# Bobby's 7 Principles: Selling Riparian Forest Buffers

Bobby Whitescarver

*Getting More on the Ground*

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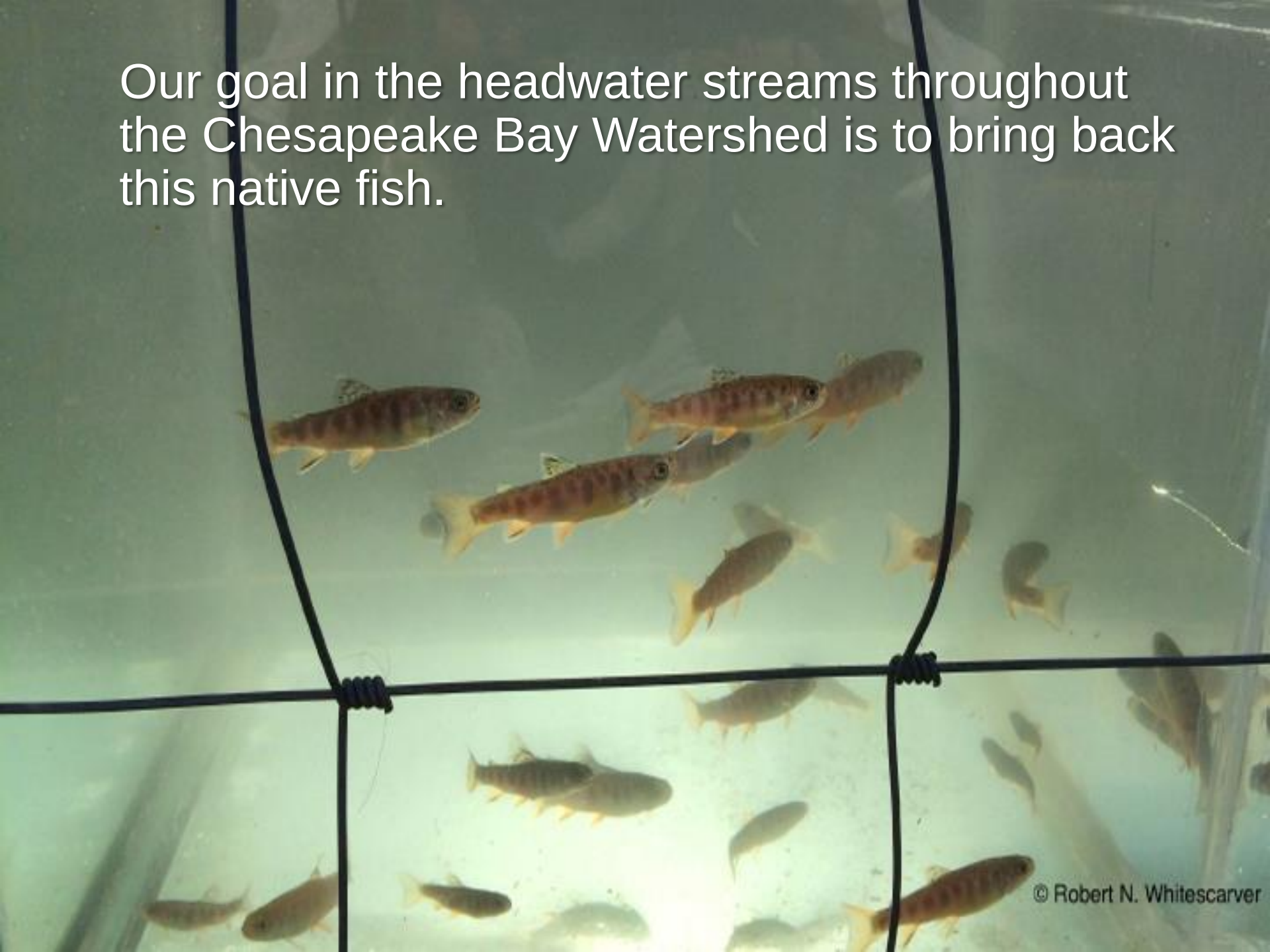
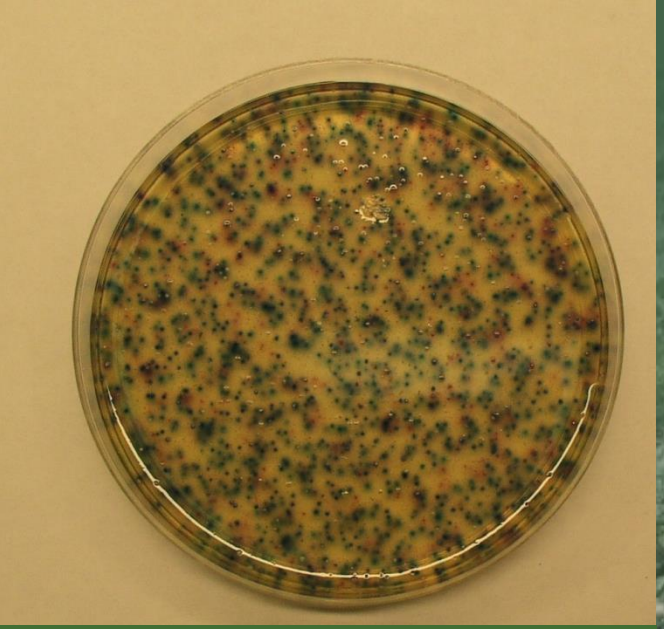

