolved oxygen in the receiving streams. If the harm to the local water quality results in violations of Iowa's narrative water quality standards, then additional treatment will be needed to comply with Iowa water quality standards.

Reporting Element 4 – Water

*Please describe the following items related to **water monitoring activities** related to **nutrient reduction** during the reporting period for the **Nutrient Reduction Strategy**.*

Water monitoring efforts supported

See WRCC Monitoring design template

IEC has placed a high priority on supporting water quality monitoring in the Water Quality Initiative watershed projects. During the 2015 Iowa legislative session, the Council **educated and informed lawmakers** about why water quality monitoring is so important for the following reasons:

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- measure progress in actually reducing nutrient pollution in Iowa's waterways
 - calibrate scientific models
 - target practices where they will produce the most benefit
 - provide valuable feedback to farmers
 - inform the general public as to how their tax dollars are working to secure cleaner water in Iowa for recreation, drinking water and habitat.
- In addition to educating lawmakers about the importance of water quality monitoring, IEC also lobbied for sustained funding to support monitoring efforts. Such funding would allow for:
- data analysis and assessment by a scientifically-certified laboratory
 - the establishment of Best Practices for data collection, analysis and reporting to ensure consistent, scientifically-legitimate data
 - publicly-available access to data at the aggregate level, which does not identify individual farms, with real-time online access to nitrate levels around the state
 - training and support program for watershed coordinators
- The Council engaged its members and the public in an effort to educate about the importance of water quality monitoring:
- participated in the IOWATER Polk County snapshot monitoring day
 - informed the media about the importance of monitoring as an accountability measure
 - talked with members of state agencies and organizations about the need for monitoring in the WQI watershed projects
 - collaborated with our Watershed Planning Advisory Council work group recommending water quality monitoring in all WQI watershed projects

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Measured nutrient loads and load reductions	Please include measured parameters, measurements, and scale of reporting (ex. HUC 12)
Calculated nutrient load reductions	Please include any load reduction estimates based on practice adoption and associated removal estimates

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Iowa Farm Bureau Federation

Reporting Element 1 – Inputs <i>Please describe the following items related to resources available and/or invested in both point and non-point related efforts during the reporting period for the Nutrient Reduction Strategy.</i>			
Staff: <i>Please provide a summary of staff resources allocated to conservation practice implementation and water quality measurement and assessment efforts.</i>			
Programs: (WQI, CREP, 319, etc...)	Category: Human (Information/Outreach) Land (Practice Implementation) Water (Measurement)	Funding:	Description:
WQI; Soil Conservation Cost-Share; Pilot Study	Legislative Support	\$17.13 million	The Iowa Farm Bureau actively supported \$17.13 million in funding approved by the legislature for the Iowa Nutrient Reduction Strategy, the Water Quality Initiative and soil conservation cost share. This includes \$9.15 million for the WQI, and \$1.23 million for a three-year pilot project to quantify conservation structures and crop production practices to determine the impact on water quality.
SHARE Grants	Gant Support for Local Conservation and Water Quality Projects	\$72,350	The Iowa Farm Bureau SHARE Grants provided \$72,350 for nine new local conservation/water quality projects. Sixteen projects have received more than \$116,000 in 18 counties in two years. The IFFB SHARE Grant program is supporting conservation/water quality programming, in addition to enhancing the public's understanding and appreciation of agriculture, supporting community development projects and leading local agricultural safety initiatives.
Local WQI Projects	Local Partners, Project Support and Participation		There are at least six county Farm Bureau or affiliated service companies named as partners in the 16 IDALS Water Quality Initiative priority watershed projects. County Farm Bureaus are continually considering active, meaningful roles in projects.

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Other Agency or Private Sector Resources: Please provide a summary of other agency and private sector resources to support NRS activities

Reporting Element 2 – Human					
Please describe the following items related to resources available and/or invested in Organization/Agency Supported Outreach Activities during the reporting period for the Nutrient Reduction Strategy and/or practices detailed in the science assessment.					
Description	Number	Attendance	Topics Covered	Partnerships	Response/Feedback
Field Days, Meetings or Tours	15	1,817	Nutrient Management; Cover Crops; Soil Conservation; Water Quality		There were at least 13 county Farm Bureaus that organized, participated in or cooperated in 15 field days, meetings or tours or other events in support of the Iowa Nutrient Reduction Strategy's information, education and outreach activities during the last year. There were an estimated 1,817 persons attending these events. This is a significant increase from the year before, and more counties are planning activities for this year.
Presentations					
Conferences					
Cover Crops Conferences	2	766	Cover Crop Management	Soil & Water Conservation Society; Iowa Power Farming Show; Conservation Districts of Iowa; NRCS; IDALS; Midwest	The Iowa Farm Bureau helped sponsored the Soil & Water Conservation Society's Iowa Cover Crops Conference with a \$2,500 financial contribution. The conference was held February 17-18, 2015, at the Sheraton Hotel in West Des Moines. Other major sponsors included Conservation Districts of Iowa, the Midwest Cover Crops Council and 11 other sponsors. It was attended by 362 people, 30 percent of which were farmers. The Iowa Farm Bureau Spokesman, The Iowa Farmer Today, The No-Till Farmer Magazine, High

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				Cover Crops Council.	<p>Plains Journal, Brownfield Radio Network, and the WHO-TV Agribusiness Report covered the meeting.</p> <p>The IFBF supported the Cover Crop Workshops during the Iowa Power Farming Show in Des Moines, February 3-5, 2015 with a \$3,000 contribution. There were 404 attendees for this year's "Building Farmer Wealth with Soil Health" theme during 17, one-hour sessions and three mini-sessions.</p>
<p>Workshops/Meetings</p> <p>IFBF Annual Meeting</p>	1	1,200 at annual meeting; 73 at breakout session.	Local Leadership in Soil & Water Conservation Projects		<p>The IFBF annual meeting in Des Moines, December 2-4, 2014, featured The Seeds of Growth theme, and included a special nutrient strategy breakout session, "Water Quality: Local Leadership in Soil & Water Conservation." Representatives of three county Farm Bureaus highlighted their activities in support of the INRS. The annual meeting and breakout session were also promoted to media, resulting in four positive conservation-themed stories and a segment on the WHO-TV <i>Agribusiness Report</i>.</p>
<p>Print or Media</p> <p>Iowa Farm Bureau Spokesman, Family Living, Farm Fresh, The Dish</p>	37	159,500	<p>Overview of Iowa Nutrient Reduction Strategy;</p> <p>Appropriate Best Management Practices;</p> <p>Watershed Partnerships; WQI Projects; Fertilizer Application BMPs;</p> <p>Nitrogen Cycle and N Loss;</p> <p>Conservation Progress.</p>		<p>There have been at least 19 articles related to the Iowa Nutrient Reduction Strategy during the last year in the weekly <i>Iowa Farm Bureau Spokesman</i> (reaching more than 90,000 people). There has also been one article in the monthly <i>Family Living</i> publication (reaching more than 45,000 Iowans) for ag-supporting members. In addition, the News Services staff has authored eight stories in the <i>Farm Fresh</i> blog (stories about the people who produce food, fuel and fiber and the issues they face) on the INRS, and one story in <i>The Dish</i>, an e-newsletter that is emailed to about 24,000 people.</p> <p>A special eight-page conservation supplement, <i>Conservation & Water Quality</i>, was included in the Iowa Farm Bureau Spokesman April 1, 2015, and also distributed to 500 legislators and county supervisors.</p>

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					<p>The supplement carried eight stories on the latest innovations in conservation, including the best techniques used to apply fertilizer, the science underlying nitrogen loss and how to minimize it, and a graphic snapshot of where Iowa stands in conservation.</p>
<p>Radio & Television</p> <p>Iowa Minutes</p>	5	<p>2.6 million Households Each Month for Each Episode</p>	<p>Nitrogen Cycle; Soil Erosion; Watershed Partnerships; Conservation Planning</p>	<p>Iowa DNR, Iowa State University, IDALS, Soil & Water Districts; Rathbun Water Alliance; City of Cedar Rapids</p>	<p>Five <i>Iowa Minutes</i> on the Iowa Nutrient Reduction Strategy and related conservation practices were produced by the Iowa Farm Bureau in the last year. These are 60-second news features that highlight the role agriculture and Farm Bureau in the lives of Iowans, and show the good work Iowa farmers are doing to protect the soil and improve their watersheds. Each Iowa Minute runs approximately one month reaching 2.6 million households throughout Iowa, as well as parts of Omaha, Missouri and Illinois.</p>
<p>Newsletters</p> <p>IFBF Iowa Nutrient Reduction Strategy Newsletter</p>	8	<p>+1,500 for each issue</p>	<p>WQI Featured Projects; Funding Opportunities; Application Deadlines.</p>		<p>There have been eight IFBF Iowa Nutrient Reduction Strategy e-newsletters sent during the last year to the 100 county Farm Bureau boards, county leaders and staff working on conservation and natural resource issues. The newsletters highlight statewide activities of many organizations and encourage active county Farm Bureau strategy implementation roles.</p>
<p>Awards/Recognition Activities</p> <p>Conservation Farmer of the Year Award</p>	1	<p>362 at CDI Annual Meeting; 236 at awards luncheon</p>		<p>IDALS; Soil & Water Conservation Districts; Conservation Districts of Iowa; Van Wall Group</p>	<p>Glenn & Coleen Van Dyke of Searsboro in Poweshiek County were the winners of the Conservation Farmer of the Year award September 4, 2014, in West Des Moines at the Conservation Districts of Iowa annual meeting. The Van Dykes were featured on page 1 of the <i>Iowa Farm Bureau Spokesman</i> August 27. The award is co-sponsored by the IFBF and the Iowa Department of Agriculture and Land Stewardship. The Van Dykes have the free use of a John Deere 6D Series utility tractor for up to 12 months (or up to 200 hours),</p>

