Who We Are – What We Do
“Provide information exchange, advocacy on conversation policy issues, access to value added benefits, and research coordination, that supports the adoption of environmentally sustainable and economically viable direct seed cropping systems.”
Board of Directors

- 8 Washington Producer Directors
- 4 Oregon Producer Directors
- 5 Idaho Producer Directors
- 6 Ex Officio Directors – ARS/USDA, University of Idaho, Oregon State University, Washington State University, Spokane Conservation District, Oregon Department of Ag
Douglas Poole – President
Mansfield, WA
• Since 2014

Tim Spratling - Vice President
Pendleton, OR
• Since 2006

Dan Harwood – Secretary
St. John, WA
• Since 2010

Eric Odberg – Treasurer
Genesee, ID
• Since 2006
• David Brewer, The Dalles, OR
  ○ Since 2013

• Travis Hillman, The Dalles, OR
  ○ Since 2016

• Keith Morter, Heppner, OR
  ○ Since 2016
Idaho Board Directors

- Brent Uhlorn, Cottonwood, ID  
  ○ Since 2015

- John McNabb, Inkom ID  
  ○ Since 2010

- Lee Hawley, Moscow ID  
  ○ Since 2007

- Tom Conklin, Lapwai, ID  
  ○ Since 2016
Washington Board Directors

Chuck Schmidt, Rosalia, WA
○ Since 2009

Derek Schaefer, Ritzville, WA
○ Since 2014

Mark Greene, Cloverland, WA
○ Since 2014

Rick Jones, Wilbur WA
○ Since 2007

Jill Clapperton, Spokane, WA
○ Since 2017
Kurtis Schroeder, UI, Moscow, ID  ○ Since 2015

Ty Meyer, Spokane CD Colton, WA  ○ Since 2012

Dave Huggins, ARS, USDA Pullman, WA  ○ Since 2007

Aaron Esser, WSU Ritzville, WA  ○ Since 2016

Don Wysocki, OSU Pendleton, OR  ○ Since 2000

Tom Demianew, OR Department of Ag Pendleton, OR  ○ Since 2015
Funding Sources

- Partnership: 27%
- Grant: 33%
- Membership: 15%
- Certification: 10%
- Conference: 15%
Approximately 260 Members
81% Members are Farmers
In 2012, Average Direct Seed Acres in PNW 53%
Based on 2012 Census of Agriculture, National Ag Statistics Service
**PNDSA Major Initiatives**

**Outreach and Education**

- Annual Conference
- Winter Producer Breakfasts
- Direct Seed Field Days & Demos

**Exhibit at:**

- Tri-State Grain Growers Convention, Coeur d’Alene ID
- Cascadia Grains Conference, Olympia, WA
- Spokane Ag Expo, Spokane, WA

- Quarterly Newsletters
- Monthly Email Updates

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**Upcoming Field Tours**

**Douglas County Winter Canola Crop Tour**

Tuesday, May 13, 9:00 - 1:00, Free BBQ Lunch

WSU and USDA will hold their canola variety field tour on May 13, touring farms with their canola plots starting at...
Advocacy on Policy affecting Direct Seed Producers, PNDSA involved with:

- NRCS Practice Standards and State Agronomists
- State Regulatory Agencies
  - WA Ecology Water Quality & Ag Advisory Committee – Quarterly Meetings
  - OR Department of Ag and ID DEQ
  - Region 10 EPA
- State and National Conservation Associations, Districts and Ag Policies
- Providing input to Native Energy on defining direct seed requirements for carbon markets
Support Research for Direct Seeding

- Relationships with WSU, UI, OSU Universities and Extension
- NRCS
- Coordinating with Commodity Commissions and Associations
- Private Agri-businesses, Conservation Districts, RCPP
Major Initiatives

• Development of Farmed SMART Sustainable Agriculture certification program
Farmed Smart will

For farmers

- Add value to farms and commodities they grow
- Increase market availability
- Provide regulatory certainty they are meeting water quality regulations
- Protect waterways while keeping working lands working
- Provide advocacy on sustainable ag practices and stewardship of certified farms to environmental and government agencies and consumers
For regulatory & environmental groups

- Protect water ways through voluntary adoption of riparian buffers and farming practices that improve water quality

- Develop collaborative partnerships with farmers that will obtain more results than a regulatory approach

- Helps achieve their environmental goals by providing quantifiable data reduction of
  - Soil erosion and non-point pollution to waterways
  - Greenhouse gas emission
  - Carbon footprint & diesel usage
For consumers

• Educate consumers on the sustainable ag practices being used on certified farmers and their benefits to the environment
• Ensure a safe food supply is being offered in the market
• Debunk farming myths
• Connect communities with the family farm of the 21st century
Farmed Smart will:

For PNDSA

• Support the mission our association
• Transition more farmers to a direct seed cropping system
• Recognize & differentiate direct seed producers by adding value to their crops and farms.
Consumer-focused

Provide immediate explanation of service

Defines high standards in simple terms

Easy brand recognition

Ability to be used on packaging
What’s in a name...