Our goal in the headwater streams throughout the Chesapeake Bay Watershed is to bring back this native fish.
© Robert N. Whitescarver


Here’s one of the biggest problems

# *E. Coli*



Cattle: 3,850 cfu/100ml

No cattle: 25 cfu/100ml

Virginia standard for human contact is 235 cfu/100ml

**This creates a biosecurity risk for both humans and livestock downstream**

"Clearly, at least 50% of all cattle diseases in the mid-Atlantic states are transmitted through the fecal-oral pathway." *—Dr. Scott Nordstrom, DVM*

It cannot be healthy to drink the same water you defecate in.

# Livestock Illnesses Associated with Polluted Water:

- Mastitis
- Scours
- Leptosporidiosis
- BVD
- Cryptosporidiosis
- Foot Rot
- Parasites

“Improved stream health due to a forest buffer can increase the level of in-stream processing of nutrients and organic matter by 2- to 8-fold.”

*Stroud Water Research Center, Upstream Newsletter, Vol. 2014, Issue 1*

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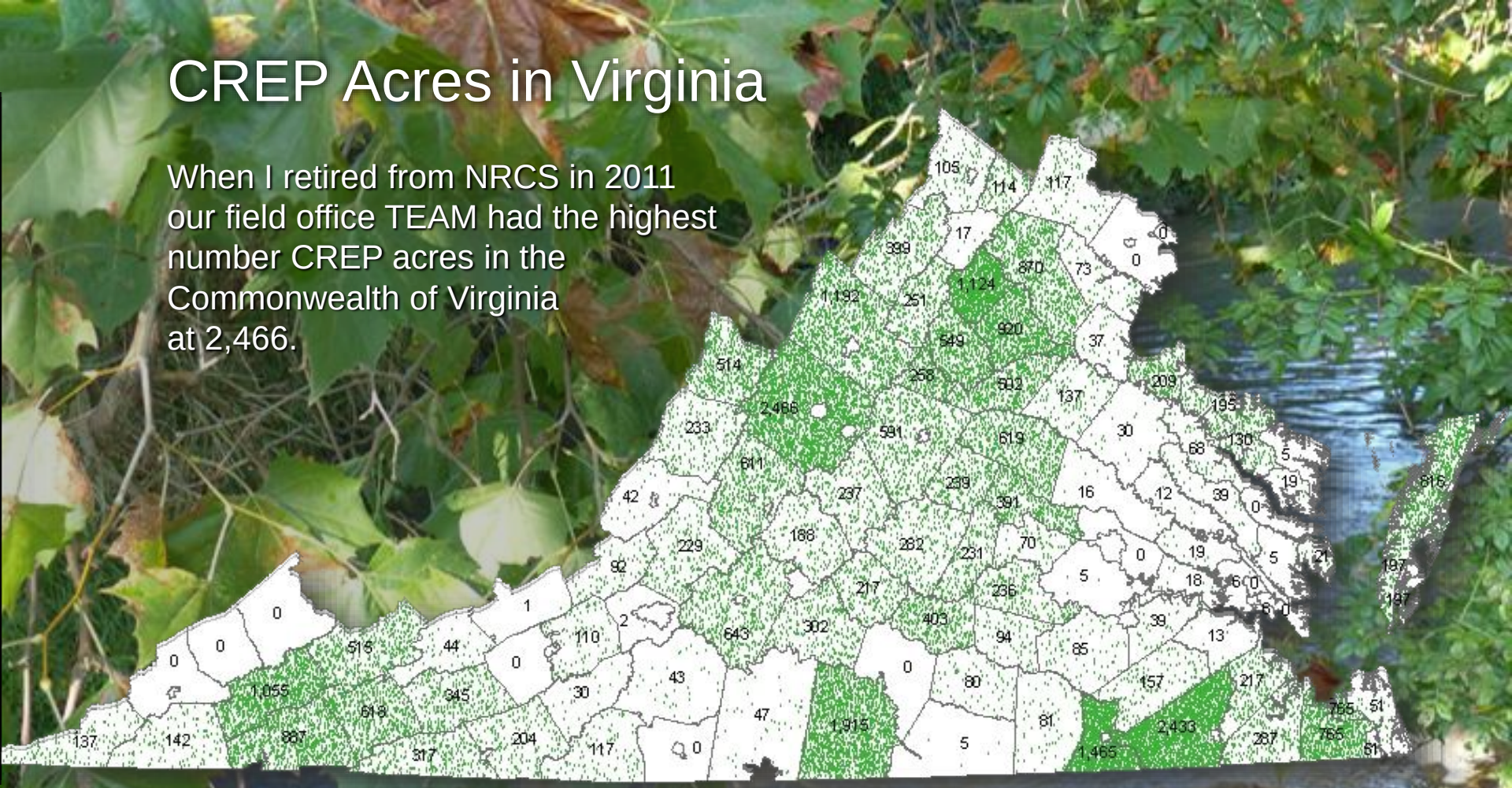
# CREP Acres in Virginia

When I retired from NRCS in 2011 our field office TEAM had the highest number CREP acres in the Commonwealth of Virginia at 2,466.




Each dot represents one CREP acre. Dots are randomly placed Inside the county where the practice is physically located.

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# Reasons Farmers Did It:


- Need for more water
- Herd health
- Eliminating calving risk areas
- Herd movement/grazing distribution
- Program assistance
- Fear of future regulation
- Conservation ethic