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					<p>donated by the Van Wall Group of Perry. The lease value of 200 hours is estimated at \$6,000-\$8,000. The award raises awareness of the Iowa Nutrient Reduction Strategy. This recognition program began in 1952 and also highlights the continuous voluntary conservation improvements made by all Iowa farmers, but focuses on one statewide winner. This year's winner will be honored in September 1 in Altoona.</p>
<p>Surveys</p>					<p>if applicable, please note survey information related change in knowledge, attitude, and behavior</p>
<p>Additional Activities and Partnerships Organizations</p> <p>Conservation Counts Campaign, Website, Speaker Corps, Social Media</p>					<p>"Conservation Counts" was the theme of Farm Bureau Park at the 2014 Iowa State Fair. With more than a million people attending the Iowa State Fair each year, this was an opportunity to build confidence in Iowa farmers' conservation practices. A game tent educated fairgoers on the benefits of various conservation practices. There were a documented 17,500 game prizes awarded for answering conservation questions. Banners throughout the park showcased various farmers and the conservation practices they use. Iowa Learning Farms was also featured in the park with their Conservation Station's rainfall simulator to show the effects of rainfall on different surfaces, including intense tillage, conservation tillage, no-till, and urban surfaces including pervious pavements, sod and a green roof. They also had a "Poo Toss" challenge game for kids and adults to learn why dog manure and other pollutants should be kept out of waterbodies. The goal of the Conservation Counts campaign is to support and encourage members' ongoing conservation efforts, active involvement in the Iowa Nutrient Reduction Strategy, and to assist the IFBF in securing additional funding for the Water Quality Initiative and related soil and water programs. Media components for the campaign consist of TV, radio and print. These mediums link Iowans back to the Conservation Counts Iowa website for more information. The long-term outcome for the website is to educate and inform farmers, legislators and Iowans about on-going conservation efforts and how we are all part of the solution. The message has reached more than 8.8 million households, so far. Additional print ads will run throughout Iowa this spring showing the progress farmers are making.</p> <p>There have been more than 130 conservation-themed stories and on the Iowa Farm Bureau website and sent to media in the last year. There have been three Specific "Calls to Action" where Speaker Corps members and Ag Leaders were encouraged to submit letters to the editor with a focus on conservation and what they are doing on their farm. Results</p>

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include more than 40 letters submitted by members to local and statewide newspapers, with nearly one-half of submitted letters printed, including the Des Moines Register and Cedar Rapids Gazette.

In late-February, 29 Farm Bureau members participated in an all-day training including a breakout session on writing and submitting letters to the editor focused on conservation and the strategy. The same editorial writing training will be provided to an additional 25 county Farm Bureau leaders on March 7, with a goal of dozens of conservation-themed letters to the editor submitted to local and statewide papers, and conservation messaging training will occur with watershed coordinators in March.

Iowa Farm Bureau Facebook posts about conservation progress, the Iowa Nutrient Reduction Strategy & conservation opportunities for farmers have generated 1,501 “organic” likes, shares & comments, producing a total reach of 101,959 from 6/1/14 – 5/31/15.

IFBF Twitter posts (or “tweets”) about conservation progress, the Iowa Nutrient Reduction Strategy & conservation opportunities for farmers have generated 256 “organic” retweets, producing a total reach of 1,042,376 from 6/1/14 – 5/31/15.

The IFBF conducted a joint online/social media promotion with the Iowa State Cyclones 3/3/15 – 4/2/15. The promotion allowed people to enter to win merchandise autographed by Cyclone coaches Fred Hoiberg and Bill Fennelly after they watched a video and read facts detailing the conservation progress Iowa’s farmers are making. The contest collected 2,910 entries. Facebook posts promoting the content reached more than 123,935 people and resulted in more than 1,064 likes and shares.

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Iowa Soybean Association

Reporting Element 1 – Inputs <i>Please describe the following items related to resources available and/or invested in both point and non-point related efforts during the reporting period for the Nutrient Reduction Strategy.</i>			
Staff: <i>Please provide a summary of staff resources allocated to conservation practice implementation and water quality measurement and assessment efforts.</i>			
Programs: (WQI, CREP, 319, etc...)	Category: Human (Information/Outreach) Land (Practice Implementation) Water (Measurement)	Funding:	Description:
ISA - Checkoff	Human/Land/Water	See below	Objective is to improve natural resource management practices and environmental quality, while also improving the competitiveness of Iowa soybean farmers. Tactics include using multidisciplinary and integrated research and coordination internally with ISA departments and externally with collaborators, planning, technical assistance and our industry leadership.
Walton Family Foundation	Human		Targeted HUC-12 watershed planning for the Upper Cedar watershed; individual conservation planning
National Fish Wildlife Foundation	Human		On-Farm planning and evaluation in the Upper Cedar watershed; also contracted with Pheasants Forever to help assist with habitat planning. A total of 28 habitat assessments and 20 habitat plans were completed.
IDEA (via sub – contract with MSA Professional Services)	Human		Watershed planning for the Upper Cedar watershed

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IACAN	Human/Land		Individual technical assistance and conservation practice design of waterways, ponds, wetlands, sediment control basins, and soil loss assessments for 77 farmers.
National CIG – Bioreactor	Human/Outreach		Monitor effectiveness of bioreactor design in terms of nitrate removal as well as monitoring for potential contaminant production.
Iowa Nutrient Research Center-Bioreactor monitoring	Water		Monitor the effects of control structure management on the amount of carbon used per unit of N removal.
EQIP EOF Contracts	Water		Monitor bioreactor performance for individual landowners/farmers.
IDALS Cover Crop	Human/Land		Implementation of cover crop trials in Upper Cedar watershed with 10 farmers.
State CIG – Cover Crop	Human/Land		Soil health and quality testing in fields with cover crops.
NRCS Contribution Agreement	Human		Conservation planning with 40 farmers.
Conservation planning	Human		Developing nutrient management plans for 18 farmers
Boone River Watershed - WQI	Human/Land/Water		Water Quality Initiative project connected to the Nutrient Reduction Strategy. ISA involvement includes strip trials, guided stalk sampling, water monitoring/analysis, communications, marketing, and outreach.
Miller Creek Watershed - WQI	Human/Water		Water Quality Initiative project connected to the Nutrient Reduction Strategy. ISA involvement includes water monitoring/analysis, communications, marketing, and outreach.
Van Zante Watershed– WQI	Human/Water		Water Quality Initiative project connected to the Nutrient Reduction Strategy. ISA involvement includes water monitoring/analysis, communications, marketing, and outreach.
Crooked Creek Watershed - WQI	Human/Water		Water Quality Initiative project connected to the Nutrient Reduction Strategy. ISA involvement includes water monitoring/analysis, communications, marketing, and outreach.

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Indian Lake Watershed	Human/Land		Subcontract with the Hancock SWCD to provide watershed assessment and plan development services/technical assistance.
English River Watershed	Human/Water		Contract with the English River Watershed Management Authority to provide watershed planning and technical assistance for the development of a comprehensive watershed management plan.
Edge of Field monitoring – NRCS CIG project	Water		Multi-state project examining the use of low-cost edge of field sampling equipment and testing parameters. Project being led by the University of Wisconsin-Platteville.
Lyons Creek Watershed (via contract with TNC)	Water		Targeted water quality monitoring in a sub-watershed (Lyons Creek) of the Boone River. Ongoing project that provides a completed baseline profile of water quality and hydrology within three micro-watersheds, and at the mouth of Lyons Creek.
Oxbow project (via contract with the Sand County Foundation)	Human/Land/Water		Contract with the Sand County Foundation (Madison, Wisconsin) to design, implement, and monitor three new oxbow sites in the Boone River watershed. Monitoring at reconstructed oxbow sites will measure nitrate reduction and biological improvements.
On-Farm Network Integrated Farm and Livestock Management	Human/Land		Research and demonstrations focused on nutrient, manure, and tillage management in soybeans and corn across Iowa. Emphasis is placed on avoiding soil and nutrient loss while improving nutrient use efficiency.
On-Farm Network Cover Crop Solutions	Human/Land		Implementation of cover crop replicated strip trials across Iowa.
On-Farm Network Saddle Butte	Human/Land		Implementation of cover crop replicated strip trials across Iowa.
On-Farm Network TNC	Human/Land		Implementation of conservation tillage and nitrogen management replicated strip trials using John Deere equipment in the Boone River watershed.
On-Farm Network AgLeader OptRx Crop Sensor	Human/Land		Implementation of nitrogen crop sensors replicated strip trials.

WPAC NRS MEMBER REPORTS

<p>Total for all projects</p>	<p>Human/Land/Water</p>	<p>\$2,613,324</p>	<p><u>Funding Breakdown</u></p> <ul style="list-style-type: none"> • Federal - \$254,000 • State/Local - \$765,021 • Private - \$376,800 • Checkoff - \$1,217,503
<p>Other Agency or Private Sector Resources: <i>Please provide a summary of other agency and private sector resources to support NRS activities</i></p> <ul style="list-style-type: none"> • See listings above. Includes Walton Family Foundation, MSA Professional Services, The Nature Conservancy 			

<p>Reporting Element 2 – Human</p> <p><i>Please describe the following items related to resources available and/or invested in Organization/Agency Supported Outreach Activities during the reporting period for the Nutrient Reduction Strategy and/or practices detailed in the science assessment.</i></p>					
Description	Number	Attendance	Topics Covered	Partnerships	Response/Feedback
<p>Field Days</p>	<p>1</p>	<p>80</p>	<p>Cover crops and strip tillage</p>	<p>Mitchell County SWCD</p>	
	<p>17</p>	<p>815</p>	<p>Various</p>	<p>See supporting documentation</p>	
<p>Presentations</p>	<p>2</p>	<p>120</p>	<p>INRS, stacking conservation practices, cover crops</p>		
<p>1</p>	<p>50</p>	<p>ISA Research Tools for</p>			<p>Showcased ISA-EPS watershed planning process and related tools, etc.</p>

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				Watershed Planning			
1		100		ISA-EPS Programs presented at the Iowa Soil and Water Quality Funding Summit	IDALS, IDNR		
1		25		Presented EPS programming and communication work to WQI coordinators	IDALS		
1		40		Presented EPS and OFN programming work and projects to Iowa Farm Bureau regional managers	Iowa Farm Bureau		
1		40		Farmers National Company annual meeting. Presented on the Nutrient Reduction Strategy and ISA efforts.			
1		20		Osage Kiwanis. Presented on Rock Creek Watershed Plan and Implementation.			
1		45		Iowa Water Conference. Presented on tile water monitoring.			

