

Doing Well by Doing Good on Pinhook Farm: Why We Need Happy Cows, Clean Water, & Healthy Soil.



1 Topic, 2 Questions, 10 minutes

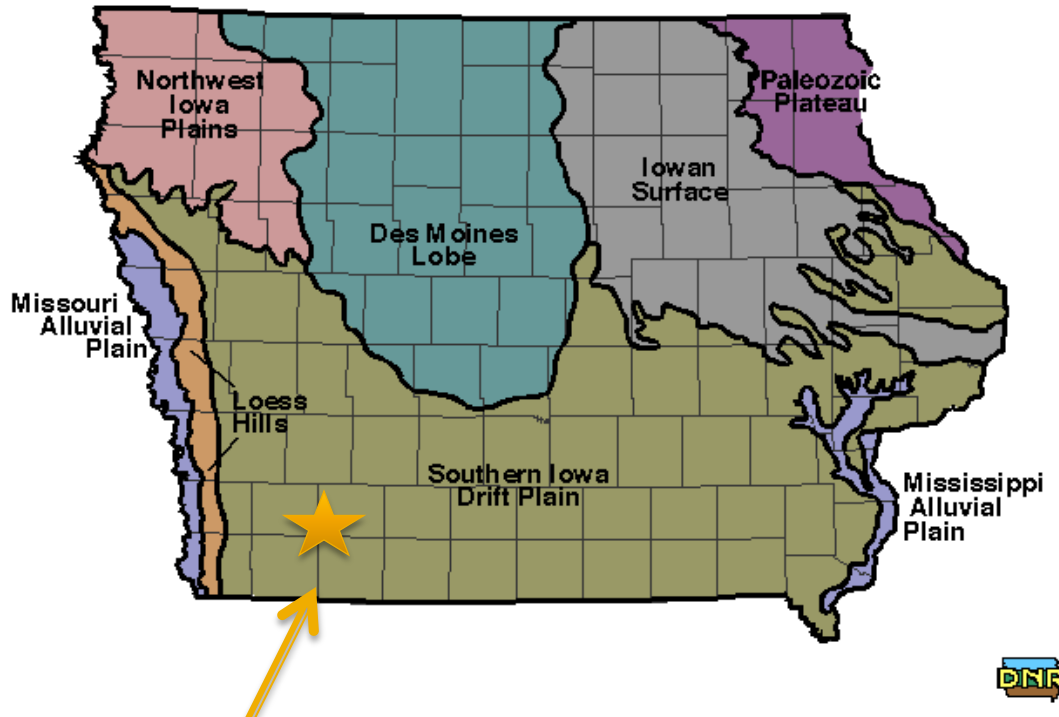
The vision of sustainable agriculture is one where a safe, nutritious, ample, and affordable food supply is produced by farmers who make a decent living pursuing their trade, while protecting the environment and contributing to the vitality of their communities.

1.) Is this vision realistic?

2.) Can farmers make a living while caring for their land and water?

About Pinhook Farm

LANDFORM REGIONS OF IOWA



Pinhook Farm

Revenue Sources:

Cattle

Outfitting

**Land mitigation for LEED
SSc 5 credits**

USDA subsidy payments

**My wife's great job as a special
education teacher**

Can farmers make a living while caring for their land & water?



**Why am I working against Mother Nature
instead of with her?**



Implementing the Principles of Conservation Agriculture

No Till



Cover Crops



Crop Rotation 3 species or more



Integrating Livestock



Farming in a manner That protects wildlife.



There are things more important than money.



Why does this work?

3 Keys to Successful Farm & Ranch Businesses

Burke Teichert

Economically Viable – There is no sustainability without profit.

Ecologically sound & sustainable – Farms are living systems. Living systems cannot be sustained by finite resources, because over time the costs of these resources far exceeds the price of the products we produce. Living systems are sustained by Natural Resources: Soil, Rainfall, Sunlight, & Ingenuity. To be sustainable farmers have to focus on managing these resources in a regenerative manner.

