

## Why Build an Alliance?

Through an Alliance, farmers and their advisors can maximize resources to address local agricultural conservation concerns. By uniting to create a partnership, an Alliance will succeed in protecting the land and water while increasing profits for producers.



Promote agricultural conservation goals and build a *Brighter Future* through cooperative effort.



The Conservation Technology Information Center (CTIC) is a public-private partnership comprised of ag industry, ag publications, trade associations and producers. CTIC administers several national programs, among them Core 4 Conservation Alliance building. CTIC provides guidance and encouragement to help Alliances get organized, focused and on the road to success. In addition, CTIC offers customized workshops that are tailored to meet the organizational needs of each Alliance.

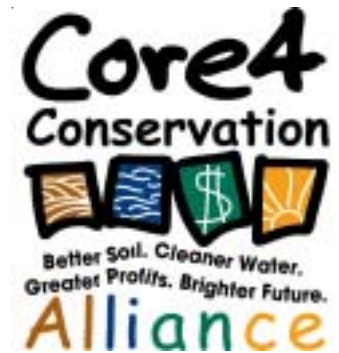
*For more information about Core 4 Conservation Alliances, contact CTIC.*



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Conservation  
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**Build an  
Alliance**

&

**Share the  
Vision**

Conservation for  
Agriculture's Future

## Core 4 Conservation Alliances

Core 4 Conservation Alliances are local public-private partnerships that help farmers / producers design and implement a system of agricultural practices that meets both production and conservation needs. These producer-led Alliances help to create the local-level successes that advance the national Core 4 Conservation campaign banner of

-  *Better Soil*
-  *Cleaner Water*
-  *Greater Profits*
-  *Brighter Future*



A Core 4 Conservation Alliance is an energized group of local producers and advisors who come together to realize *Better Soil* and *Cleaner Water* for our environment, *Greater Profits* for producers and a *Brighter Future* for all of us.

## Advantages of Alliances

### Spread the workload

Alliances permit a sharing of responsibilities so that no one individual or group has “to do it all.”

### Maximize resources

An alliance thrives on the many experiences of its members. Drawing on skills from both the public and private sector, Alliances can have access to unlimited technical, financial and social resources.

### Increase political impact

An Alliance of producers and ag partners becomes a powerful political force and a voice for change at the local, state and national level.

### Improve funding opportunities

Foundations and governmental grants tend to favor public-private partnership efforts of diverse interests that use collective effort to make change.

### Link with the National Conservation Network

Alliances offer a forum for the exchange of agricultural conservation information and an efficient mechanism to introduce new technology to their local community as well as across county, regional and state lines.

## Starting an Alliance

Local producers are encouraged to lead alliances and recruit assistance from the public and private sector.



Upon invitation, a team of CTIC staff will visit the newly forming Alliance four times within a 12-month period to assist with the creation of mission statements, development of a business plan and identification of critical issues in the Alliance community.



*To learn more about Core 4 Conservation, visit:*

[www.core4.org](http://www.core4.org)

*To discuss organizational development and capacity building for an Alliance in your area, call:*

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