Sustainable Farming Association on Soil Health: An Earned & Social Media Profile

By Theresa Keaveny
SFA Executive Director

My View: Farming can be sustainable and profitable

Scott Hauser works on his family farm in Fairbank County, where most farmers grow corn and soybeans using methods they’ve been encouraged to use for decades.

It’s become conventional wisdom: government policies, county extension agents and land grant universities combine to make a yield-focused farm paradigm, and farmers, always focused on continued growth, are always on the go, with no time to spare. Hauser and his family farm 2,000 acres of corn, soybeans, wheat and barley, and have installed perennial pastures, maintaining native species and wildflowers. The Hauser farm is doing well, but it’s not the only way to do it.

It’s become conventional wisdom: government policies, county extension agents and land grant universities combine to make a yield-focused farm paradigm, and farmers, always focused on continued growth, are always on the go, with no time to spare. Hauser and his family farm 2,000 acres of corn, soybeans, wheat and barley, and have installed perennial pastures, maintaining native species and wildflowers. The Hauser farm is doing well, but it’s not the only way to do it.

Farmers across the Upper Midwest, like Hauser, are seeing results. The Sustainable Farming Association works with soil health education and promotes farmers who are excited to see farming and nature working together. "It’s a win-win situation for farmers and the environment," Hauser said. "We need to do more of this."
Soil Health Network Event: Sept. 5, Luverne

Rock County SWCD and NRCS sponsored a Cover Crop and Soil Health Field Day on Sept. 5, 2017, at Tom Fick’s Family Farm, 1157 110th Ave, Luverne.

This free event features several expert producers and scientists, including SFA Livestock & Grazing Specialist Kent Solberg, SFA pasture research farmer Allen Deutz, soil scientist Jennifer Hahn, agronomist Liz Stahl, and farmers Tom Fick, Terry Aukes and Brent Fluit.

This event is open to all.

Info: Rock County SWCD at 507-283-8862 or michael.walgrave@co.rock.mn.us.

SFA Communications Director Jason Walker has forged relationships with the ag press and other staff and chapter leaders have relationships with their local press.

SFA prepares a Soil Health Program communication plan that uses guest commentaries, radio presentations, letters to the editor, social media, and press releases featuring soil health practitioners, Minnesota Department of Agriculture staff members, and other agencies.

SFA will continue its Soil Health Portal as a vibrant, information-rich resource, and expand its Soil Health Network, providing timely, cutting-edge information.
SFA Multimedia Coordinator Katie Feterl has curated a robust presence on SFA social media pages. SFA will continue to focus on soil health via its social media postings to its over 6,000 followers.

Our popular “Dirt Rich” events are coming up quick. We’re expecting a bigger crowd this year, be sure to register and secure a spot!