

Corporate Funding Process

Working with state agencies and local Soil and Water Conservation Districts to positively impact private working lands

In Texas, corporations have the opportunity to work with the Natural Resources Conservation Service (NRCS), Texas State Soil and Water Conservation Board (TSSWCB), and Soil and Water Conservation Districts (SWCDs) to leverage funding that not only aids corporations in meeting their environmental, social, and governmental goals but also ensures our state's natural resources prosper for generations to come.

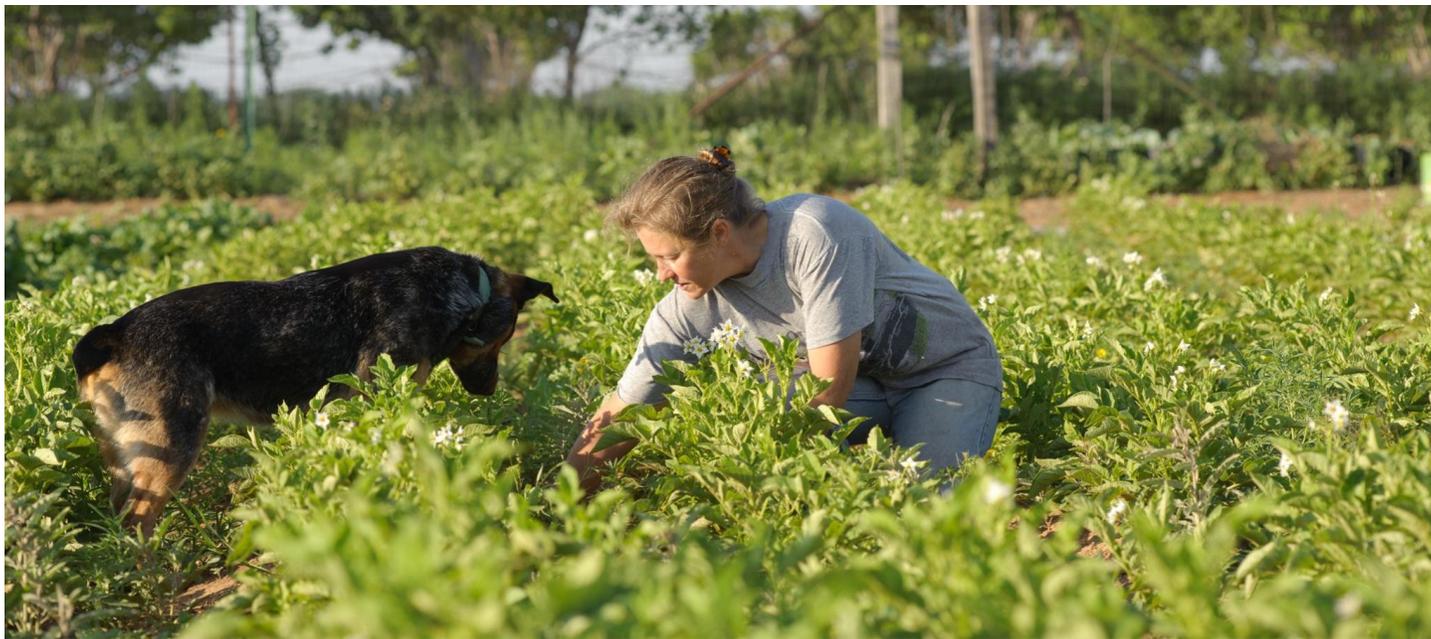


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ABOUT THE PARTNERS:



NRCS is a permanent agency within the US Department of Agriculture. The agency provides technical and financial assistance to ranchers, farmers, and forest landowners and develops and implements conservation plans that contribute to soil surveying, water management, and wildlife biodiversity. These plans help landowners manage and enhance privately-owned wetlands and forests. [Learn more.](#)



The Texas State Soil and Water Conservation Board is the state agency that administers Texas' soil and water conservation law and coordinates conservation and nonpoint source water pollution abatement programs throughout the state. [Learn more.](#)

Over [200 SWCDs](#) serve as independent political bodies that communicate the needs of landowners to NRCS and TSSWCB, strengthening the bond between private and public conservation interests. NRCS and TSSWCB work with SWCDs to administer corporate funding to private landowners as additional incentives to Farm Bill funding.

Document made in collaboration with



Get Involved:

1. **Know your geography of focus and the metrics** you would like reported for your investment.
 - a. *The Natural Resources Conservation Service (NRCS) reports implemented conservation practices, the number of producers involved, and acres impacted, among other metrics.*
 - b. *Corporations should work with their preferred consulting company to prepare annual sustainability report information regarding water savings, water replenishment, etc.*
2. **Contact the NRCS team** to convey your interest. Rob Ziehr, robert.ziehr@usda.gov / 254.742.9888, will work with you to identify specific project needs and determine compatibility.
 - a. *Project funding is coordinated through the Texas State Soil and Water Conservation Board (TSSWCB) or Soil and Water Conservation Districts (SWCDs). These entities can make direct payments to landowners for on-the-ground implementation of conservation projects. NRCS helps create and facilitate these relationships, leverages funding from their programs, and provides project reporting.*
3. If the goals and conservation outcomes align, **NRCS facilitates a meeting** with the TSSWCB and/or local SWCD in your geography of focus.
 - a. *Personal, Identifiable Information of NRCS customers will not be released without written consent from the producer.*
4. **An agreement is established** between your corporation and the TSSWCB or SWCDs.
 - a. *NRCS is not involved with the specific agreement but can work with all parties to announce the partnership in the form of a press release.*
5. NRCS works with the TSSWCB or SWCDs to **provide specific progress reports to execute payments** to the farmers, ranchers, or forest landowners.
6. **NRCS provides annual reports** for conservation practices applied and amounts to the corporate partner.

Since 2012, Molson Coors, Tarrant Regional Water District, and the NRCS have provided close to \$9 million in collective funding assistance to Texas farmers and ranchers, improving the water supply for more than 45% of state users. This collective has restored an estimated 8 billion gallons of water to the Trinity River Basin.