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	3	50	Iowa Turkey Federation Spring Meetings Storm Lake, Story City and Washington "Getting Serious about Water Quality"	Iowa Turkey Federation	
	2	40	Iowa Legislature – House Ag Committee and Senate Natural Resources Committee. Presented Water Quality Results and ISA Enviro Program Status		
	1	200	One Water Leadership Summit – Kansas City Missouri. Presented on need for integrated water Management and examples of the Iowa Nutrient Reduction Strategy		
	1	100	Soy Leadership College – Presented on Iowa Nutrient Reduction Strategy – Panel		

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				presentation with Ohio Soy and USEPA				
	1		20	Science in your watershed meeting for Lyons Creek		TNC, ISU, NRCS		
Conferences	ISA 2015 Research Conference		500+	Crop, Nutrient, Pest Mgmt.; Iowa NRS; Soil/Water Quality; Cover Crops; Sustainability		Multiple partners.		See link for details: http://www.isafarmnet.com/2015OFNConf/ofnpresentations2015.html
Workshops/Meetings	15		77	Conservation practices		Iowa Corn Grower's Association, Land Improvement Contractors Association		
Print or Media	62 (earned media placements)		24,394,482 circulation /reach	Iowa Nutrient Reduction Strategy; water quality; watershed planning/work; conservation practices;				See attachment for details: coverage by statewide and national print, digital and TV media outlets.
	12 (paid magazine placements)		480,000 combined distribution	Iowa Nutrient Reduction Strategy, Cover Crops, Edge-of-Field Practices, conservation, WQI, nitrogen management				See attachment for details: Iowa Soybean Review reaches more than 40,000 soybean producers across the state.

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	2014 ISA EPS Annual Report	41,000 distribution	Iowa Nutrient Reduction Strategy, WQI, watershed planning, bioreactor, oxbow, conservation planning, water monitoring	Multiple partners	Coverage of ISA EPS projects and research for 2014. Distributed: Iowa Soybean Review, ISA Research Conference, state legislators and industry partners.
	1 earned article (People's Company White Paper)				"Conservation Talks Back" article published in Peoples Company White Paper: <i>Socially Responsible Farmland Investment</i> . This document was shared with nearly all Peoples Company land management clients and is live on their website.
	Agrimedia – Meredith Publishing Confluence Project	600,000 circulation	Conducted a statewide bus tour showcasing conservation efforts in targeted watersheds.	Multiple – United Soybean Board, Meredith publishing, Successful Farming magazine	Multi-year project to advance the discussion, implementation, and education of better watershed management practices. Several videos were produced that feature farmers and technical staff speaking about nutrient reduction practices. http://www.agriculture.com/farm-management/conservation/confluence-videos 556-ar44413
Peer Reviewed Publications	2		Restored oxbows reduce nutrient runoff and improve fish habitat; Nitrate-nitrogen export: magnitude and patterns from drainage districts	Sand County Foundation, Iowa State University	Journal of Soil and Water Conservation. May/June 2015-Vol. 70, No. 3, 49A-52A. <u>J Environ Qual.</u> 2014 Nov;43(6):2024-33. doi: 10.2134/jeq2014.05.0242.

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				to downstream river basins			
Radio & Television	57 paid radio placements (13,393+ local messages)	1,756,400 + circulation /reach	Iowa Nutrient Reduction Strategy; water quality; watershed planning/work; conservation practices; WQI				Coverage by statewide and national radio outlets including WHO, KWMT, KGLO and Brownfield Ag. WQI Radio announcements.
Newsletters	51 articles (ISA Research Advance)	127,500 combined distribution	Iowa Nutrient Reduction Strategy, cover crops, edge-of-field practices, conservation, WQI, nitrogen management, nutrient management, conservation planning, bioreactors, buffer strips, oxbow, water quality				See attachment for details. ISA Research Advance reaches more than 2,500 producers, researchers and industry partners.
	102 articles (Iowa Soybean e-Weekly)	316,000 combined distribution	Iowa Nutrient Reduction Strategy, cover crops, edge-of-field practices, conservation, WQI, nitrogen				See attachment for details. Iowa Soybean e-Weekly reaches more than 3,100 producers, researchers and industry partners.

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			<p>management, nutrient management, conservation planning, bioreactors, buffer strips, oxbow, water quality</p>		
<p>Digital</p>	<p>ISA microsite: Farmers Care About Water Quality</p>	<p>3,700+ combined page views</p>	<p>Iowa Nutrient Reduction Strategy, cover crops, edge-of-field practices, bioreactors, buffer strips, oxbow, water quality, contour farming, farmer champion profiles</p>		<p>Launched in February 2015, the Farmers Care About Water Quality microsite features content on environmental practices, farmer champion profiles, ISA water quality articles, environmental practices videos and additional resources. See link for more details: http://www.iasoybeans.com/Waterquality/index.html</p>
	<p>Farmers Cover Iowa</p>	<p>150+ photo posts and hashtag uses from April to May 2015</p>	<p>Cover crops, no-till, water sampling, buffer</p>	<p>Multiple partners including: Iowa Corn, Latham Seeds, Midwest Dairy Association, Boone River Watershed, Cedar River Coalition, Clean Water Iowa</p>	<p>Social media campaign launched in April 2015 to spread the word about the positive work farmers are doing to protect the soil and water quality.</p>

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Awards/Recognition Activities	15	NA	1 Leopold Center Spencer Award nomination & winner. 14 Iowa Farm Environmental Leader award winners.		
Surveys	1 (Upper Cedar survey)				If applicable, please note survey information related change in knowledge, attitude, and behavior
Additional Activities and Partnership Organizations					
Reporting Element 3 – Land <i>Please describe the following items related to Land Use/Practice Implementation during the reporting period for the Nutrient Reduction Strategy. Please detail practices installed/applied through your respective organization outside of traditional IDALS, USDA-NRCS, and/or USDA-FSA funded programs. Please add additional rows as needed.</i>					
Structural Practices	General Location (County / Watershed HUC8)	Program Affiliation (if applicable)	Total Costs	Number and/or Acres Impacted	

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Wetland	Middle Cedar, Nishnabotna, Turkey, Floyd	IACAN		7 wetlands designed, implementation not confirmed.
Sediment Control Basins	Middle Cedar, Nishnabotna, Turkey, Floyd	IACAN		28 basins designed, implementation not confirmed
Ponds	Middle Cedar, Nishnabotna, Turkey, Floyd	IACAN		65 ponds designed, implementation not confirmed
Land Use Practices	General Location (County / Watershed HUC8)	Program Affiliation (if applicable)	Total Costs	Number and/or Acres Impacted
Tillage practice comparisons	Middle Cedar, Nishnabotna, Turkey, Floyd	IACAN		61 soil loss assessments completed comparing various levels of tillage and cover crop use
Pollinator Habitat	Upper Cedar	CP42		196 acres
Upland habitat buffers	Upper Cedar	CP33		3.5 acres
Pheasant recovery acres	Upper Cedar	CP38		317 acres
Filter strips	Upper Cedar	CP21		9 acres
Strip-Till/No-Till	Upper Cedar			94 acres

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Bottomland hardwoods	Upper Cedar	CP31	9 acres	
Annual Practices	General Location (County / Watershed HUC8)	Program Affiliation (if applicable)	Total Costs	Number and/or Acres Impacted
Nutrient management planning	Boone, North Raccoon, Upper Cedar			58 – nutrient management plans and conservation plans written to NRCS standards including 590 standard for nutrient management
Habitat assessments and planning	Upper Cedar			54 habitat assessments and 35 habitat plans.
Non-NRS practices of merit Grassed waterways, variable rate application, etc...	General Location (County / Watershed HUC8)	Program Affiliation (if applicable)	Total Costs	Number and/or Acres Impacted
Grassed Waterways	Middle Cedar, Nishnabotna, Turkey, Floyd	IACAN		100 waterways designed, implementation not confirmed
Soil health testing	Upper Cedar, Nishnabotna	IA-NRCS State Conservation Innovation Grant	\$9,500	174 soil health tests
Point Source Nutrient Reduction Efforts	Permits issued with Nutrient Reduction Feasibility Studies	Nutrient Reduction Feasibility Studies (# Submitted)	Facilities monitoring nutrients in effluent	Description
Other Point Source Reduction Efforts				

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Reporting Element 4 – Water	
<i>Please describe the following items related to water monitoring activities related to nutrient reduction during the reporting period for the Nutrient Reduction Strategy.</i>	
Water monitoring efforts supported	See WRCC Monitoring design template
Measured nutrient loads and load reductions	Please include measured parameters, measurements, and scale of reporting (ex. HUC 12)
Calculated nutrient load reductions	Please include any load reduction estimates based on practice adoption and associated removal estimates

Iowa Soybean Association

Water Sampling & Analysis

Iowa Soybean Association Water Sampling and Analysis 2014-2015

Organi- zation	Project Name	Project Status	Collection Frequency	# Sites (total)	Watershed Area	Start Date	End Date	Parameters Collected	Availability Comment	Participants	Tile Sites	Stream Sites	Other Sites	Total Sites
ISA/ SWCD	Miller Creek WQI	Active	Bi-weekly 15x per year	26	Varies	Apr-14	Ongoing	F, Cl, NO2- N, NO3-N, PO4-P, SO4, flow	Aggregated only	10	17	9	0	26
ISA/ SWCD	Van Zante WQI	Active	Bi-weekly 15x per year	23	Varies	May-14	Ongoing	F, Cl, NO2- N, NO3-N, PO4-P, SO4, flow	Aggregated only	7	16	7	0	23
ISA/ SWCD	West Fork Crooked Creek WQI	Active	Bi-weekly 8x per year	25	Varies	Jun-14	Ongoing	F, Cl, NO2- N, NO3-N, PO4-P, SO4, flow	Aggregated only	7	18	5	2	25
ISA/ SWCD	Boone River WQI	Active	Bi-weekly 15x per year	19	Varies	Apr-14	Ongoing	F, Cl, NO2- N, NO3-N, PO4-P, SO4, flow	Aggregated only	8	16	3	0	19
ISA/ RC&D	Turkey River	Active	Bi-weekly NTW 168 samples/yr	12	Varies	Apr-15	Ongoing	F, Cl, NO2- N, NO3-N, PO4-P, SO4, flow	Aggregated only	7	12	0	0	12
ISA	ISA Member	Active		23	Varies	Apr-14	Ongoing	F, Cl, NO2- N, NO3-N, PO4-P, SO4	Aggregated only	5	20	3	0	23
ISA/ ACWA	ACWA Tile Monitoring	Active	Weekly to Bi-weekly	87	Varies	Apr-14	Ongoing	F, Cl, NO2- N, NO3-N, PO4-P, SO4, flow	Aggregated only	35	76	8	3	87
ISA/ ACWA	ACWA Stream Monitoring	Active	Bi-weekly	90	Varies	Apr-14	Ongoing	F, Cl, NO2- N, NO3-N, PO4-P, SO4, flow		0	0	90	0	90