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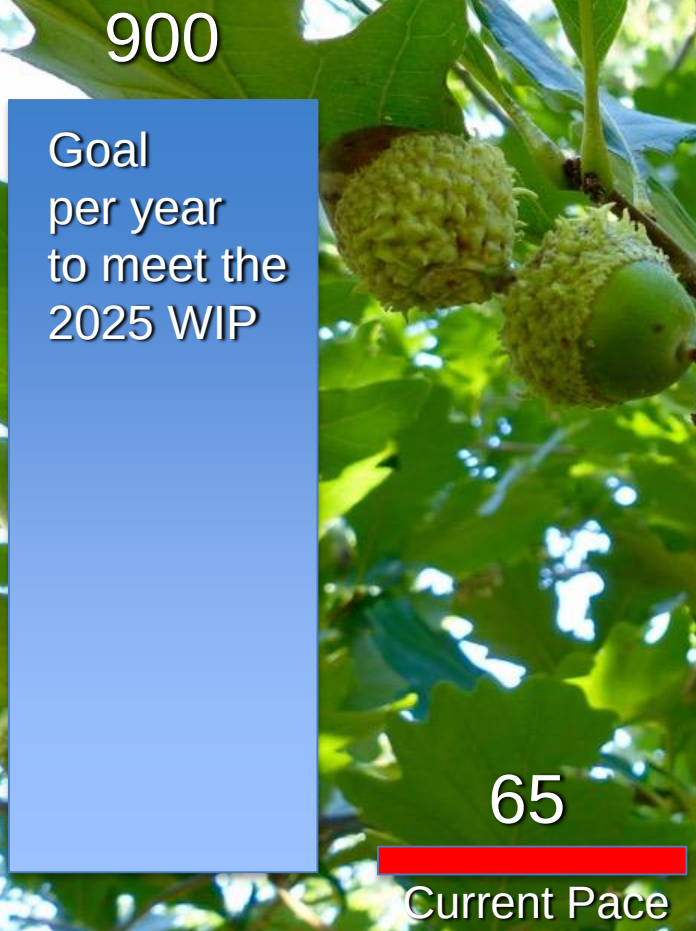
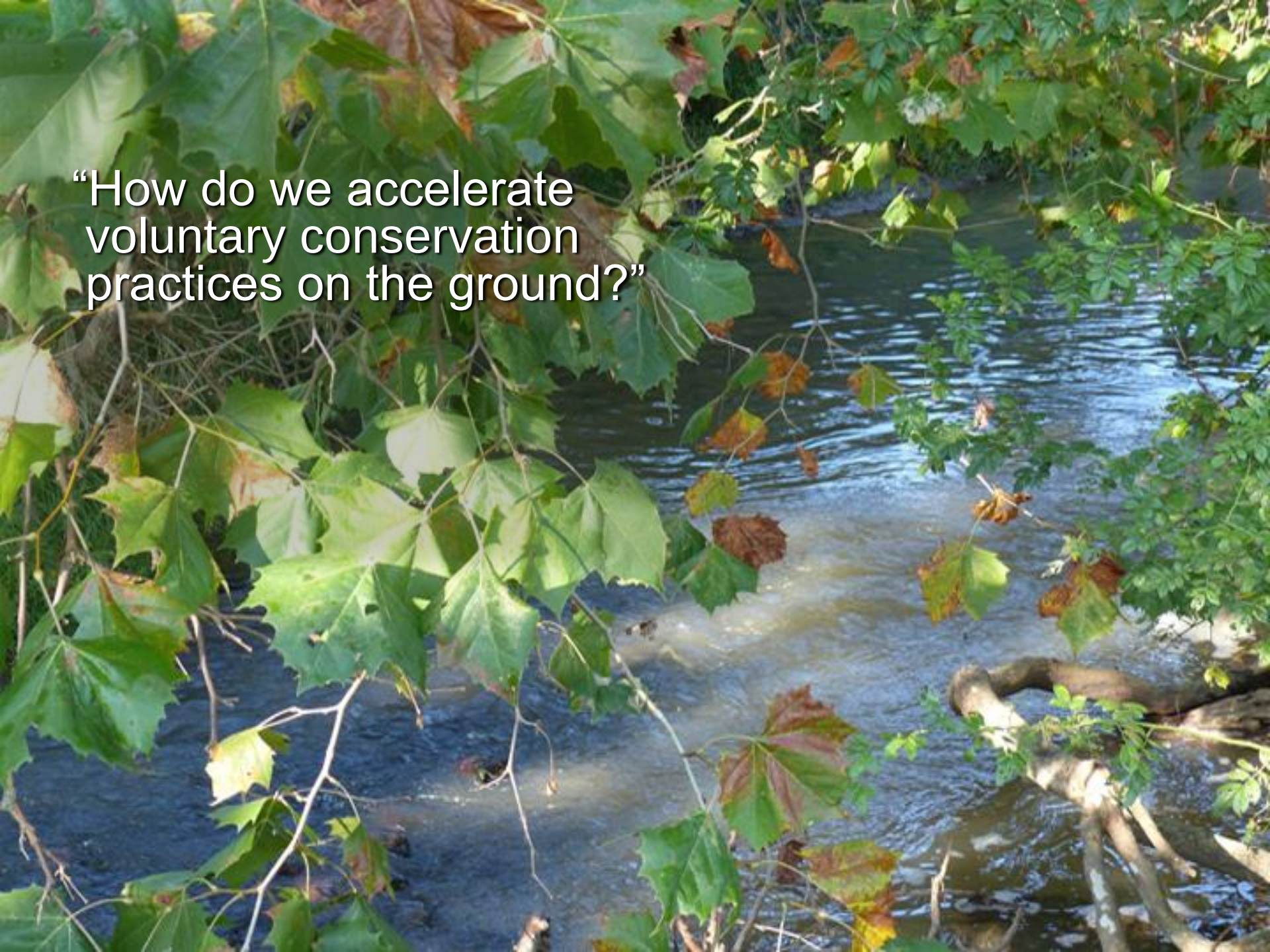
# Chesapeake Bay Riparian Forest Buffer Miles:




“How do we accelerate voluntary conservation practices on the ground?”