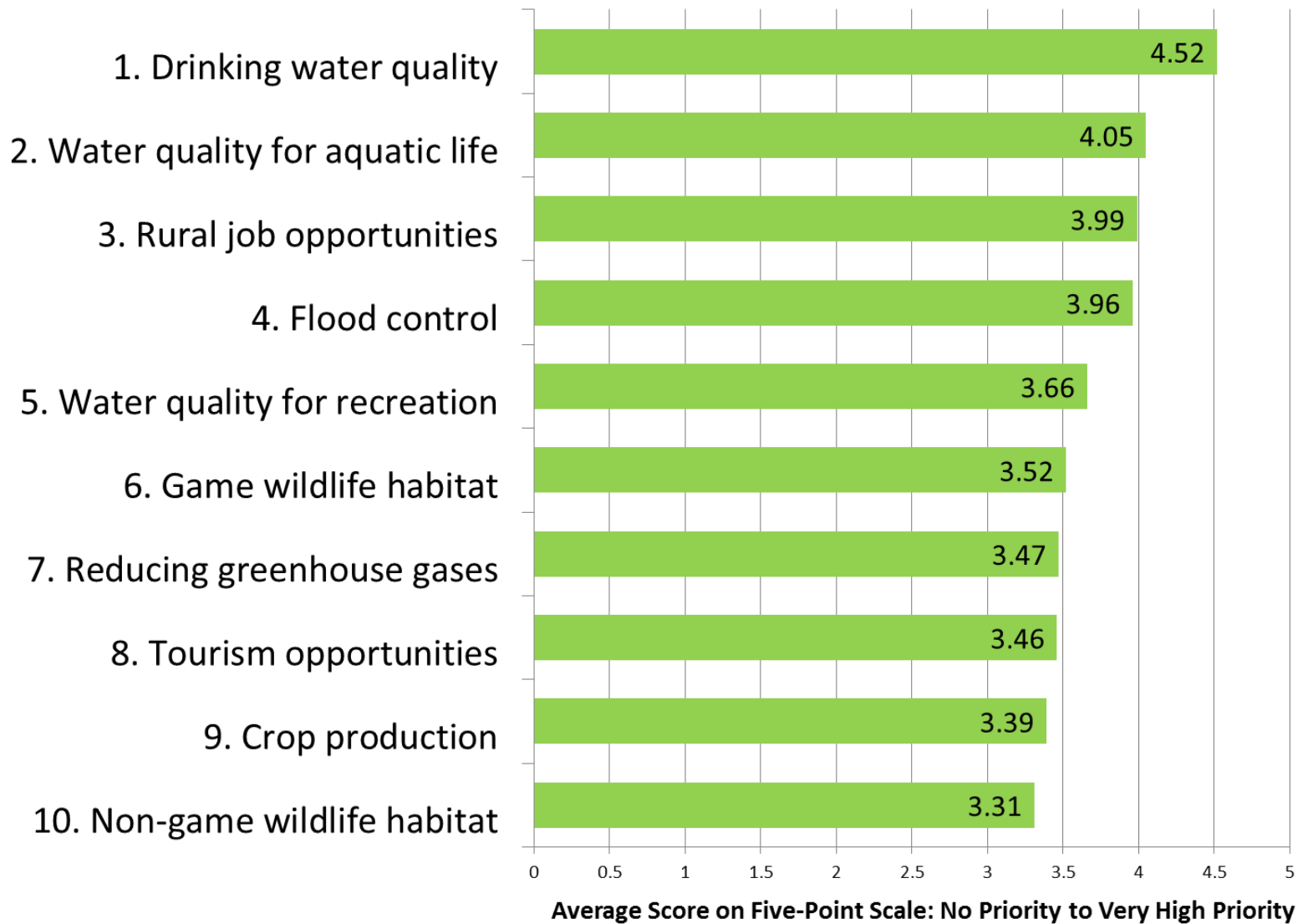
Socially Responsible – Thinking of others & listening to our customers – this may be the most important of all.

**Businesses that don't listen
to their customers, don't
stay in business.**

**If you eat beef, pay taxes, hunt, bird watch, drink water,
or breath air. We are connected in some manner. Listening to
what you want is what keeps me in business.**

What do my customers (the other 98% of the population) want?

General public's Top 10 priorities for agricultural policies and programs:



How can we work together to achieve the vision of sustainability?

Follow Texas A & M's lead and include Systems Thinking & Strategic Planning in Extension & Outreach to farmers

Return to teaching Agriculture as an Art & a Science

Follow the principles of Conservation Agriculture

Enforce compliance for Federal Crop Insurance

Encourage your legislators to pass & fund IWILL

Resources to learn more about conservation & our food system.

Plate of the Union: www.plateoftheunion.com

The Worst Hard Time: The Untold Story of Those Who Survived the Great American Dust Bowl -By Timothy Egan

Collapse: How Societies Choose to Fail or Succeed -By Jared Diamond

Dirt: The Erosion of Civilizations -By David Montgomery

Hollowing Out the Middle: The Rural Brain Drain and What It means for America -By Maria Kefalas and Patrick J. Carr

King Ranch Institute: krirm.tamuk.edu