

017-169 - North Dakota Conservation Forage Program - 2020

Status Report Details

Funding Opportunity: 3515-Outdoor Heritage Fund September 2020 - Round 17
Program Area: Outdoor Heritage Fund
Status: Submitted
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Last Submit Date:
Last Submitted By:
Approved Date:
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Organization Information

Status*: Approved
Name*: Audubon Dakota
Organization Type*: In-State Non-Profit
Tax Id: Audubon Dakota
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Benefactor:

Vendor ID:

PeopleSoft Supplier ID:

Comments:

Location Code:

SAM.gov Entity ID:

SAM.gov Name:

SAM.gov Entity ID Expiration Date:

State Issued ID:

Category #:

Year Begin:

Year Closed:

NCES#:

Restricted Indirect Cost Rate: 0.0%

Unrestricted Indirect Cost Rate: 0.0%

Document Approval

Level	Approved By	Approved Date	Approval	Comments
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Interim Report

Interim Report

Work Accomplished*:

Audubon Dakota has enrolled 21 projects into the Conservation Forage Program, partnering with 19 different landowners. 11 projects have been fully seeded with native grass and forb mixes across 1,304 acres, with an additional 707 acres expected to be restored in fall 2022. The current enrolled counties and project acres are listed in attachment. Additionally, Audubon Dakota and partners continue to widely promote CFP and OHF funding through digital ad campaigns and direct to landowner mailers.

Certification

This report was prepared pursuant to an agreement with the Industrial Commission of North Dakota, which partially funded the project through the Outdoor Heritage Fund. Project participants, its subcontractors, and the Industrial Commission of North Dakota, or any person acting on its behalf, do not:

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Do you agree?*: Yes

Photos

Description	File Name	Type	Size	Upload Date
Project counties + update on communications strategies.	ND CFP Interim Report Attachment.pdf	pdf	391 KB	07/28/2022 12:48 PM

Tasks Report

Tasks

Task	Start Date	Completion Date	Percent Complete	Comments
Enroll 18,000 acres in the Conservation Forage Program	02/01/2021	01/31/2023	11.0%	2,011 acres have been enrolled with executed landowner agreements.
Restore enrolled acres	05/01/2021	12/31/2022	7.0%	1,304 acres have been restored through the CFP. 707 acres will be restored in fall 2022.
Provide transition payments and cost share payments for grazing infrastructure to landowners	02/01/2021	01/31/2025	2.0%	To date, approximately \$63,410 of transition payments have been processed for completed restorations. No cost share for grazing infrastructure has been paid to date.

Description of Tasks

Please Describe Tasks:

The first two years of implementation will be focused on enrolling at least 18,000 acres. To assist the selection process, projects will be ranked based on specific criteria; however, projects not meeting each criteria will not be disqualified. Between May '21 and Dec. '22 enrolled landowners will receive financial and technical assistance to seed enrolled acres. Throughout the entire project period landowners will be offered transition payments and cost share for grazing infrastructure.

Deliverables Report

Deliverables

Deliverable	Quantity	Unit of Measurement, if applicable	Status
Program Enrollment and Transition Support	18000	Acres	2,011 acres have been enrolled with executed landowner agreements.
Restore enrolled acres and provide cost-share for grazing infrastructure	18000	acres	1,304 acres have been fully restored, with 707 additional acres expected in fall 2022. No grazing infrastructure has yet to be installed through CFP.

CFP Interim Report Attachment

July 31, 2022

Project Counties Include:

- Mclean: 279 ac.
- Lamoure: 51 ac.
- Ramsey: 106 ac.
- Slope: 160 ac.
- Grant: 382 ac.
- Stark 40 ac.
- Logan: 71 ac.
- Sheridan: 71 ac.
- McHenry: 319 ac.
- Pierce: 168 ac.
- Burleigh: 60 ac.
- Barnes: 30 ac.
- Kidder: 130 ac.
- Rolette: 69 ac.
- Morton: 75 ac.

Audubon Dakota and partners continue to widely promote CFP and OHF funding through digital ad campaigns, direct to landowner mailers, and informational packets to partners – such as NRCS and Soil and Conservation Districts. Audubon’s national science team is assisting Audubon Dakota in developing natural resource monitoring protocols along with a human dimensions study to evaluate the program’s success and landowner conservation program enrollment motivations.

Due to factors such as previous year’s drought, rising crop prices, and initial limited ability to promote the Conservation Forage Program, enrollment has been lower than expected. Though control cannot be had for climate conditions nor crop prices, Audubon has increased program promotion through a collaborative partnership with the ND Game and Fish Department. The NDGF Department assisted outreach efforts by filming a short video showcasing CFP, which aired on local television and is hosted on their website/YouTube page. In partnership with NDGF, a digital campaign was created to advertise CFP via google and social media ads utilizing key search terms and demographics to target our audience. During the time of this digital campaign, traffic increased to our CFP landing page to over 11,000 pageviews, and the advertisements gained over 990k impressions, and over 8,000 clicks with a total engagement rate of 17.3%. Simultaneously, Audubon Dakota sent out direct mailers to over 4,000 landowners who received FSA payments in 2020 or 2021 in key counties (a focus on west river counties) to promote the program and the financial opportunities.

POSTCARD MAILER:

ACCELERATE GRASSLAND RESTORATION

NEED FORAGE?

Photo: Evan Barrimentos/Audubon

ND CFP NORTH DAKOTA CONSERVATION FORAGE PROGRAM

3002 Fiechtner Dr S
Ste A.
Fargo, ND 58103

Generous financial and technical support is available to improve your forage availability and quality while nurturing soil health and wildlife habitat. Integration of grazing and haying is encouraged!

FORAGE FUNDS

- 3-year establishment payments*
- 60% forage seed mix cost share**
- \$20/acre for seeding labor
- 50% grazing infrastructure cost share

*Establishment payments following NASS irrigated cropland county rates

**Cost share reimbursements are based off of and cannot exceed 2020 NRCS Field Office Technical Guide rates.

Need forage? Apply Today!

Audubon | DAKOTA

LEARN MORE: dakota.audubon.org

EXAMPLE OF DIGITAL CAMPAIGN (ON ONLINE PLATFORMS PRESENTED AS A VIDEO):

Video: Evan Barrimentos/Audubon

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NEED FORAGE?

CONSERVATION FORAGE PROGRAM

dakota.audubon.org

Generous financial and technical support is available in North Dakota.

Photo: Lucy Bhatt/Audubon

Need forage? Apply Today!