“Conservation is not a
science. It’s sociology…”

# Bobby's 7 Principles

1. Set Your Own Goals
2. Build Trust
3. Build a Winning Team
4. Master the Processes
5. Make It Simple
6. Market and Re-Market
7. Know Your Product

# Set Your Own Goals

- Your supervisor has a set of goals for you.
- Reach these with cheerful promptness.
- But have your own goals that make you satisfied with your work.

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# Build Trust

Trust is built on relationships.

Build relationships with:

- Producers (products)
- Internal specialists (processes)

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# Build Trust

Build relationships with producers: Be there.

—Interact one on one (boots on the ground).

—Drop by for short visits and give them something.

—Invite them to events (mail/phone call).

—Take forms to them.

# Build Trust

Deliver what you promise

—Follow up.

—Don’t just put the project in and walk away.

Trust takes TIME.

# Build a Winning Team!

*The team = field people + internal specialists*

- Work together to get more on the ground.
- Recognize the value of diversity.
- Match your clients with the right field person.
- Cross-Train everybody.

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# Master the PROCESSES

Processes should increase efficiency, not make it more difficult for field people to get more on the ground.

# Master the PROCESSES

- Master the many pieces of the process (sign-up, eligibility, cultural resources review, CPA-52, ranking, engineering designs, permits…OMG!)
- Recognize that the process can impede progress toward the goal.
- Find the most expeditious way to maneuver your client's application through the process.

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# Make it Simple

- Help clients avoid government red tape.
- DON’T USE JARGON.
- Present options on one piece of paper with NO JARGON.

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# Market and Re-Market

- Never stop outreach—you never know what might trigger conversion.
- Selling is basically overcoming two big questions farmers have:

  —Is it worth it?

  —Am I able to do it?

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# “Is It Worth It?”

- Benefits to producers:
  - —Remember the 7 top reasons producers participate
- Incentives!!!
  - —VA has at least 8 programs to help fund these projects
- Lots of tools in the toolbox
  - — CCRP for example reimburses 90% of costs plus pays rent. 20 foot AVE setback

# “Am I able to do it?”

- Be there to help them do it.
- Inspect the project during construction.
- Help them find a loan if they need one.
- Help them with forms.

# Know Your Product: Riparian Forest Buffers

*Livestock Watering System*

*The Fencing System*

*The Forested Buffer*

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# Know Your Product:

*Livestock Watering System*

- The most important part of the buffer project for the farmer.
- Strategically located watering facilities can greatly enhance grazing distribution, improve herd health, and make moving livestock much easier.


# Know Your Product:

*Livestock Watering System—*
*Recognize What Can Go Wrong*

- These watering systems are not maintenance free.
- Pumps can fail.
- Components freeze.
- Waterlines can clog.
- Electricity can go out.
- Troughs can get debris in them.
- Other reasons.

# Know Your Product:

*The Fencing System*

Keeps livestock out of the stream, out of calving risk areas and makes moving livestock easier.

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# Know Your Product:

*The Fencing System*

- Movement of livestock is a critical aspect of the fence layout.
- Use the streams and programs to help get livestock into the barnyard.
- Locate gates at the ends of the fence segment for livestock.
- Locate gates so equipment can enter perpendicular to the fence run.

# Know Your Product:

*The Fencing System*

# Know Your Product:

*The Fencing System*

# Know Your Product:

## *The Fencing System—Tips*

- You cannot have too many gates.
- Make sure there are gates to get equipment in and livestock out of riparian buffers.
- Make sure the gates are wide enough for the equipment the client wants to get in or through the buffer.
- Recognize that electrified fences require the most maintenance.

# Know Your Product:

*Riparian Forest Buffers*

Goal for Riparian Forest Buffer is to achieve 70% canopy closure in 10 years.

Naturals can be your best friends; don't mow them.

# Know Your Product:
## *Riparian Forest Buffers*

"Improved stream health due to a forest buffer can increase the level of in-stream processing of nutrients and organic matter by 2- to 8-fold."

