Pheasants Forever & Quail Forever

The Habitat Organization

Howard Vincent   President & CEO

Ryan Heiniger Director of Agriculture
Our Mission

• Pheasants Forever and Quail Forever are dedicated to the conservation of pheasants, quail and other wildlife through habitat improvements, public awareness, education, and land management policies and programs.
The Pheasants Forever and Quail Forever “Magic Slide”

We focus on engaging a wide variety of people...

- Chapter Members
- Unaffiliated Members
- Volunteer Chapter Leaders
- Youth
- Our team
- Government leaders
- Corporate Sponsors/Partners
- Landowners
- Partner Organizations
- Donors
- Supporters

...so we can pursue our three enduring strategies...

1. Protect, restore and enhance habitat
2. Advocate for policies that align with our mission
3. Educate and engage generations of conservationists

...that help create more high quality habitat...

- More high quality habitat

...which leads to several outcomes our stakeholders care deeply about

- Great hunting due to more birds and better access
- A legacy of passionate hunters & conservationists that help preserve America’s outdoor heritage
- Cleaner water & higher quality soil
- Increased wildlife diversity
- The positive, sustainable economic impact of the factors listed above
Today: 750+ Grassroots Chapters
FIND A BIOLOGIST
WORKING WITH LANDOWNERS ONE-ON-ONE

Pheasants Forever’s Farm Bill biologist program is designed to educate farmers and landowners about the benefits of conservation programs, as well as assist those landowners after programs have been implemented. We call it the ‘One Stop Shop’ for anything conservation and wildlife-related on private lands.

WHAT FARM BILL BIOLOGISTS DO:
- Accelerate enrollment in U.S. Department of Agriculture (USDA) Farm Bill conservation programs, like the Conservation Reserve Program (CRP).
- Add wildlife technical assistance in USDA offices to assist the Natural Resources Conservation Service (NRCS), Farm Service Agency (FSA) and other conservation partners with delivering conservation programs to landowners.

Biologist locations, work territories and contact information can also be found in the Biologist Employee Directory.

www.pheasantsforever.org/findabiologist
Optimizing Human & Financial Capital

Programmatic Opportunities

Soil Conservation

Habitat Suitability

Economic Opportunities

Source: Dr. Mark McConnell, Mississippi State University
2017 Precision Ag Dealership Survey, Purdue University
"John Deere is interested in promoting wildlife habitat and finding innovative ways to help farmers, ranchers and landowners turn marginal, unproductive acres into more profitable wildlife habitat," Travis Becton, director of sales for John Deere
Precision Ag 4 Precision Conservation

- Conservation Cover Options Presented to Landowner
- Conservation Planning
- NRCS/Private Land Wildlife Biologist/Farm Bill Biologist

Grower
Trusted Advisor
Precision Ag & Conservation Specialist

Increased ROI & profitability

Revenue Negative Acres

Precision Data Analysis w/ ROI/Profit focus
Precision Ag & Conservation Specialists

- Existing Specialists
- New Positions Pending
Turning Red Acres Green in ND

Soybean Production

Before:

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Yield</td>
<td>50.8 bu/ac</td>
</tr>
<tr>
<td>Profit</td>
<td>$135.15/ac</td>
</tr>
<tr>
<td>ROI</td>
<td>40.9%</td>
</tr>
</tbody>
</table>
Success In North Dakota

Soybean Production

Scenario + Forage Barley for Saline Soil remediation + hay production

Before:
- Average Yield: 50.8 bu/ac
- Profit: $135.15/ac
- ROI: 40.9%

After:
- Average Yield: 58.5 bu/ac
- Profit: $158.65/ac
- ROI: 56.8%
North Dakota Testimonial

“It is surprising when you take those low producing acres, look at alternative options, and see how much of a difference it makes to the overall field productivity. It is very eye opening, and you don’t really realize it until you see the numbers”

~ Christof Just, ND Producer
“Farmers today are making much more informed decisions in large part due to the technology integrated into equipment today. Their trusted advisers are key to helping them make these decisions and put them into action. CCA’s who are advising their customers with the use of the technology in the equipment can now achieve the Precision Agriculture (PASp) Specialty Certification. I feel the PASp will help meet the demand for qualified advisers with focused knowledge and skill in precision agriculture.” - Joel Kaczynski, CCA-ND, PASp
Thank You