



Principles & Practices to Scale Voluntary Agricultural Conservation

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RIPE is a bipartisan, producer-led organization committed to scaling voluntary agricultural stewardship. Our vision is for agricultural producers and communities to benefit in a system that aligns economic incentives with voluntary practices that enhance our soil, water and climate. The farmers and ranchers who make up the RIPE Coalition have helped develop principles that are critical to significantly scaling the adoption of voluntary conservation practices that provide the greatest return on investment for producers and the public.

RIPE Coalition

One of RIPE's Goals is to engage an impactful and diverse coalition of farmers and ranchers to ensure their voices are represented in key conservation policy discussions. RIPE Coalition is made up of agricultural leaders from across the country. It includes our bipartisan and producer-led Board of Directors, individual farmers and ranchers on our Farmer Advisory Network (FAN), producers and organizations dedicated to equity on our Inclusion, Diversity, Equity and Access (IDEA) Committee, and producer groups represented on our Steering Committee as listed below:



RIPE Principles to Scale Voluntary Conservation Adoption

1. **De-risk voluntary conservation adoption.** This requires incentives that include the full cost of adoption, cost of management, economic losses during the transition to new practices, and increasing production costs.
2. **Conservation programs must be simplified and streamlined.** This includes the enrollment process that enables all producers, including early adopters and/or historically underserved, to participate.
3. **Prioritize investments in agricultural conservation practices that provide the greatest economic and environmental benefits to maximize the public's return on investment.** This should include the value of stacked ecosystems benefits accrued through improved soil health, greenhouse gas reduction, water quality and conservation, wildlife habitat, and outdoor recreation.