



CPAMS Video script for NRCS Chief Terry Cosby

Purpose: Inform & Encourage response to CPAMS

Target date for video distribution: June 17, 2024

1 min 30 seconds

Hello. I'm Terry Cosby, Chief of USDA's Natural Resources Conservation Service, or NRCS.

Starting in July, NRCS will work with USDA's National Agricultural Statistics Service to conduct the Conservation Practice Adoption Motivations Survey.

This survey will help us gather information about your adoption of conservation practices in farming, ranching, and forestry.

Your voice matters. Your participation in the survey will help shape the future of conservation and agriculture.

We need to hear from you about why you have or haven't adopted specific conservation practices, and why you've maintained, expanded, or discontinued them.

This year, we are contacting a limited number of respondents with grazing or forest land. If you are one of the few selected, your answers will be used to guide the way that NRCS programs work in the future.

So if you receive the survey in the mail, please help us better serve you by filling it out.

Online survey response is convenient and secure.
Complete your survey by July 28th at agcounts-dot-usda-dot-gov.

The information you provide will be used for statistical purposes only. In accordance with federal law, your responses will be kept confidential. If you have any questions or need assistance, please call 888-424-7828.

Data highlights will be available in October 2024 on the National Agricultural Statistics Service's website.

Thank you for your time and willingness to work with us on this important effort. And thank you for your conservation stewardship.