Iowa Soybean Association Water Sampling and Analysis 2014-2015

Organi- zation	Project Name	Project Status	Collection Frequency	# Sites (total)	Watershed Area	Start Date	End Date	Parameters Collected	Availability Comment	Participants	Tile Sites	Stream Sites	Other Sites	Total Sites
ISA	Bioreactor CIG	Active	Weekly to Bi-weekly	6	Varies	11-Sep	Ongoing	N, NO3-N, PO4-P, SO4,	Published reports	2	3	0	3	6
ISA	Bioreactor INRC	Active	Weekly to Bi-weekly	6	Varies	13-Jul	15-Jun	F, Cl, NO2- N, NO3-N,	Reports	6	3	0	3	6
ISA	Bioreactor EOF	Inactive	Weekly to Bi-weekly	6	Varies	12-Jan	14-Dec	F, Cl, NO2- N, NO3-N, PO4-P, SO4, alkalinity, temp, flow	Reports	3	3	0	3	6
ISA/ SWCD	Lower Skunk WQI	Active	Bi-weekly 8x per year	13	Varies	May-15	Ongoing	F, Cl, NO2- N, NO3-N, PO4-P, SO4, flow	Aggregated only	10	11	2	0	13
ISA/ WMA	English River Watershed	Inactive	3x in 2014	20	Varies	Apr-14	Oct-14	F, Cl, NO2- N, NO3-N, PO4-P, SO4	Yes via English River WMA	0	0	20	0	20
ISA/ SWCD	Rock Creek Watershed	Active	Bi-weekly 8x per year	18	Varies	Apr-15	Ongoing	F, Cl, NO2- N, NO3-N, PO4-P, SO4	Aggregated only	6	16	2	0	18
ISA	Rock Creek Watershed	Inactive	1x	12	Varies	Sep-14	Oct-14	Biological	Yes via IOWATER	0	0	12	0	12
ISA/ TNC	Oxbow Monitoring	Active	Bi-weekly, 20x per year	36	Varies	12-Dec	Ongoing	F, Cl, NO2- N, NO3-N, PO4-P, SO4, biological	Published reports	4	6	3	27	36
ISA/ TNC	Lyons Creek Monitoring	Active	Bi-weekly	8	Varies	Apr-14	Ongoing	F, Cl, NO2- N, NO3-N, PO4-P, SO4, flow	Published reports	2	3	5		8

Iowa Soybean Association Water Sampling and Analysis 2014-2015

Organi- zation	Project Name	Project Status	Collection Frequency	# Sites (total)	Watershed Area	Start Date	End Date	Parameters Collected	Availability Comment	Participants	Tile Sites	Stream Sites	Other Sites	Total Sites
ISA/ UW- Platteville	Affordable Edge-of- field Monitoring: A Three- State Project to Promote and Evaluate a Simple, Inexpensive, and Reliable Gauge	Active	events	6	varies	Apr-14	30-Sep	NO3-N, TP, Flow, Suspended Sediment	Published reports	3	0	0	6	6
				436					TOTALS	115	220	169	47	436

ISA Affilate Water Sampling and Analysis 2014/15 - Inventory prepared for WPAC/WRCC report

Contact: Roger Wolf, Iowa Soybean Assocaition - rwolf@iasoybeans.com

11-Jun-15

Iowa Soybean Association

Field Days

Iowa Soybean Association Field Days

Field Day	Date	ISA Role	Attendance	Topics	Partnerships
Rob Stout field day	11/20/2014	Presentation	50	Bioreactors, cover crops, no till	ILF, WQI
Cedar River Coalition bus tour	3/20/2015	Presentation	75	Bioreactors, cover crops, no till, nutrient management, monitoring	Cedar River Coalition
Miller Creek bioreactor field day	9/18/2014	Presentation and sponsor	55	Bioreactors, saturated buffers	WQI
Boone WQI monitoring field day	6/26/2014	Organized, lead and sponsor	15	Monitoring	WQI
Boone WQI cover crop no-till field day	4/14/2015	Organized, lead and sponsor	50	Cover crop, no till, monitoring	WQI, Hagie, ISUE
Benton/Tama Field Day	10/2/2014	Participated	60	Saturated buffers, cover crop	WQI
Boone WQI Nutrient Management Field Day	7/1/2014	Participated	30	Nutrient Management	WQI, Hagie
Van Zante Drainage Water Management Field Day	11/13/2014	Presentation	8	Drainage Water management	WQI
Van Zante Annual Meeting	1/22/2015	Presentation	75	Misc.	WQI
Lyons Creek Science Meeting	1/23/2015	Organized, lead and sponsor	20	Monitoring	TNC, others
Indian Lake Watershed Kick-Off	9/17/2014	Presentation	100	Watershed planning	Hancock SWCD
Indian Lake Watershed Stakeholder Meeting/Open House	2/11/2015	Presentation	50	Watershed planning	Hancock SWCD
Sac County Conservation Bus Tour	6/10/2014	Presentation & Sponsor	60	Livestock BMPs, CREP, monitoring, streambank stabilization	Sac SWCD, others
Sustainable Ag Field Day with TNC	8/1/2014	Presentation	40	Strip till, nutrient management	TNC, John Deere
Ag-Urban Class	6/5/2014	Presentation & Sponsor	13	Misc.	
Smeltzer Farm Tour	8/1/2014	Presentation & Sponsor	34	Bioreactor, strip till, oxbow, etc.	ACWA, others
Cover Crop and Strip Till	4/9/2015	Presentation & Sponsor	80	Cover crop, strip till	Mitchell SWCD

Iowa Soybean Association

2014-2015 Communications

Media

- Interviews
- Press Releases

Print

- Iowa Soybean Review

Radio

Newsletters

- ISA Research Advance
- Iowa Soybean e-Weekly

Iowa Soybean Association Communication Report: Media — Interviews

Media Requests

10/8/2014 Globe Gazette/Jim Cross	photos of Adam Kiel sampling in Rock Creek Watershed
11/19/2014 Des Moines Register/David Pitt	Nitrates in the Raccoon River/Chris Jones
12/8/2014 Agribusiness Review/Brandon Blue	Bioreactors/Keegan Kult
12/10/2014 Christian Science Monitor	Conservation practices/Roger Wolf
12/17/2015 WHO/Bob Quinn	Environmental Programs and Services (Roger Wolf)
1/7/2015 WHO Radio/Gary Barrett	Water quality/Roger Wolf
1/8/2015 Des Moines Register/Tim Meinch	Water quality/Roger Wolf, onsite at meeting
1/8/2015 WHO Agribusiness/Brandon Blue	Water quality/Tim Smith, onsite at meeting
1/8/2015 Successful Farming/Dan Looker	Water quality/Roger Wolf, onsite at meeting
1/8/2015 Perry Chief/Jim Coffeey	Water quality/Roger Wolf, onsite at meeting
1/8/2015 WHO TV/Stephanie Moore	Tim Smith, onsite at meeting
1/9/2015 WHO TV 4 p.m. news on 1/9	Water quality/Tom Oswald
1/9/2015 Cedar Rapids Gazette/Orlan Love	DM WW lawsuit/Roger Wolf
1/12/2015 ABC 5/Claire Powell	Water quality/Roger Wolf
1/12/2015 ABC 5/Claire Powell	Water quality/Rick Kimberley
1/12/2015 Iowa Agribusiness Radio/Brandon Blue	Water quality/Tim Smith
1/12/2015 WNAX/Michelle Rook	Water quality/Tim Smith
1/14/2015 Des Moines Register/Donnelle Eller	Water quality/Tom Oswald
1/14/2015 Des Moines Register/Donnelle Eller	Water quality/Roger Wolf
1/14/2015 KCRG TV/Brady Smith	Water quality/Tom Wall
1/19/2015 KCWI/Great Day	Water quality/Sean McMahon & David Ausberger
1/27/2015 KWMT/Duane Murley	ISA water quality opportunities/Ed Anderson
1/30/2015 WHO TV/Erik Wheater	Water quality/Randy Souder
1/30/2015 WHO TV/Erik Wheater	Water quality/Dave Ausberger
2/16/2015 IPR/Clay Masters	Nutrient management/Nathan Anderson
2/19/2015 Brownfield/Ken Anderson	Roger Wolf — Iowa's soil and water future
2/19/2015 Brownfield/Ken Anderson	Heath Ellison — Sustainability and conservation planning
2/19/2015 Brownfield/Ken Anderson	Nathan Paul — Cover crop trials
2/19/2015 Brownfield/Ken Anderson	Todd Sutphin — Watershed planning
2/19/2015 Brownfield/Ken Anderson	Charlie Schafer — AgriDrain
2/19/2015 Brownfield/Ken Anderson	Seth Watkins — Prairie STRIPS
2/19/2015 Brownfield/Ken Anderson	Kellie Blair — Conservation practices
2/19/2015 Brownfield/Ken Anderson	Rob Stout — Conservation practices
2/19/2015 WHO Big Show/Bob Quinn	Roger Wolf — Iowa's soil and water future
2/19/2015 WHO Big Show/Bob Quinn	Nathan Paul — Cover crop trials
2/19/2015 WHO Big Show/Bob Quinn	Todd Sutphin — Watershed planning
2/19/2015 WHO Big Show/Bob Quinn	Seth Watkins — Prairie STRIPS
2/19/2015 KWMT Duane Murley	Roger Wolf — Iowa's soil and water future
2/19/2015 KWMT Duane Murley	Seth Watkins — Prairie STRIPS
2/19/2015 KWMT Duane Murley	Kellie Blair — Conservation practices
2/19/2015 KWMT Duane Murley	Adam Kiel — Watershed planning
2/19/2015 KWMT Duane Murley	Tim Smith — Conservation practices

