Farmed Smart Sustainable Ag Certification
Kay Meyer, Executive Director
About the Program

**Offers** farmers a promotable consumer brand for their adherence to defined conservation standards,
certifies that they are utilizing sustainable practices,
and develops markets for certified sustainable product.
Innovative way to encourage more farmers to transition to direct seed cropping systems

Recognize & differentiate certified producers by adding value to their crops and farms

Defines results-based auditable standards that provides regulatory predictability

Using this program as a platform to educate stakeholders on the social, sustainable and environmental benefits of direct seed farming practices.
### Certification Benefits

#### Regulatory
- Proactive approach to managing regulatory
- DOE will provide letter state regulatory certainty for meeting Water Quality regs

#### Environmental
- # Certified Acres
- Soil Erosion
- Soil Health
- Reduced Chemicals through Precision Placement & Cover/Rotations
- Water Quality
- Air Quality

#### Marketing
- Financial Incentives
- Market Premium and/or Access
- Sought after by land-lords, retailers, certification partners
Over 18 Certification Partners

Outreach and Communications
• Spokane CD
• Palouse CD, Pine Creek CD, Lincoln CD, Adams CD
• Umatilla County SWCD (Oregon)
• Latah and Portineuf Soil & Water Idaho CD’s
• Washington Association of Wheat Growers

Regulatory & Policy
• Washington State Conservation Commission
• Washington DOE
• Region 10 EPA
• WA, OR, and ID State NRCS Soil Conservationists

Marketing
• Campbell’s/Pepperidge Farms
• PNW Farmers Co-operative
• Salmon Safe

Monitoring
• Rhizoterra
• Palouse Rock Lake Conservation District
Certification Implementation Goals

• Certifying 200 farms/400,000 acres in WA, OR, ID

• First 10 producers no certification fees – pilot
  • Fees offset by DOE grant

• Next 30 producers – reduced certification fees
37 Criteria Evaluated in 6 Categories

1. Water Quality
2. Air Quality
3. Soil Health
4. Wildlife Habitat
5. Energy Conservation
6. Economic Sustainability

Points are awarded on a best management practices rating scale that allows for a variety of management methods and equipment to be used – a results-oriented approach.

Cumulative score must be met with no disqualifying criteria.
Criteria Review

• Review Criteria

• Producers complete self-evaluation

• Objective: to better understand format and rating scale of criteria to determine if you are interested in moving forward

• Interested producers complete application to start certification process
Certification Next Steps

- Submit application

- Schedule NRCS Certified Farm Planners working for CD’s to conduct formal certification review

- Develop new videos and PSA’s and continue awareness and outreach campaign on the benefits of direct seeding

- Continue market and partnership program development
Thank You

www.directseed.org

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