

DODGE COUNTY ALLIANCE FOR HEALTHY SOIL – HEALTHY WATER



STRATEGIC PRIORITIES

Any activities and programs supported by Dodge County Alliance for Healthy Soil & Healthy Water (the Alliance) will fall under one or more of the **strategic priorities** outlined below in order to fulfill the mission and vision of the Alliance. To implement these strategies, the Alliance will partner with government agencies, nonprofit groups, private industry professionals and other key stakeholders.

MISSION:

The mission of Dodge County Alliance for HSHW is to build a community dedicated to soil and water health.

VISION:

Dodge County Alliance for HSHW provides quality education, activities, services and support to improve soil and water health.



The Alliance will support projects and innovative technologies that advance knowledge about soil and water health and improve profitability and sustainability of Dodge County farmers.

- STRATEGY:** Support initiatives that research phosphorus reduction systems, other tile management strategies, manure dewatering and new technology as it becomes available.
- STRATEGY:** Identify other benefits of soil health such as groundwater improvements and carbon sequestration.
- STRATEGY:** Encourage diversification of farming operations and increased distribution of local agricultural products in area stores and restaurants.



The Alliance will promote adoption of best management practices that measurably reduce nutrient and sediment loss, thus improving water quality and soil health. Practices include, but are not limited to, cover crops, reduced tillage, prairie strips, stormwater management, lake property management and diverse cropping systems.

- STRATEGY:** Create and utilize language in land rental contracts that includes conservation practices to increase the adoption of practices that improve water quality.
- STRATEGY:** Build partnerships with public and private entities to provide funding or grant opportunities for implementation of conservation practices.
- STRATEGY:** Encourage agricultural financial institutions to support the utilization of conservation practices in agricultural operations.
- STRATEGY:** Target youth and young farmers to ensure the next generation prioritizes conservation and water quality.



The Alliance will continue to build relationships between all stakeholders including agricultural producers, lake property owners and others to develop and implement programs, including educational programs, that focus on water quality improvement strategies.

- STRATEGY:** Showcase initiatives that agricultural producers, lake districts and associations and others are implementing to improve water quality.
- STRATEGY:** Increase communication between Alliance partners in order to share project information between all parties.
- STRATEGY:** Create community partnerships with local governments and legislators to promote water quality-focused initiatives.
- STRATEGY:** Promote networking and social events to develop closer bonds and understanding between partners.
- STRATEGY:** Partner with lake districts and associations to educate lake property owners about the water quality benefits of installing shoreline buffers and rain gardens and to encourage proper lawn fertilization guidelines.
- STRATEGY:** Engage with all stakeholders to reduce legacy sediment in waterways.



The Alliance will share successes of all programs and activities to communicate the impact of its work.

- STRATEGY:** Develop metrics to measure results of programs and activities.
- STRATEGY:** Develop a communication plan that promotes positive messaging and the work of the Alliance.
- STRATEGY:** Develop recognition programs that celebrate individuals and groups for outstanding work and support of the Alliance's activities.