Iowa Soybean Association Communication Report: Media — Interviews

Media Requests

2/23/2015	KCHE/Nikki Thunder	Commodity Classic/Tom Oswald
2/26/2015	DM Register/Donnelle Eller	DM Register poll on water suit/Roger Wolf
3/5/2015	DM Register/Donnelle Eller	Water quality/ Dwight Dial
3/6/2015	DM Register/Donnelle Eller	Water quality/Roger Wolf
3/6/2015	Iowa City Channel 4	Johnson County SWCD mtg/Heath Ellison
3/9/2015	DM Register/Donnelle Eller	Water quality/Tom Oswald
3/10/2015	Successful Farming/Dan Looker	Water quality/Harry Arenholtz (request per ACWA news release)
3/10/2015	KCAU TV/Allison Warren	Water quality/Dwight Dial
3/12/2015	KWMT/Duane Murley	Water quality/Todd Sutphin
3/12/2015	Progressive Farmer/Todd Neeley	Provided farmer names on water quality
3/13/2015	WHO Big Show/Bob Quinn	Conservation efforts/Steve Berger
3/17/2015	Linder Farm Network/Linda Brekke	Water quality/Todd Sutphin
3/18/2015	Cedar Rapids Gazette/Orlan Love	Conservation efforts/Steve Berger
3/23/2015	Des Moines Register/Donnelle Eller	Water quality/Chris Jones & Roger Wolf
3/24/2015	WHO Agribusiness Review/Brandon Blue	Conservation efforts/Steve Berger
3/25/2015	Wallaces Farmer/Rod Swoboda	Conservation efforts/Steve Berger
3/25/2015	Market to Market/Josh Buettner	Water quality/Roger Wolf
3/25/2015	Market to Market/Josh Buettner	Water quality/David Ausberger
3/15/2015	Daily-Times Herald (Carroll)	Bioreactor/Keegan Kult
4/10/2015	Market to Market/Josh Buettner	Supplied Sac County farmer name--Brent Drey
4/13/2015	New York Times/Mitch Smith	Water Quality/Roger Wolf
4/13/2015	New York Times/Mitch Smith	Water Quality/David Ausberger
4/14/2015	New York Times/Mitch Smith	Water Quality/Brent Johnson
4/21/2015	Iowa Farmer Today/Gene Lucht	Rock Creek Watershed/Adam Kiel
4/22/2015	Governing Magazine/Dan Vock	Water quality/Roger Wolf
4/22/2015	Iowa Daily	Nitrates/Ben Schmidt
4/30/2015	DMR/Tim Menich	Nitrates in water/Roger Wolf
5/8/2015	Christian Science Monitor/Richard Mertens	Water quality/Tom Oswald
5/18/2015	KCRG TV/Jill Kaspirie	MCPPI/Adam

Iowa Soybean Association Communication Report: Media — Press Releases

Press Releases

1/6/2015 Iowa Soybean Association Research Conference slated for Feb. 19 in Ames

Action by Des Moines Water Works reveals complete disconnect from scope, complexity of non-

1/8/2015 point water quality issues

1/12/2015 Record soybean production increased, exports keep pace

1/15/2015 Agriculture groups and urban water works collaborate on key project, deployed for IAWA

1/19/2015 Water quality, infrastructure top Iowa Soybean Association's legislative agenda

1/21/2015 Food labels helpful but their claims raise skepticism, Food & Family Project study finds

1/30/2015 Feed your curiosity about food, farming at Des Moines Home + Garden Show Feb. 12-15

2/11/2015 Iowa Soybean Association scholarships available for Iowa high school seniors

2/13/2015 Iowa soybean farmers commended for environmental stewardship

2/17/2015 Farmer awareness of nutrient reduction strategy spikes, finds ISA survey

2/24/2015 Iowa Soybean Association lauds action on fuel tax

3/9/2015 ACWA Water Conservation Project to focus on Elk Run Watershed

Iowa Soybean Association Communication Report: Print — Iowa Soybean Review

DATE	Publication Title	Link
Spring 2015	Q&A with Bill Northey: The future of water quality in Iowa	
Spring 2015	Ripple Effect: Momentum building to improve water quality in the heartland	
Spring 2015	Water Management: Iowans using new drainage techniques, technology and equipment to improve water quality	
Spring 2015	Landowners invest in a green return	
Spring 2015	Covering the solution	
Spring 2015	A tale of multiple cities	
Spring 2015	Putting the pieces together	
March 2015	Farmer Awareness of Nutrient Reduction Strategy Spikes, Finds ISA Survey	http://www.iasoybeans.com/sites/default/files/soybean-review/ISR15_March_LR_Spreads.pdf
February 2015	The Big Deal About Sustainability	http://www.iasoybeans.com/sites/default/files/soybean-review/ISR15_February_HR_Spreadsm.pdf
February 2015	Nitrogen Research Make a Difference	http://www.iasoybeans.com/sites/default/files/soybean-review/ISR15_February_HR_Spreadsm.pdf
January 2015	Conservation Talks Back	http://www.iasoybeans.com/sites/default/files/soybean-review/ISR14_January_LR_Spreads.pdf
October 2014	Iowa Ag Water Alliance to Accelerate Pace, Scale of Water Quality Improvement	http://www.iasoybeans.com/sites/default/files/soybean-review/ISR14_October_LR_Spreads.pdf

2014-2015 FISCAL IOWA SOYBEAN KIRK REPORT



CAMPAIGN MESSAGES:

82 TOTAL STATIONS

:60 SECOND MESSAGES

52 WEEKS ANNUALLY – AVERAGE 3-4 REPORTS PER WEEK

9,589 TOTAL LOCAL MESSAGES

REACH: 1,059,300

FREQUENCY: 10.1

GROSS IMPRESSIONS: 10,721,200

Est. Value Per weekly Kirk Report - \$226,434 / 52 weeks annually = \$4354.50

\$4354.50 x 19 spots during the year=\$82,735.50

**AVG. VALUE/IMPRESSIONS PER STATION CALCULATED USING NON NEGOTIATED RATE CARD AG-METRO & STATEWIDE NETWORK RATES FOR ALL PURCHASED STATIONS AT AN OVERALL TOTAL BUDGET OF \$226,434.*

2014-2015 FISCAL YEAR RESEARCH

CONFERENCE 81 TOTAL STATIONS

:10, :15, :30 & :60 SECOND PROMOTIONAL MESSAGES

:60 SECOND INTERVIEW POST-EVENT MESSAGES

UP TO 6 TOTAL WEEKS

3,804 TOTAL LOCAL MESSAGES

ON-SITE REPORTING:

1 KWMT BROADCASTER – 3 HOURS

1 WHO BROADCASTER – 1 HOUR

2 BROWNFIELD BROADCASTERS – 1.5 DAYS 59,873 BROWNFIELD DIGITAL WEB EXPOSURES 12 BROWNFIELD
ONLINE STORY QUANTITY

Est. Value Per weekly: \$56,252 / 3,804 MESSAGES

6 WEEKS OF SPOTS/WEB VIEWS AND ONLINE REPORTING=\$9375. 33 PER WEEK

REACH: 697,100

FREQUENCY: 3.1

GROSS IMPRESSIONS: 2,182,100

**AVG. VALUE/IMPRESSIONS PER STATION CALCULATED USING NON-NEGOTIATED RATE CARD
STATEWIDE NETWORK RATES FOR ALL PURCHASED STATIONS AT AN OVERALL TOTAL BUDGET
OF \$56,252.*

