

## GET REWARDED FOR YOUR CONSERVATION EFFORTS

The Minnesota Agricultural Water Quality Certification Program (MAWQCP) is a voluntary program for farmers and agricultural landowners to implement conservation practices that protect Minnesota's waterways. More than 1,150 Minnesota farmers have already been certified, covering 800,000 acres of farmland since the program's launch in 2013. In partnership with Minnesota Department of Agriculture, Truterra works with ag retailers to accelerate farmer pre-qualification and certification process.

### BENEFITS OF MAWQCP CERTIFICATION

#### *REWARDS*

Water quality-certified growers will have priority access to non-competitive financial assistance of up to \$5,000 for implementing agricultural best management practices. Growers that sign up for MAWQCP through a Truterra retailer can earn an extra incentive of \$750.\* Certified growers are also eligible for additional USDA cost-share funding.

#### *REGULATORY ASSURANCE*

Certified farmers can obtain 10 years of compliance with any new Minnesota water quality rules or laws.

#### *RECOGNITION*

Certified farmers are able to share the outcomes of their stewardship with their landlords, the local community, or collaborate with sustainability-focused restaurants and grocery stores.

\*The MN Dept of Agriculture is responsible for fulfilling payment to certified growers.



## HOW TO BECOME CERTIFIED

Retailers and growers who participate in MAWQCP can receive grants by working through Truterra. One of these local contacts can help growers begin the certification process:

- **Belgrade Co-op** – Tyler Tensen, [tylert@belgradecoop.com](mailto:tylert@belgradecoop.com), 320-491-4729
- **Centra Sota Cooperative** – Kolby Beehler, [Kolby.Beehler@morrisonswcd.org](mailto:Kolby.Beehler@morrisonswcd.org), 320-733-3045
- **Central Farm Service** – Ashley Boehnke, [aboehnke@cags.tech](mailto:aboehnke@cags.tech), 507-676-2566
- **Chandler Co-op** – Jeff Einck, [jeff.einck@chandlercoop.com](mailto:jeff.einck@chandlercoop.com), 507-920-6218
- **Cooperative Farmers Elevator** – Rosie Roberts, [rroberts@coopfe.com](mailto:rroberts@coopfe.com), 309-339-4959
- **Farmward Cooperative** – Marcus Heiling, [mheiling@farmward.net](mailto:mheiling@farmward.net), 507-430-2205
- **New Vision Co-op** – Jared Knips, [jknips@newvision.coop](mailto:jknips@newvision.coop), 507-793-2377
- **Northern Country Co-op** – Megan Solland, [msolland@ncountrycoop.com](mailto:msolland@ncountrycoop.com), 507-438-4295
- **NuWay K&H Cooperative** – Kevin Anderson, [Kevin.Anderson@nuway-kandh.com](mailto:Kevin.Anderson@nuway-kandh.com), 507-841-0827

## TRUTERRA & THE MAWQCP

Truterra, a sustainability division of Land O'Lakes, a farmer-owned cooperative, is proud to work with the Minnesota Department of Agriculture on the MAWQCP as part of a comprehensive relationship with federal, state and local public entities, as well as private sector collaborations. Truterra brings its data insights-supported food and agricultural sustainability program to participating retailers and their farmer customers. Truterra provides thought leadership as a member of the MAWQCP Advisory Committee.

Through participating in Truterra programs and agricultural data analytics, farmers can get ready to participate in future marketplace opportunities including carbon credits, sustainable grain marketing and watershed improvement funding.



### FOR MORE INFORMATION OR TO GET STARTED, CONTACT:

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Learn more about Truterra at [truterraag.com](http://truterraag.com).