



Practical Landowner Services Technical Assistance to Farmland Owners

Through Practical Landowner Services, Practical Farmers' staff will consult with you and your farmer partner to develop a plan of action to implement in-field crop production practices that will better control erosion, retain moisture, promote healthy soil biology, and better cycle nutrients in the soil. That plan may include cover crops, adding a small grain, and multi-tool weed management. Our strategy: To help you and your farmer partner talk and learn from each other, and to use our agronomic expertise to help ensure that stewardship changes are made on your farmland.

If you may be interested in this technical assistance, ***first ask us to help you find PFI resources to read and lists of PFI events to attend.*** Practical Farmers offers a lot of information on cover crops, small grain production and multi-tool weed management through webinars, conference sessions and field days. Join Practical Farmers and its discussion lists, including our cover crop discussion group to ask questions and learn more. We have many non-operator farmland owners in our membership as well. Share these resources with your farmer partner and start a conversation! Steve Carlson in the PFI office can help you join Practical Farmers and find these resources: steve@practicalfarmers.org or (515) 232-5661.

If you would like to determine whether or not individualized technical assistance is appropriate for you and your farmer, contact Steve again to schedule a consultation with agronomist and cover crop expert Sarah Carlson. Sarah has a Master's Degree in Sustainable Agriculture and Crop Production from Iowa State University (2008) and has six years of extensive experience working with farmers to plant cover crops.

If you would like to hire Practical Landowner Services, there will be a \$250 fee for up to five hours of consultation. The services will include:

1. An initial phone consultation to determine readiness (with Sarah and landowner)
2. A phone consultation with your farmer, ***initiated by the farmer***
3. A follow-up e-mail or letter to you and your farmer summarizing recommendations
4. Access to a network of landowners for additional support, if requested
5. Up to three hours of follow-up consultation with landowner or farmer

Payment for services will be requested upon receipt of summary recommendations. If additional hours are needed beyond five, the landowner will be made aware and charged on an hourly basis at \$50/hour.

For more information, contact: Steve Carlson, (515) 232-5661 or steve@practicalfarmers.org

Some Questions and Answers

What services are offered?

Practical Landowner Services is designed only for in-field crop production practices. Practical Farmers' expertise is not in wetlands, prairie strips, buffers and other edge-of-field practices. We want to help you build your farm's soil and keep it in the field.

How are the services delivered?

A plan of action will be developed through phone consultations with Sarah Carlson and delivered via written recommendations and follow-up phone calls.

How will I be billed?

Steve Carlson will send an invoice upon the delivery of Sarah's written recommendations. Some follow-up consultations later in the cropping season may happen after the invoice is paid. Practical Farmers will let you know if additional payment is needed before continuing consultation services.

Do I need to pay Sarah in the future for additional advice?

Sarah is available for three hours of follow-up consultations via phone after the recommendations are made. Some of these consultations may take place later in the cropping season, as needed (after your invoice is paid). Steve will let you know in advance if we need to charge more.

What is the difference between Practical Farmers and Practical Landowner Services?

Practical Farmers	Practical Landowner Services
Shares info freely in a variety of ways (publications, newsletters, field days, website)	Provides one-on-one consultation with agronomist
Focus on farmer to farmer, sharing farmer learning	Prepares farm-specific guidance and recommendations
Widespread sharing of farmers' specific results if they are cooperators in our research program	Main focus is on the non-operator landlord, to help him/her work with the farmer
Main focus is on the farmer	

Why are we charging a fee?

The demand is so great for Practical Farmers' expertise that we need to raise income to support staff time. In addition, you will be helping strengthen Practical Farmers by helping us diversify our income sources and become less grant-dependent. Practical Farmers' niche is helping farmers. We want to help you work with your farmer partner (tenant) more effectively, but need your support to do so.

I have paid for other consultants; this amount is too cheap. Is Practical Farmers making any money?

Not a lot – we are looking to cover our costs and build our network.