*Stroud Water Research Center, Upstream Newsletter, Vol. 2014, Issue 1*

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# Know Your Product:

## *Riparian Forest Buffers—Site Preparation*

Expect poor survival and poor growth with no site preparation.

## KILL THE FESCUE

FESCUE is allelopathic and kills mycorrhizae and hair roots, which are vital for tree growth.

Allelopathic: Plant produces biochemical to inhibit growth of competing plants.

*Chick and Kielbaso: Allelopathy and Ornamental Tree Growth Journal of Arboriculture 24(5): September 1998*

# Know Your Product:

## *Riparian Forest Buffers—The Best-Case Scenario*

- Select the right tree for the right spot and plant it the right away.
- Reduce the fescue presence.
- Manage for success…
  - —Spot spray for invasives
  - —Replace broken stakes, etc.

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# Know Your Product:

## *Riparian Forest Buffers—Tree Stakes*

One of the biggest causes of seedling mortality is a broken tree stake.

# Know Your Product:

*Riparian Forest Buffers—*
*Be a good neighbor*

Manage invasive species like Canada thistle.

# In Conclusion:

- Producer participation in buffer programs depends on successful outreach and marketing.
- Teamwork and making things simple for the producer will accelerate the progress.
- The number-one reason livestock producers fence their streams is to get more water.

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# In Conclusion:

- Strategically located watering facilities can greatly enhance grazing distribution, improve herd health, and make moving livestock much easier.
- Forested buffers along streams can process up to eight times more in-stream pollutants than a non-forested buffer.

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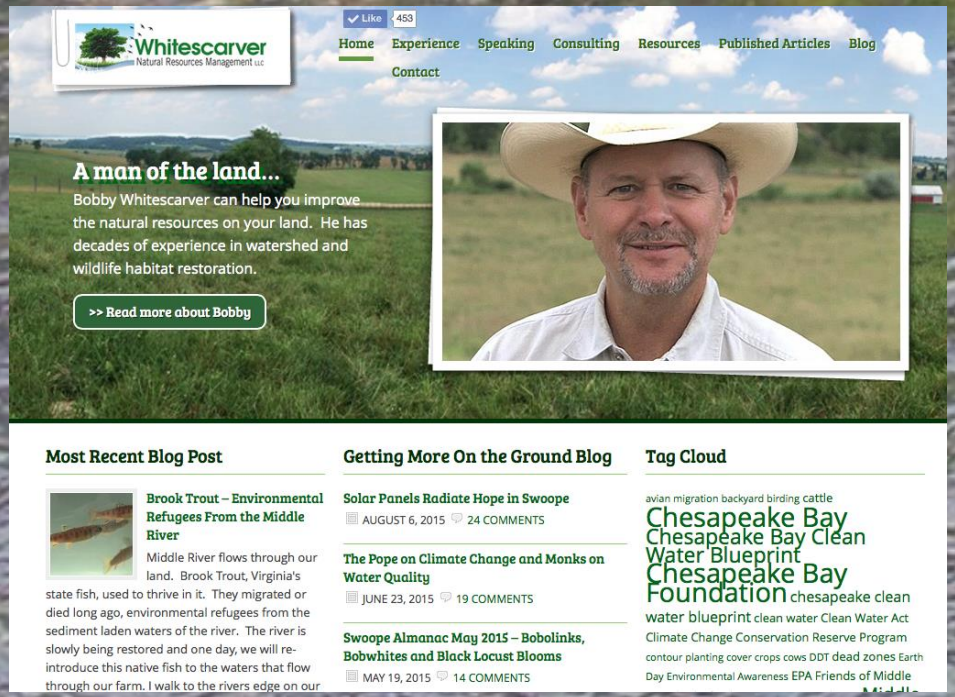
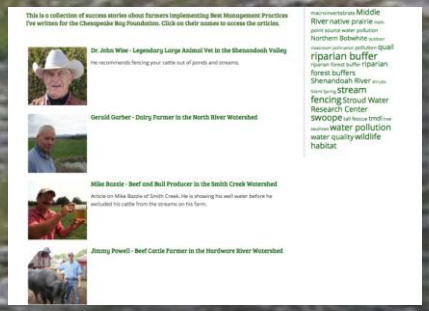
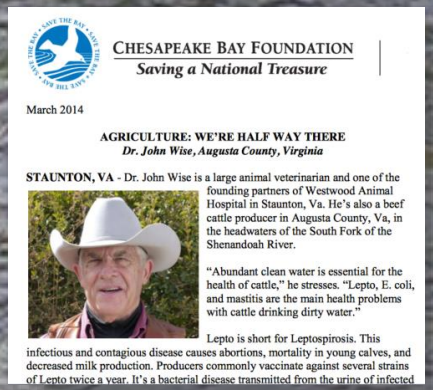
100 MILE CLUB
SINCE 1993

