



Farm Sustainability

REWARDS CONCEPT

A NEW MODEL FOR FARM CONSERVATION

Wisconsin producers have a long tradition as committed conservationists. Yet, market realities and existing farm incentive programs have led to failures in protecting water quality in farm country and beyond. With support from the USDA-NRCS from 2023-2025, we worked to develop the Farm Sustainability Rewards (FSR) Project.

AN INNOVATIVE APPROACH

Unlike one-time cost-share programs that focus on isolated practices, the FSR project concept developed structure to offer qualifying producers financial reward payments for achieving key environmental goals on a continuing, farm-wide basis.

The FSR concept uses field-tested models to estimate nutrient loss, soil erosion, and greenhouse gas emissions based on relevant farm characteristics and practices. Farms that do better in each of these categories can earn higher rewards.

AT A GLANCE



Tiered model of \$ rewards



Improved water quality

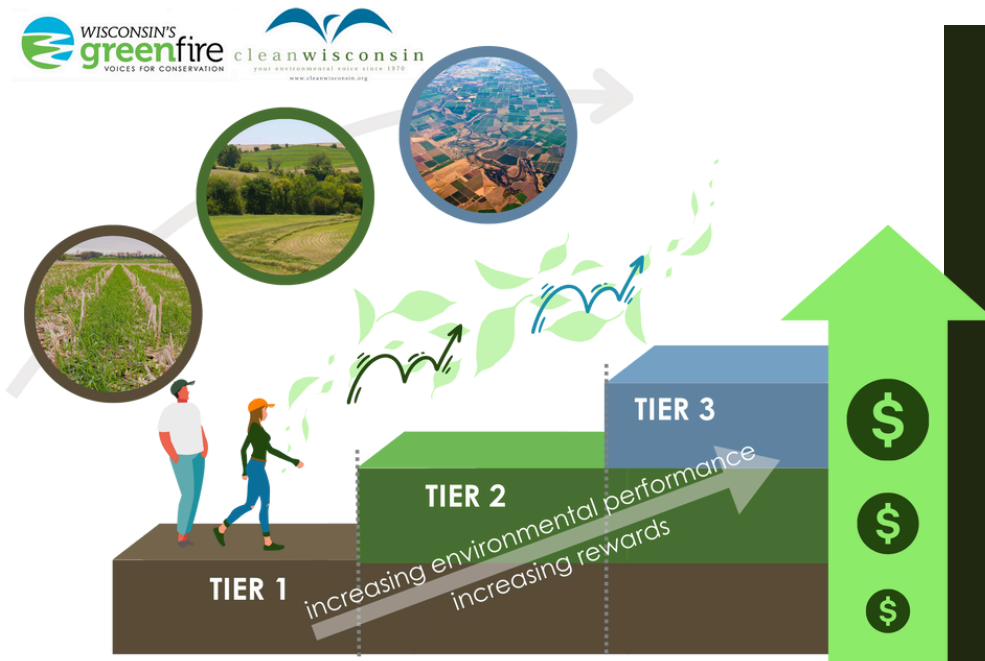


Voluntary participation

PERFORMANCE METRICS

- Nutrient loss (Nitrogen & Phosphorus)
- Soil loss
- Greenhouse gas emissions

www.wigreenfire.org/our-work/fsr-project



LEARN MORE

Help us support farmers while conserving working lands and protecting clean water. Contact us to get involved.



Wisconsin's Green Fire

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Clean Wisconsin

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