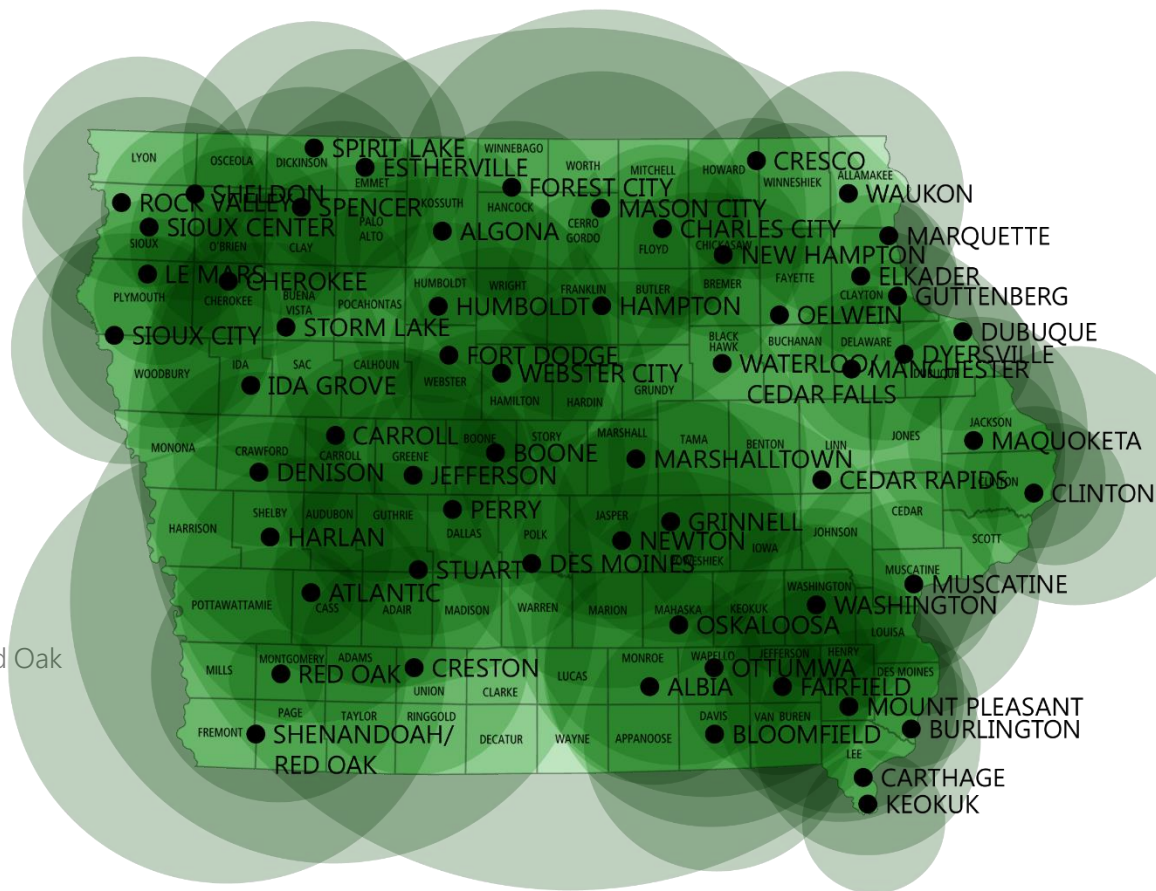


Kirk Report Statewide Radio Station List

Expanding Opportunities. Delivering Results

KIIC-FM	Albia	KOKX-AM	Keokuk
KLGA-FM	Algona	KLEM-AM	Le Mars
KLGA-FM	Algona	KLEM-F2	Le Mars
KLGA-FM	Algona	KMCH-FM	Manchester
KJAN-AM	Atlantic	KMAQ-AM	Maquoketa
KJAN-FM	Atlantic	KMAQ-FM	Maquoketa
KWBG-AM	Boone	KCTN-F3	Marquette
KBUR-AM	Burlington	KFJB-AM	Marshalltown
KCIM-AM	Carroll	KRIB-AM	Mason City
WCAZ-AM	Carthage	KILJ-AM	Mount Pleasant
WMT-AM	Cedar Rapids	KILJ-FM	Mount Pleasant
KCHA-AM	Charles City	KMCS-FM	Muscatine
KCHA-FM	Charles City	KWPC-AM	Muscatine
KCHE-AM	Cherokee	KWPC-FM	Muscatine
KCHE-FM	Cherokee	KCZE-FM	New Hampton
KCLN-AM	Clinton	KCOB-AM	Newton
KMCN-FM	Clinton	KCOB-FM	Newton
KROS-AM	Clinton	KOEL-AM	Oelwein
KCZQ-FM	Cresco	KBOE-AM	Oskaloosa
KSIB-FM	Creston	KBOE-FM	Oskaloosa
KDSN-AM	Denison	KBIZ-AM	Ottumwa
WHO-AM	Des Moines	KDLS-AM	Perry
WDBQ-AM	Dubuque	KOAK-AM	Red Oak
KDST-FM	Dyersville	KOAK-F2	Red Oak
KCTN-FM	Elkader	KIHK-FM	Rock Valley
KILR-AM	Estherville	KIWA-AM	Sheldon
KILR-FM	Estherville	KMA-AM	Shenandoah
KMCD-AM	Fairfield	KCSI-FM	Shenandoah/Red Oak
KIOW-FM	Forest City	KSOU-AM	Sioux Center
KVFD-AM	Fort Dodge	KSOU-FM	Sioux Center
KWMT-AM	Fort Dodge	KKYY-FM	Sioux City
KGRN-AM	Grinnell	KSCJ-AM	Sioux City
KTCN-F2	Guttenberg	KICD-AM	Spencer
KLMJ-FM	Hampton	KICD-F2	Spencer
KNOD-FM	Harlan	KUQQ-FM	Spirit Lake
KHBT-FM	Humboldt	KAYL-FM	Storm Lake
KKIA-FM	Ida Grove	KKRF-FM	Stuart
KGRA-FM	Jefferson	KCII-AM	Washington

KCII-FM	Washington
KCNZ-AM	Waterloo/Cedar Falls
KNEI-FM	Waukon
KQWC-AM	Webster City
KQWC-F2	Webster City
KQWC-FM	Webster City



Iowa Soybean Association Communication Report: Newsletter — Advance

Date	Publication Title	Link
5/28/2015	Putting the pieces together	http://www.isafarmnet.com/Advance/AdvanceMay28_2015_1.pdf
5/28/2015	Nitrogen research makes a difference	http://www.isafarmnet.com/Advance/AdvanceMay28_2015_2.pdf
5/21/2015	Water monitoring: door to opportunity	http://www.isafarmnet.com/Advance/AdvanceMay21_2015_2.pdf
5/14/2015	The big deal about sustainability	http://www.isafarmnet.com/Advance/AdvanceMay14_2015_1.pdf
5/7/2015	Conservation talks back	http://www.isafarmnet.com/Advance/AdvanceMay07_2015_2.pdf
4/30/2015	Improving production through conservation planning	http://www.isafarmnet.com/Advance/AdvanceApril30_2015_2.pdf
4/16/2015	How Iowa can improve water quality	http://www.isafarmnet.com/Advance/AdvanceApril23_2015_2.pdf
4/16/2015	Integrating edge of field practices for removing lost nutrients	http://www.isafarmnet.com/Advance/AdvanceApril16_2015_2.pdf
4/9/2015	Water monitoring and analysis: informing natural resource management	http://www.isafarmnet.com/Advance/AdvanceApril09_2015_2.pdf
4/2/2015	Boone River Watershed to host field day April 10	http://www.isafarmnet.com/Advance/AdvanceApril02_2015_2.pdf
3/26/2015	Rock Creek Watershed hosts Cover Crops Field Day	http://www.isafarmnet.com/Advance/AdvanceMarch26_2015_4.pdf
3/26/2015	Plan the work and work the plan	http://www.isafarmnet.com/Advance/AdvanceMarch26_2015_2.pdf
3/19/2015	Evaluating bioreactor efficiency	http://www.isafarmnet.com/Advance/AdvanceMarch19_2015_3.pdf
3/12/2015	Improving economic and environmental performance through a precision business plan	http://www.isafarmnet.com/Advance/AdvanceMarch12_2015_4.pdf
3/12/2015	Implementing practices and partnerships around the Nutrient Reduction Strategy	http://www.isafarmnet.com/Advance/AdvanceMarch12_2015_2.pdf
3/5/2015	Water Quality Depends on Soil Health	http://www.isafarmnet.com/Advance/AdvanceMarch05_2015_4.pdf
3/5/2015	We haven't always done it this way	http://www.isafarmnet.com/Advance/AdvanceMarch05_2015_1.pdf
3/5/2015	Cover crop trials show promise and much to learn	http://www.isafarmnet.com/Advance/AdvanceMarch05_2015_2.pdf
2/26/2015	Prairie strips research indicates curbed nutrient loss	http://www.isafarmnet.com/Advance/AdvanceFebruary26_2015_4.pdf
2/26/2015	Getting serious about Iowa's soil and water future	http://www.isafarmnet.com/Advance/AdvanceFebruary26_2015_1.pdf
2/26/2015	Rainfall and risk in nitrogen management	http://www.isafarmnet.com/Advance/AdvanceMarch05_2015_2.pdf

Iowa Soybean Association Communication Report: Newsletter — Advance

Date	Publication Title	Link
2/5/2015	WEBINAR: Identifying Within Field Profit Zones	http://www.isafarmnet.com/Advance/AdvanceFebruary05_2015_4.pdf
2/5/2015	Mind Your Ps and Qs	http://www.isafarmnet.com/Advance/AdvanceFebruary05_2015_1.pdf
1/29/2015	Leave it better than you found it	http://www.isafarmnet.com/Advance/AdvanceJanuary29_2015_2.pdf
1/22/2015	Pipe Dreams	http://www.isafarmnet.com/Advance/AdvanceJanuary22_2015_1.pdf
1/15/2015	Farmers hitting pay-dirt with water quality	http://www.isafarmnet.com/Advance/AdvanceJanuary15_2015_2.pdf
12/18/2014	HVN is Slipperier than a Wet Fish	http://www.isafarmnet.com/Advance/AdvanceDecember18_2014_1.pdf
12/11/2014	Tile Monitoring Shows Opportunities for Phosphate Reduction	http://www.isafarmnet.com/Advance/AdvanceDecember11_2014_1.pdf
12/4/2014	Weather-based N Application Probability Tools	http://www.isafarmnet.com/Advance/AdvanceDecember04_2014_1.pdf
11/25/2014	Agriculture's Clean Water Alliance 2014 water quality data posted	http://www.isafarmnet.com/Advance/AdvanceNovember25_2014_3.pdf
11/20/2014	What are the economics of pothole farmland?	http://www.isafarmnet.com/Advance/AdvanceNovember20_2014_2.pdf
11/6/2014	Considerations for Water Quality Strategy	http://www.isafarmnet.com/Advance/AdvanceNovember06_2014_1.pdf
10/23/2014	Water Monitoring Series to Focus on Tile Monitoring	http://www.isafarmnet.com/Advance/AdvanceOctober23_2014_1.pdf
10/16/2014	Maturing the agriculture sustainability conversation across the supply chain	http://www.isafarmnet.com/Advance/AdvanceOctober16_2014_1.pdf
10/16/2014	Options still available for fall cover crops	http://www.isafarmnet.com/Advance/AdvanceOctober16_2014_2.pdf
10/9/2014	Targeted Wetlands Improve Water Quality	http://www.isafarmnet.com/Advance/AdvanceOctober9_2014_2.pdf
9/18/2014	Watershed Planning Pays Off in Rock Creek	http://www.isafarmnet.com/Advance/AdvanceSeptember18_2014_1.pdf
9/4/2014	Cover Crops: Seeding Challenges	http://www.isafarmnet.com/Advance/AdvanceSeptember4_2014_2.pdf
8/28/2014	How Midwest growers are managing an increase of rainfall volatility	http://www.isafarmnet.com/Advance/AdvanceAugust28_2014_1.pdf
8/21/2014	Cover Crops: Seed Selection and Seeding	http://www.isafarmnet.com/Advance/AdvanceAugust21_2014_1.pdf
8/14/2014	Importance of Edge of Field Practices	http://www.isafarmnet.com/Advance/AdvanceAugust14_2014_1.pdf
8/7/2014	Adapting	http://www.isafarmnet.com/Advance/AdvanceAugust07_2014_2.pdf
7/31/2014	Tipping Points	http://www.isafarmnet.com/Advance/AdvanceJuly31_2014_1.pdf

