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.
Certification Objectives

- 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

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<th>Regulatory</th>
<th>Environmental</th>
<th>Marketing</th>
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| • Proactive approach to managing regulatory  
• DOE will provide letter state regulatory certainty for meeting Water Quality regs | • # Certified Acres  
• Soil Erosion  
• Soil Health  
• Reduced Chemicals through Precision Placement & Cover/Rotations  
• Water Quality  
• Air Quality | • 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 Portneuf 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.
• 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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