# Free resources are available on my website.




25 “one pager” success stories that I wrote for the CBF about farmer testimonials




Legendary large animal vet in Augusta County who fenced out cows

Whitescarver
Natural Resources Management LLC

www.gettingmoreontheground.com
www.facebook.com/gettingmoreontheground

# Recent blog posts

## Brook Trout – Environmental Refugees From the Middle River

SEPTEMBER 18, 2015 BY BOBBY WHITESCARVER 12 COMMENTS

is fish is native to the Chesapeake Bay's freshwater streams

t, Virginia's state fish, used to thrive in it. They migrated or
sediment laden waters of the river. The river is slowly being
ative fish to the waters that flow through our farm.

wn at the water. Today its color is milk chocolate brown.
om upstream farms. The water and everything in it, including

## Why Do Farmers Fence Their Livestock Out of Streams?

MARCH 26, 2014 BY BOBBY WHITESCARVER 2 COMMENTS

Why do farmers fence their livestock from ponds, streams and wetlands? Of the hundreds of farmers I have talked to that have done it these are the top four reasons:

Angus cattle drinking from a "freeze proof" waterer. There are many programs to help fund and design livestock watering systems.

1. They need more water and better water distribution over the farm.

2. To improve herd health and reduce bio-security risks.

3. To elimina

4. To facilitat
movement.

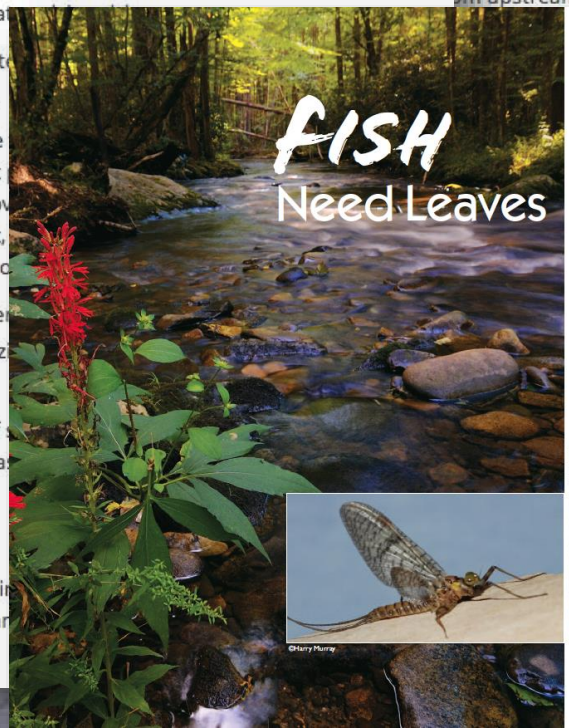
Here are the
government
They fear gov
government,
causing a pro

A healthier e
are not high on the priority list for farmers. Saving a calf from freez
are high on their list. One calf today is worth over $1,000.

Folks attempting to convince farmers to fence their livestock out of
this Best Management Practice to farmers it is important to showca
not the environment.

Testimonials from respected farmers also helps.

One of the most respected cattle producers and large animal veteri
John Wise. I interviewed him for the Chesapeake Bay Foundation ar
views on livestock stream exclusion.




©Harry Murray

Streamside forests are important links to healthy waterways and the fish that live there.

by Robert Whitescarver

The sun set half an hour ago. The air thickens with moisture as fog slowly moves in over the river on its unceasing journey. The water riffling over the rocks is all I can hear. It takes me a few minutes to focus on the insects. There must be a hundred of them spinning up and down over the water. These are male mayflies swarming to mate with a female as she flies through their midst. When mayflies are present, it's a good sign there will be fish. Fish, especially trout, like to eat mayflies.