Iowa Soybean Association Communication Report: Newsletter — Advance

Date	Publication Title	Link
7/24/2014	Upcoming events for ISA Research Teams	http://www.isafarmnet.com/Advance/AdvanceJuly24_2014_3.pdf
7/24/2014	Soil Carbon and Climate Change	http://www.isafarmnet.com/Advance/AdvanceJuly24_2014_1.pdf
7/17/2014	Extreme Rainfall and Nitrogen Loss	http://www.isafarmnet.com/Advance/AdvanceJuly17_2014_2.pdf
7/10/2014	Extreme Climate Part 2: Extreme Rainfall and Sediment Transport	http://www.isafarmnet.com/Advance/AdvanceJuly10_2014_2.pdf
7/3/2014	Extreme Climate Part 1: Precipitation	http://www.isafarmnet.com/Advance/AdvanceJuly3_2014_1.pdf
6/19/2014	Farmers encouraged to participate in new conservation project	http://www.isafarmnet.com/Advance/AdvanceJune19_2014_1.pdf
6/5/2014	Crop production and bird habitat	http://www.isafarmnet.com/Advance/AdvanceJune5_4_2014.pdf
6/5/2014	Cover crop workshops	http://www.isafarmnet.com/Advance/AdvanceJune5_2_2014.pdf

Iowa Soybean Association Communication Report: Newsletter — e-Weekly

DATE	Publication Title	Link
5/21/2015	Water monitoring: door to opportunity	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=338&article_id=3190
5/14/2015	Northey: Statewide cost-share available for water quality practices	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=337&article_id=3187
5/7/2015	Greater than the sum	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=336&article_id=3179
4/23/2015	Historical perspective on nitrates	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=334&article_id=3164
4/23/2015	Urban/Ag conservation tour in Calhoun County	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=334&article_id=3159
4/23/2015	Conflict over soil and water quality puts 'Iowa Nice' to a test	http://www.nytimes.com/2015/04/19/us/conflict-over-soil-and-water-quality-puts-iowa-nice-to-a-test.html?partner=socialflow&smid=tw-nytimes&_r=1
4/16/2015	The real story on nitrate levels in Iowa's rivers	http://www.desmoinesregister.com/story/money/agriculture/2015/04/11/data-shows-nitrates-higher-improving-iowa-rivers/25606321/
4/16/2015	ISA spotlights commitment to water quality with the Iowa Cubs	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=333&article_id=3155
4/16/2015	Forming future environmental leaders takes a little mud	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=333&article_id=3154
4/16/2015	Conservation priority over planting	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=333&article_id=3153
4/9/2015	Cover crops pay	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=332&article_id=3141
4/2/2015	Photo project showcases on-farm practices protecting water quality	http://iowafoodandfamily.com/news/2015/photo-project-showcases-farm-practices-protecting-water-quality
4/2/2015	Boone River Watershed to host field day April 10	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=331&article_id=3132
3/26/2015	Rock Creek Watershed hosts Cover Crop Field Day	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=330&article_id=3123
3/26/2015	Bus tour brings Cedar River water quality front and center	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=330&article_id=3126
3/26/2015	Diverse solutions key to improving water quality	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=330&article_id=3129
3/26/2015	Building soil health	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=330&article_id=3128
3/19/2015	Funds for conservation and research demonstrations projects available	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=329&article_id=3115
3/19/2015	Farmers care about water quality	http://www.iasoybeans.com/Waterquality/
3/12/2015	Bus tour will feature agricultural conservation practices to improve water quality	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=328&article_id=3108

Iowa Soybean Association Communication Report: Newsletter — e-Weekly

DATE	Publication Title	Link
3/12/2015	American Soybean national conservation award winner to host field day March 25	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=328&article_id=3110
3/12/2015	Implementing practices and partnerships around the Nutrient Reduction Strategy	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=328&article_id=3106
3/12/2015	Farmers, Iowa Soybean Association implement Raccoon River water quality projects	http://www.iasoybeans.com/news/2015/03/11/farmer-s-iowa-soybean-association-implement-raccoon-river-water-quality-projects
3/5/2015	Iowa farmer wins National Conservation Award	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=327&article_id=3101
3/5/2015	Off the fence: Farmers go all-in with cover crops	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=327&article_id=3095
3/5/2015	We haven't always done it this way	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=327&article_id=3098
3/5/2015	Three watershed demonstration projects selected to receive Water Quality Initiative funding	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=327&article_id=3102
3/5/2015	Cover crop trials show promise and much to learn	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=327&article_id=3097
2/26/2015	2015 ISA Research Conference recap video	http://youtu.be/O7YRONRvWJo?list=UUzuzPOSyL87Dqt4I77oswWQ
2/26/2015	Getting serious about Iowa's soil and water future	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=326&article_id=3089
2/26/2015	Partnering for improved habitat, water quality	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=326&article_id=3091
2/19/2015	Farmer awareness of nutrient reduction strategy spikes, finds ISA survey	http://www.iasoybeans.com/news/2015/02/17/farmer-awareness-nutrient-reduction-strategy-spikes-finds-isa-survey
2/19/2015	Forum identifies research needs/priorities	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=325&article_id=3078
2/19/2015	Survey shows lowans support target approaches for multiple-benefit agriculture	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=325&article_id=3082
2/19/2015	Wanted: More cover crop trials	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=325&article_id=3077
2/12/2015	Pheasant Fest session emphasizes conservation, agriculture collaboration	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=324&article_id=3067
2/12/2015	Accelerating water quality improvement	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=324&article_id=3066
2/12/2015	ISA lauded for stewardship of resource, environment	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=324&article_id=3072
2/5/2015	Building a buffer around water quality regulation	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=323&article_id=3063

Iowa Soybean Association Communication Report: Newsletter — e-Weekly

DATE	Publication Title	Link
2/5/2015	WEBINAR: Identifying Within Field Profit Zones	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=323&article_id=3060
1/29/2015	Farmers engaging in Van Zante Creek	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=322&article_id=3045
1/29/2015	The Lyons share of conservation	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=322&article_id=3051
1/22/2015	Partnership prevails in Cedar Rapids	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=321&article_id=3039
1/22/2015	RCPP funding comes to Iowa	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=321&article_id=3040
1/22/2015	It's a 'Great Day' to talk about water quality	http://www.youtube.com/watch?v=4AfaKqFES2E
1/22/2015	Water quality, infrastructure top Iowa Soybean Association's legislative agenda	http://www.iasoybeans.com/news/2015/01/19/water-quality-infrastructure-top-iowa-soybean-association-s-legislative-agenda
1/15/2015	Top five reasons to attend the ISA Research Conference	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=320&article_id=3032
1/15/2015	Leave it better than you found it	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=320&article_id=3031
1/15/2015	Finding the advantages of nutrient management	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=320&article_id=3029
1/15/2015	Des Moines Water Works intends to sue over high nitrates	http://www.iasoybeans.com/stories/2015/01/09/des-moines-water-works-intends-sue-over-high-nitrates
1/15/2015	ISA to host drainage district science meeting	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=320&article_id=3028
12/31/2014	Conference: Protecting Our Source Water: Strategies for Agricultural Conservation	http://www.iasoybeans.com/egldstnd/_pdf/articles/2014-12-31/swpworkshopflyer.pdf
12/19/2014	Iowa Soybean Association recognizes agricultural, environmental leaders	http://www.iasoybeans.com/news/2014/12/18/iowa-soybean-association-recognizes-agricultural-environmental-leaders
12/11/2014	Watch "3 minutes in the chair" with ISA's Kirk Leeds	http://whotv.com/2014/12/08/iowa-soybean-associations-kirk-leeds-spends-three-minutes-in-the-chair/
12/11/2014	ISA Research Conference to be held Feb. 18-19	http://www.isafarmnet.com/pdf/2015OFNconfinvite.pdf
12/11/2014	Edge-of-field practices improve water quality, but with a catch	http://iowaagribusinessradionetwork.com/edge-of-field-practices-improve-water-quality-but-with-a-catch/
12/4/2014	ISA's Leeds spends "3 minutes in the Chair"	http://whotv.com/tag/three-minutes-in-the-chair/
11/13/2014	ISA to participate in bioreactor, cover crop field day	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=312&article_id=2958

Iowa Soybean Association Communication Report: Newsletter — e-Weekly

DATE	Publication Title	Link
11/6/2014	Watershed improvement board makes funds available for water quality projects	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=311&article_id=2954
11/6/2014	Law students learn importance of agriculture and environmental stewardship	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=311&article_id=2951
10/30/2014	No-till pays dividends	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=310&article_id=2944
10/23/2014	Taking stock of Rock Creek	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=309&article_id=2936
10/23/2014	Water monitoring series to focus on tile monitoring	http://www.iasoybeans.com/egldstnd/_pdf/articles/2014-10-23/adv14_1023_1_water_monitoring_series_to_focus_on_tile_monitoring-eweeklyversion.pdf
10/16/2014	Cover crop planting deadline extended to Nov. 1 for farmers participating in state cost share programs	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=308&article_id=2931
10/9/2014	Wolf stumps for water quality in Washington, D.C.	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=307&article_id=2921
10/9/2014	Benton-Tama County field day focuses on soil health	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=307&article_id=2919
10/2/2014	State agriculture retailers agree on best environmental practices	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=306&article_id=2913
9/25/2014	The Des Moines Register highlights Iowa agriculture, water quality efforts	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=305&article_id=2906
9/25/2014	Water conservation interest strong in Miller Creek	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=305&article_id=2908
9/18/2014	One Water is good water	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=304&article_id=2901
9/11/2014	Committed to water quality success	http://thegazette.com/subject/opinion/guest-columnists/committed-to-water-quality-success-20140904
8/28/2014	Iowa Ag Water Alliance to accelerate pace, scale of water quality improvement	http://www.iasoybeans.com/stories/2014/08/25/iowa-ag-water-alliance-accelerate-pace-scale-water-quality-improvement
8/28/2014	ISA showcases research, environmental programs at Farm Progress Show	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=301&article_id=2872
8/28/2014	Improving water quality hinges on engagement, impact substance	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=301&article_id=2870
8/21/2014	ISA members presented with Environmental Leader Award	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=300&article_id=2866
8/21/2014	North Iowa farmers discuss cover crops, conservation at field day	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=300&article_id=2859

