

# THE DELAWARE-MARYLAND 4R ALLIANCE

ADVANCING 4R NUTRIENT STEWARDSHIP ON DELMARVA



**Delaware-Maryland 4R Alliance** is a collaboration between agribusinesses, farmers, government agencies, conservation groups and scientists. We're working to ensure that every nutrient application on Delmarva is consistent with the 4Rs- **the right nutrient source, applied at the right rate, at the right time, in the right place.** We are focused on increasing implementation of 4R practices to benefit the economic, environmental and social well-being of our region and our farmers.

## WHY BECOME A MEMBER?

The Delaware-Maryland 4R Alliance brings all the groups that are working on nutrient-related issues to the same table, to coordinate and amplify our efforts. Membership in the 4R Alliance provides:

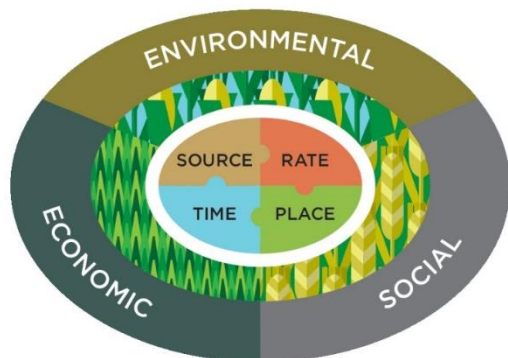
- **Opportunities to highlight** your role in advancing 4R Nutrient Stewardship to farmers, policymakers and the public.
- **An exclusive network** to hear feedback on the needs and success stories from farmers that implement 4R practices.
- **Connection to farmers** who are seeking services and products through our 4R Provider Directory.



## THE 4R ALLIANCE IN ACTION!

The Delaware-Maryland 4R Alliance provides a framework for 4R stakeholders to work together and meet the economic, environmental and social needs of Delmarva's agricultural community. While each member will define their individual contributions according to their role and capacity, all DE-MD 4R Alliance members have two responsibilities:

- **Conduct 4R outreach in your community.** This can include helping to sponsor, host or participate in field days, hosting field demonstrations, writing or contributing to timely articles on 4R practices or success stories or presenting at seminars or workshops.
- **Help farmers get credit** for their 4R Nutrient Stewardship. This can include sharing success stories, helping to track and report practice adoption to demonstrate the effectiveness of voluntary conservation in a way that respects your and your farmers' confidentiality.



**Your organization is already working to advance 4R Nutrient Stewardship on Delmarva.**

**See the back of this factsheet for a few ways that we can achieve more by working together...**

## 4R STAKEHOLDERS & MEMBERSHIP ROLES

	Role of 4R Member	Ways to Help	Benefits for You
<b>Farmers</b>	<p>You are the ultimate decision-maker for implementing the 4Rs on the ground.</p> <p>You have the biggest stake in the economic outcomes of your management decisions.</p>	<p>Use conservation practices on your land and champion the benefits of the 4Rs with your friends and communities</p> <p>Share your story with us and other farmers. Tell us what works (or doesn't!) on your farm.</p> <p>Consider hosting a 4R Field Day on your farm.</p>	<p>Increased profitability over time, as you identify strategies that work for your farm.</p> <p>Opportunities to exchange ideas with other farmers through the 4R network.</p> <p>Become part of a network helping to preserve farming on Delmarva and protect the Chesapeake Bay.</p>
<b>Agribusinesses</b>	<p>As a trusted advisor, you can influence farmers' decisions to improve their management practices over time.</p> <p>You recommend strategies that help farmers apply their nutrients according to the 4Rs.</p>	<p>Offer services that support advanced 4R practices.</p> <p>Connect us with farmers who have success stories that they'd be willing to share.</p> <p>Consider writing an article about a 4R management strategy.</p>	<p>Listing in 4R Ag Service Provider Directory.</p> <p>Priority locations at Fields Days and Farm Tours.</p> <p>Free advertising through published articles.</p> <p>Helping farmers tell the story of their good stewardship.</p>
<b>Conservation Districts, Federal &amp; State Agencies</b>	<p>You provide technical and financial assistance to farmers to address resource concerns on their farms.</p> <p>You also track and report practices that give farmers credit for their 4R Nutrient Stewardship in regional regulatory frameworks.</p>	<p>Use our group as a resource to inform locally-led conservation efforts and align funding to support 4R practices.</p> <p>Communicate program sign-up deadlines and updates.</p> <p>Provide support for a practical effort to collect data on 4R management practices.</p>	<p>Local information about 4R practices that your farmers can use.</p> <p>Better alignment between NRCS program goals and farmers' goals for participation.</p> <p>Data to help support water quality improvement goals.</p>
<b>Researchers</b>	<p>The knowledge gained from your research underpins the 4R management principles.</p> <p>Your work guides how the 4Rs should be applied on Delmarva, given our unique conditions and our agriculture.</p>	<p>Consider writing or collaborating on an article for a local newsletter or newspaper.</p> <p>Present at field days to share your latest findings and Connect us with relevant research efforts that we can share.</p>	<p>Increased opportunity for dialogue with farmers, agribusinesses and other members.</p> <p>Networking may offer opportunities for research funding.</p>
<b>Conservation Organizations, Watershed Groups</b>	<p>You fill a wide spectrum of roles within the agricultural community, from land and habitat preservation to developing and securing funding for pilot programs for innovative 4R practices.</p>	<p>Talk to us to identify opportunities where our efforts align with your organization's goals.</p> <p>Advocate for 4R practices and their environmental benefits.</p>	<p>Working together leverages resources more effectively, for the improvement of water quality and habitat, while maintaining our local, rural character.</p>

### Delaware-Maryland 4R Alliance Members can increase 4R Nutrient Stewardship

by working together. There are many ways to contribute and make a difference! For more information or to discuss collaborative opportunities, contact Keiller Kyle at (315) 730-7454 or keiller.kyle@tnc.org.