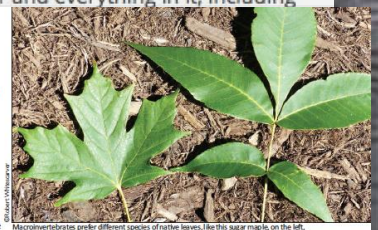
Anglers know well the importance of mayflies, caddisflies, stoneflies, crane flies, and other insects that spend most of their life in the water. Grouped together, these are called aquatic macroinvertebrates, which means that—like other invertebrates—they lack backbones, but are large enough to be seen by the naked eye. These insects are good indicators of clean water, which is necessary for many fish, including Virginia's native brook trout, or brookie.

The larval stages of these aquatic insects represent a primary food source for many species of fish. Macroinvertebrates spend the majority of their lives in the water. From the time the egg hatches through pupation, many of these insects spend most of their time eating leaves that have fallen into the stream. Scientists call these leaf eaters "shredders" because of their ability to shred and consume fallen leaves; they are the leaf digesters of the streams. When they have grown to full size they will undergo metamorphosis to the winged stage. At this point they move to the surface of the water and take flight, a phenomenon fondly awaited by anglers called a "hatch."

Fly fishermen take great pride "tying flies" that mimic the insects they think the fish are eating. For example, Quill Gordon and March Brown flies mimic the mayflies in the *Hepagenidae* family. These mayflies are known as "clingers" because of their ability to hang onto rocks in fast-moving water.

Scientists at the Stroud Water Research Center in Avondale, Pennsylvania have been studying freshwater ecosystems since the 1960s. Dr. Bernard Sweeney is the director and senior research scientist at Stroud. He believes, "A streamside forest along headwater streams is the single most important component for a healthy aquatic ecosystem."

Leaves from streamside forests serve as the main food source for macroinvertebrates. It's the bottom of the food chain for trout and other fish. Put another way, it's the corn silage of the fish farm: no leaves, no insects, no fish. Not only do trees supply food for the insects, they also provide shade, which keeps water temperatures cool and prevents intense sunlight from directly reaching the stream. Thus, Sweeney contends, the three most important factors in a healthy aquatic ecosystem are food, temperature, and light.



©Robert Whitescarver

Macroinvertebrates prefer different species of native leaves, like this sugar maple, on the left, and hickory leaf (R).

©Robert Whitescarver

Anglers attempt to mimic insects that trout are eating, such as this "Quill Gordon" dry fly made to float on the water.

©Dr. Bob Stroud

Above, a mayfly nymph. Left, adult mayfly.

### Food

"Even within a group of aquatic insects such as the mayflies and crane flies, species who eat leaves do so preferentially, clearly eating one species of leaf over another when given a choice, perhaps in recognition of the fact that each leaf species has different nutrient values," explains Sweeney.

Researchers with the Stroud Water Research Center have constructed both indoor and outdoor flumes to test which species of leaves each species of aquatic insect prefers.

# Farmers' Success Stories

### Father James Orthmann

Father James Orthmann of Holy Cross Abbey

### Marjie and John Gibson

Marjie and John Gibson own Fort Story Farm on the South Fork of the Shenandoah River in Page County, Virginia

### Dr. John Wise - Legendary Large Animal Vet in the Shenandoah Valley

He recommends fencing your cattle out of ponds and streams.

### Gerald Garber - Dairy Farmer in the North River Watershed

### Mike Bazzle - Beef and Bull Producer in the Smith Creek Watershed

Article on Mike Bazzle of Smith Creek. He is showing his well water before he excluded his cattle from the streams on his farm.

# Now Available!

http://www.gettingmoreontheground.com


The complete text of Bobby's 7 Principles presentation in electronic formats for mobile devices.

*In this e-book [Bobby] shares his invaluable knowledge and findings drawn from years of field experience. His tips for how to improve water quality and protect livestock are a true win/win.*
*Please read it. And please share it.*
*Thank you Bobby!*

Will Baker, President
Chesapeake Bay Foundation

Discussion
or
Questions?

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