Iowa Soybean Association Communication Report: Newsletter — e-Weekly

DATE	Publication Title	Link
8/21/2014	Food, farming and safe water ISA members receive Iowa Farm	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=300&article_id=2860
8/14/2014	Environmental Leader Awards	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=299&article_id=2850
8/14/2014	Cover Crops Reintroduced: What you need to know about this reimagined practice	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=299&article_id=2852
8/7/2014	Conservation tour kicks off National Water Quality Month	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=298&article_id=2841
7/31/2014	Jones' research paper wins national award	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=297&article_id=2827
7/24/2014	Northey; Farmers commit \$1.4 million to try new water quality practices	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=296&article_id=2822
7/24/2014	Northey urges farmers to take steps preserve propane energy this winter	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=296&article_id=2813
7/24/2014	On-Farm Network opportunities to be presented at conservation field day	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=296&article_id=2816
7/17/2014	Cover crops help diminish damage from floods	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=295&article_id=2812
7/17/2014	Attend upcoming IACAN meetings	http://iowaconservation.org/schedule/
7/17/2014	Webinar to highlight bioreactors, conservation practices	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=295&article_id=2811
7/17/2014	Join us for a water conservation tour	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=295&article_id=2810
7/10/2014	Northey: \$1.4 million available for water quality practices	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=294&article_id=2795
7/3/2014	Cover crops still a learning experience	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=293&article_id=2786
7/3/2014	Monitoring water quality key to environmental success	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=293&article_id=2789
7/3/2014	ICAN announces summer meeting schedule	http://farmprogress.com/story-new-group-helps-iowa-farmers-plan-conservation-practices-9-114659
7/3/2014	Nitrogen loss explained	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=293&article_id=2790
6/26/2014	Southfork Watershed Alliance 2014 river float and water quality showcase postponed to August 2	http://www.southforkwatershed.org/
6/26/2014	Meredith Agrimedia editors learn about farmers' conservation practices	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=292&article_id=2776
6/26/2014	Cover crop field day scheduled in Black Hawk County	http://www.iasoybeans.com/news/2014/06/26/cover-crop-field-day-scheduled-black-hawk-county
6/19/2014	IACAN boosts conservation efforts	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=291&article_id=2768

Iowa Soybean Association Communication Report: Newsletter — e-Weekly

DATE	Publication Title	Link
6/19/2014	Farmers invited to nitrogen sidedressing field day in Wright County	http://www.iasoybeans.com/news/2014/06/18/farmers-invited-nitrogen-sidedressing-field-day-wright-county
6/12/2014	Sac County tour offers conservation close-ups	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=290&article_id=2764
6/5/2014	Farmers to host Sac County conservation tour	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=289&article_id=2757
6/5/2014	Nutrient reduction strategy momentum continues despite veto of water quality funding	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=289&article_id=2753
6/5/2014	Five watershed demonstration projects to receive water quality initiative funding	http://www.iasoybeans.com/egldstnd/article.php?newsletter_id=289&article_id=2756

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Reporting Element 1 – Inputs

Please describe the following items related to resources available and/or invested in both **point and non-point related efforts** during the reporting period for the Nutrient Reduction Strategy.

Staff: Please provide a summary of staff resources allocated to conservation practice implementation and water quality measurement and assessment efforts.

Sean McMahon, Executive Director: August (2014) to present

Donna Ramaeker Zahn, Communication Director: February (2015) to present.

Jim Jordahl, Program Manager: April (2015) to present

Programs: (WQI, CREP, 319, etc...)	Category: Human (Information/Outreach) Land (Practice Implementation) Water (Measurement)	Funding: <ul style="list-style-type: none"> Total of \$282,600 (approximate) expended toward implementing the INRS. 	Description:
All WQI Projects	Human	<ul style="list-style-type: none"> \$75,000 spent in monetary contributions and in kind support. An additional \$55,000 pledged in monetary and in kind support. 	
Elk Run Watershed WQI Project	Human		Project partner offering financial assistance, technical support, outreach and additional assistance as required.
Rock Creek WQI Project	Human		Project partner offering financial assistance, technical support, outreach and additional assistance as required.
Squaw Creek WQI Project	Human		Project partner offering technical support, outreach and additional assistance as required.

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Head Waters of the North Raccoon WQI Project	Human		Project partner offering technical support, outreach and additional assistance as required.
Other Agency or Private Sector Resources: <i>Please provide a summary of other agency and private sector resources to support NRS activities</i>			

Reporting Element 2 – Human					
Please describe the following items related to resources available and/or invested in Organization/Agency Supported Outreach Activities during the reporting period for the Nutrient Reduction Strategy and/or practices detailed in the science assessment.					
Description	Number	Attendance	Topics Covered	Partnerships	Response/Feedback
Field Days					
Presentations	32	Approx. 1,797	All presentations included at least one of the following topics. <ul style="list-style-type: none"> • Raise awareness of INRS • Promote INRS • Inform/explain the INRS • Describe implementation of INRS • Explain/promote conservation practices described in INRS • Exploring funding/ new revenue streams 		Audience members have included farmers, journalists, decision makers and members of the general public.

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Conferences	<p>1</p>	<p>362</p>	<p>Iowa Cover Crop Conference: Promotion of cover crop use in Iowa as a way to reduce nutrient loss and erosion from fields.</p>		<p>Partially funded for conference. One of two top sponsors providing \$10,000 to the conference.</p>
Workshops/Meetings	<p>73</p>	<p>Meetings with 60 different companies, organizations and municipalities</p>	<p>Meetings included at least one of the following topics.</p> <ul style="list-style-type: none"> • INRS Awareness • Explore partnership opportunities to advance the INRS • Discussion on how to increase engagement in INRS • Discussion on ways to fund implementation of WQI projects • Discussion of ways to further implement INRS 		
Print or Media	<p>Social Media Print Media Website</p>	<p>Social Media <i>Facebook:</i> “Likes” 269 Posts: 40 <i>Twitter:</i> “Followers”: 180 Tweets: 160 Print: The New York Times (1), The Des Moines Register (3), Top Producer (1). Media: Des Moines Register (3),</p>	<p>Social Media: INRS awareness, information, promotion; spotlights on farmers implementing INRS approved practices.</p> <p>Print/Media: INRS awareness, information, promotion. Spotlights on farmers implementing INRS approved practices.</p> <p>Website: INRS awareness, information, promotion. Information source for INRS approved practices.</p>		

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		Greenwire (2), Agribusiness Report (1), This Week in Agribusiness (1)			
Radio & Television	Radio: 11 Television: 4	Live broadcasts not including recordings available online. Radio: WHO (1), The Big Show (3), Brownfields (3), Fort Dodge KWMT (3), IPR (1) Television: Great Day on KCWI (1), Iowa City Channel 4 (1), WHO Channel 13 (2)	All engagements discussed the INRS in one or more ways including; awareness, promotion and information of INRS approved practices.		
Newsletters	4	Sent monthly to 147 recipients and counting	INRS awareness, information and news articles relevant to the INRS.		

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Awards/Recognition Activities					
Surveys					If applicable, please note survey information related change in knowledge, attitude, and behavior
Additional Activities and Partnership Organizations	<p>Additional Activities: All IAWA activities revolve around increasing the pace and scale of the implementation the Iowa Nutrient Reduction Strategy to improve Iowa’s water quality.</p> <p>Partnership Organizations: Iowa Soybean Association, Iowa Corn Growers Association, Iowa Pork Producers Association, Iowa Cattlemen’s Association, Practical Farmers of Iowa, Iowa Learning Farms, Pheasants Forever, Iowa Department of Agriculture Land and Stewardship, Iowa Department of Natural Resources, Iowa State University, University of Iowa, Agriculture Clean Water Alliance, Ag-Solver, 4R’s Nutrient Stewardship Campaign, City of Dubuque, City of Davenport, ADM, DuPont Pioneer, AGree, Field to Market, The Fertilizer Institute, International Plant Nutrition Institute, Prairie Rivers RC&D, People’s Company, WinField, Lacrosse Seed, ADM, DuPont Pioneer, National Corn Growers Association, Monsanto, Soil Health Partnership, Natural Resources Conservation Service, Agricultural Research Service, Agriculture Association of Iowa, The Nature Conservancy, Land Improvement Contractors Association, City of Cedar Rapids, Iowa League of Cities, Iowa Finance Authority, U.S. Geological Survey, Conservation Districts of Iowa.</p>				

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Reporting Element 3 – Land

*Please describe the following items related to **Land Use/Practice Implementation** during the reporting period for the Nutrient Reduction Strategy. Please detail practices installed/applied through your respective organization outside of traditional IDALS, USDA-NRCS, and/or USDA-FSA funded programs. Please add additional rows as needed.*

Structural Practices	General Location (County / Watershed HUC8)	Program Affiliation (if applicable)	Total Costs	Number and/or Acres Impacted
Land Use Practices	General Location (County / Watershed HUC8)	Program Affiliation (if applicable)	Total Costs	Number and/or Acres Impacted

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Annual Practices	General Location (County / Watershed HUC8)	Program Affiliation (if applicable)	Total Costs	Number and/or Acres Impacted
Non-NRS practices of merit Grassed waterways, variable rate application, etc...	General Location (County / Watershed HUC8)	Program Affiliation (if applicable)	Total Costs	Number and/or Acres Impacted
Point Source Nutrient Reduction Efforts	Permits issued with Nutrient Reduction Feasibility Studies	Nutrient Reduction Feasibility Studies (# Submitted)	Facilities monitoring nutrients in effluent	Description

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Other Point Source Reduction Efforts	
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Reporting Element 4 – Water <i>Please describe the following items related to water monitoring activities related to nutrient reduction during the reporting period for the Nutrient Reduction Strategy.</i>	
Water monitoring efforts supported	See WRCC Monitoring design template
Measured nutrient loads and load reductions	Please include measured parameters, measurements, and scale of reporting (ex. HUC 12)

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<p>Calculated nutrient load reductions</p>	<p>Please include any load reduction estimates based on practice adoption and associated removal estimates</p>
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