

SURVEY RESULTS: South Dakota Soil Health Farmers and Ranchers More Optimistic

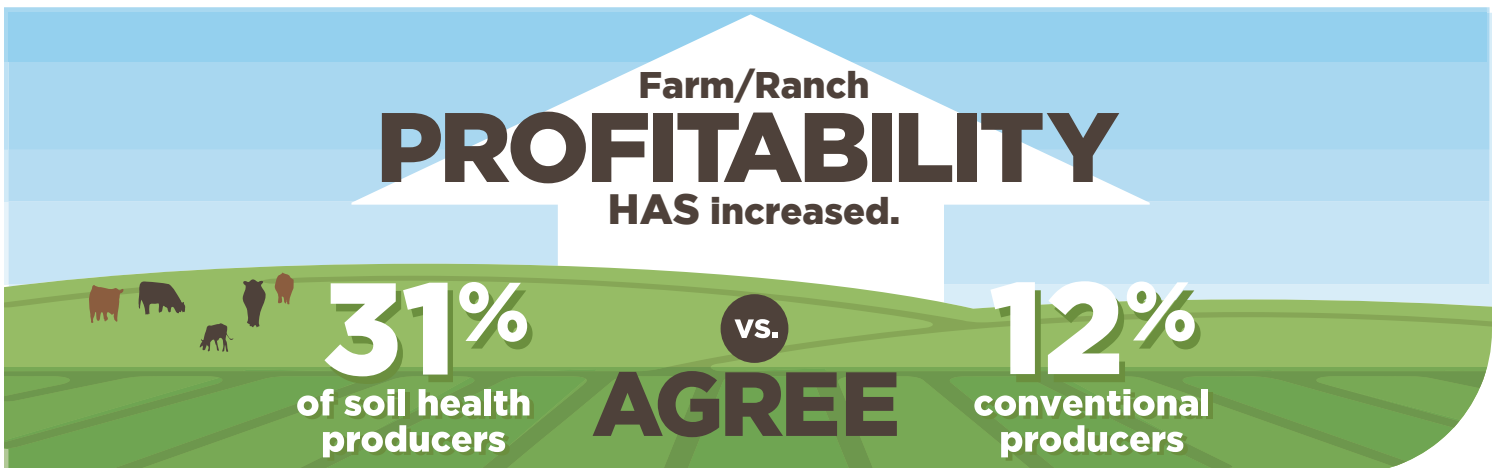
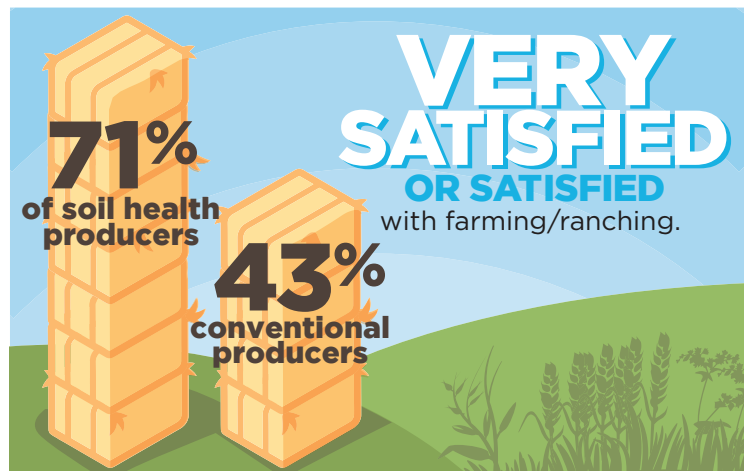
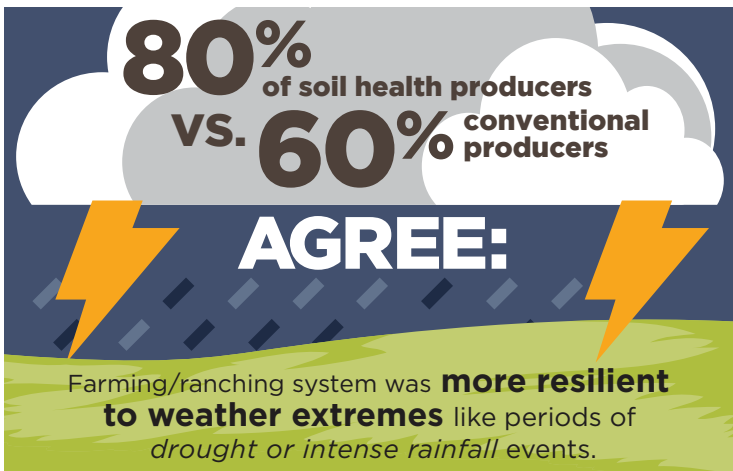


LESS STRESSED THAN CONVENTIONAL PRODUCERS

By any measure, 2019 was a stressful year for South Dakota farmers and ranchers. But a new poll suggests that a significantly higher percentage of producers who are using soil health-improving practices on their operations experienced less stress, are more satisfied with farming and/or ranching and are more optimistic about their futures than their conventional peers.

Conducted by South Dakota State University, in partnership with the South Dakota Soil Health Coalition, and supported by the USDA Natural Resources Conservation Service, the survey queried both conventional-practice producers and soil health-practice producers to assess their stress levels on a range of issues from market price volatility to extreme weather events. They were also asked to assess current and future operation profitability, input cost pressure and natural resource conditions for generational succession.

Survey Findings:



I FEEL THE WAY I FARM IS
CHALLENGING BUT FUN

31% of soil health producers agree

12% conventional producers agree

80% of soil health producers
vs. **43%** conventional producers
AGREE:

I'M CONFIDENT my operation will be *well positioned** for generational succession.

*economically and in terms of natural resources

89% of soil health producers
51% conventional producers
EXTREMELY SATISFIED
or satisfied regarding
QUALITY OF LIFE

IN THE NEXT 3-5 YEARS:
Producer confidence in a
REDUCTION of
fertilizer/chemical inputs.

66% of soil health producers
AND ONLY
28% of conventional producers
AGREE

IN THE NEXT 3-5 YEARS:

\$69% of soil health producers
AND
\$36% of conventional producers
AGREE THAT OPERATION
PROFITABILITY
WILL INCREASE

Even among producers who reported using some soil health practices on their operations, the ones using **MORE of those practices** reported:

**LESS STRESS,
GREATER FARMING
SATISFACTION
AND GREATER
OPTIMISM.**

View Full Survey Report At www.sdsoilhealthcoalition.org

TO RECEIVE A COPY OF THE FULL SURVEY REPORT PLEASE CONTACT:

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The 2019 farmer/rancher stress survey was conducted by South Dakota State University for the South Dakota Soil Health Coalition, and supported by the South Dakota office of the U.S. Department of Agriculture Natural Resources Conservation Service under agreement NR196740XXXXG002.

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