• Not every student will graduate with honors

• Not every athlete will be an Ironman

• Not every farmer will be Farmed Smart

• These designations are given to those that have achieved these high standards for their level of effort and a goal for others to work towards
36 Criteria Evaluated in 6 Categories

- Water Quality: 14, 39%
- Air Quality
- Soil Quality
- Wildlife Habitat
- Energy Conservation
- 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.

Criteria ratings support a variety of direct seed equipment and cropping systems.

Cumulative score must be met with no disqualifying criteria.

Focus is dry-land commodity production ag:

- Grains – Wheat, Barley
- Legumes – Garbanzos, Lentils, Peas
- Oilseeds – Mustard, Rape, Sunflowers, Triticale
- Specialty: Flax, Millet, Quinoa
Key Water Quality Criteria

- Soil Disturbance
- Integrated Pest and Nutrient Management Plans
- Soil Testing
- Precision placement of nutrients using at least GPS up to variable rate application
- Implementing buffer strips along water sources
Erosion Analysis

Conventional Field with 75 Ft. Buffer = Same Stream Protection as Direct Seed Field
~ .55 ton/acre/year
<table>
<thead>
<tr>
<th>Stream Type</th>
<th>Farmed Smart</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ephemeral/Short Term Intermittent (0-6 Months)</td>
<td>Low Disturbance/High Residue Field is Buffer</td>
</tr>
<tr>
<td>Stream Order 1, 2</td>
<td>No Additional Setback Needed</td>
</tr>
<tr>
<td>Intermittent (7-10 months) Stream Order 2, 3</td>
<td>Additional 15 Ft. Setback (Filter Strip Standard)</td>
</tr>
<tr>
<td>Perennial (11+ Months) Stream Order 3, 4, 5</td>
<td>Additional 35 Ft. Setback (Filter Strip allowing bank vegetation)</td>
</tr>
<tr>
<td>Perennial Major Fish-bearing Stream Order 6+</td>
<td>Additional 50 Ft. Setback (Filter Strip allowing bank vegetation)</td>
</tr>
</tbody>
</table>

Regulatory agencies see the value of low disturbance system in protecting waterways. Win-Win for Farmers and Water Quality.

- Improvement every 2 years required
- 6 years to obtain 100% buffer implementation
Key Air Quality Criteria

- Reduction of green house emissions
- No whole field burning
- Validate heights and methods used to keep crop residue in field
Key Soil Health Criteria

- Use of diverse crop rotations and cover crops
- Positive Soil Conditioning Index
- Soil Organic Matter increasing
- Soil testing
6 Farmed Smart auditors contracted and trained

- Conservation District Employees
- Certified Crop Planners
- Regional conservation and production ag experts

- Tami Stubbs
- Charlie Peterson
- Eric Choker
- Amanda Ward
- Liz Hanwacker
- Jon Merz
Certifications To Date

- 18 farmers certified to date
  - 60,000 acres and 25 miles protected waterways
- 29 applicants interested/in progress
- Goal to complete 40 by June 2017
  - 125,000 acres and 60 miles of protected waterways
“ensure that the certification provides regulatory certainty or “safe harbor” for producers”

“four important components enable us to provide regulatory certainty

- no-till practices that significantly reduce erosion...
- appropriately sized buffers...
- use of precision ag technology...
- no crop burning...”
Funding Partners

- Regional Conservation Partnership Program (RCPP)
- Spokane Conservation District
- Palouse Conservation District
- Department of Ecology, State of Washington
- WA State Soil Health Committee
Market Development Update

• Hired Blue Sky Marketing to develop Farmed Smart strategic marketing plan and partner program

• Develop partner programs for:
  o Distributors/Brokers
  o Environmental
  o Consumers
  o Producers
Incentives to Farmers

- Equipment Tax Credit
- Carbon Credit Markets
- Higher Ranking on NRCS Programs
- Market Access and/or Premiums
- Patronage Program
- Chemical or Equipment Rebates
- Regulatory Support
• Build incentives for Farmed Smart farmers providing protected waterways, clean water, lower emissions, and greenhouse gases

• Farmer’s Are Invested in Low Disturbance and Precision Ag Equipment to Improve Water Quality
  o Stripper Header: $75,000
  o Quad Track: $300,000
  o Self Propelled Sprayer: $200,000
  o No-Till Drill: $250,000
  o Precision Ag Equipment: $30,000
  o Combine: $250,000 - $1MM
Help Ensure the Future of Farming
Support the PNDSA

Membership Type:
• $100/Year Basic
• $250/Year Supporter
• $1500 Lifetime

www.directseed.org
Support the PNDSA
Partner Type:
• $2500/year Bronze
• $5000/year Silver
• $7500/year Gold
• $10,000/year Platinum

www.directseed.org