



# TURKEY HILL CLEAN WATER PARTNERSHIP

*Jenna Mitchell*  
*Alliance for the Chesapeake Bay*



*Maryland & Virginia*  
Milk Producers Cooperative Association



# TURKEY HILL DAIRY

- Founded and Headquartered in Lancaster County since 1931
- Almost all employees live in Lancaster County
- Distributes milk locally, ice cream nationally



## TIMING WAS PERFECT

- Turkey Hill was rebidding their contract with their co-op at the exact time they were considering their impact in Lancaster County

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# THE TURKEY HILL CLEAN WATER PARTNERSHIP

- Turkey Hill has asked MDVA to support *all of the farmers providing milk to Turkey Hill* to receive a conservation plan and *reach compliance* with on-the-ground BMPs



# THE TURKEY HILL CLEAN WATER PARTNERSHIP

- Once all farmers have obtained a conservation plan, Turkey Hill will pay the farmers a premium for the new added “quality” of their milk



# TURKEY HILL'S MOTIVATION

- Clean & Clear water for Lancaster County
  - For their employees
  - For all residents
- Eliminate the need for increased regulation of Lancaster County Farms
- Make their consumers happy – Turkey Hill is a national company and the Bay is a national treasure



# FUNDING FOR PILOT EFFORT

- The Alliance received a Conservation Innovation Grant (CIG) from NRCS as seed money to jumpstart project
- Goal of grant is to prove that leadership within the private sector can motivate an acceleration of the implementation of conservation practices



# HOW IS THE PARTNERSHIP WORKING?

- MDVA Field staff assesses farmers' conservation level during their standard dairy inspection
  - Uses this data to build database of producers
- Alliance visits with each farmer to explain initiative and options for support
  - Then connects farmer to NRCS office or private consultant for assistance





**Turkey Hill Clean Water Initiative  
MD/VA Field Staff On-the-Farm Checklist**

Name of MD/VA Field Staff person:	
Date of Inspection:	
Name of Farmer:	
Address of Farmer:	

**Conservation/Ag E&S Plan Section:**

	Yes	No
Does the farmer have a conservation or Ag E&S plan?		
If yes, is the plan up to date with current farm management?		
If yes, is the plan fully implemented?		

Notes:

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**MMP/NMP Section:**

	Yes	No
Does the farmer have a current MMP/NMP?		
Is the farmer in compliance with annual status reviews? (Farmer will know what this means - it is detailed on their status review sheet)		

Notes:

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(To gauge where the farmer is on the road to compliance, please ask the questions below)

What to ask the farmer?	Yes	No
Does the farmer have a manure storage? Earthen lagoon, concrete storage, underbarn storage.		
Does the farmer have a stabilized animal concentration area (ACA) with proper runoff control? (Concrete barnyard with spouting)		
If a stream flows through the property, do the livestock have access to the stream?		
If a stream flows through the property, are they farming within a few feet of the stream?		
Is the farmer following any cropland conservation practices? (Cover crops, reduced or no-tillage, crop rotation, and/or contour farming)		
Does the farmer have a proper plan to handle nutrients? If yes, is it current? (Manure or Nutrient Management Plan)		

Next Steps	Yes	No
Is the farmer interested in receiving assistance from the Turkey Hill Partnership to achieve compliance?		
Is the Farmer willing to accept government funding for technical assistance and conservation practice implementation?		
Would the farmer prefer to work with a private Ag consultant?		



# PRODUCER DEMOGRAPHICS

- 136 MDVA farmers serving Turkey Hill Dairy
- Located in Lancaster, York, Adams, Cumberland, Lebanon, Luzerne, Franklin, Northumberland, and Berks Counties



# PRODUCER RESULTS

- About 25% of them did not have an Ag E&S plan or Cons plan
- ALMOST ALL farmers are supportive of this approach and appreciate Turkey Hill's interest and investment



# CURRENT AND FUTURE FUNDING

- Project was created through NRCS CIG: \$460,000
- NFWF INSR: \$1,000,000
- Will work with NRCS to utilize EQIP funds for farmers
- Alliance utilizes general funding pots (DNCR, DEP Growing Greener) for farmers as well



# CREATIVE MARKETING

- Local Marketing Firm, NXT Creative is conducting consumer research to develop a creative marketing strategy for Turkey Hill and MDVA to share the initiative with their consumers and clients

The logo for NXT Creative, featuring the lowercase letters "nxt" in a bold, white, sans-serif font centered within a solid black square.

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# IMPLEMENTATION STRATEGY

- Chesapeake Conservancy prioritized all farmers based off of their potential impact to stream health including:
  - Headquarters proximity to stream
  - upland land use
  - Soil type
  - Slope
  - Existence of Riparian buffer

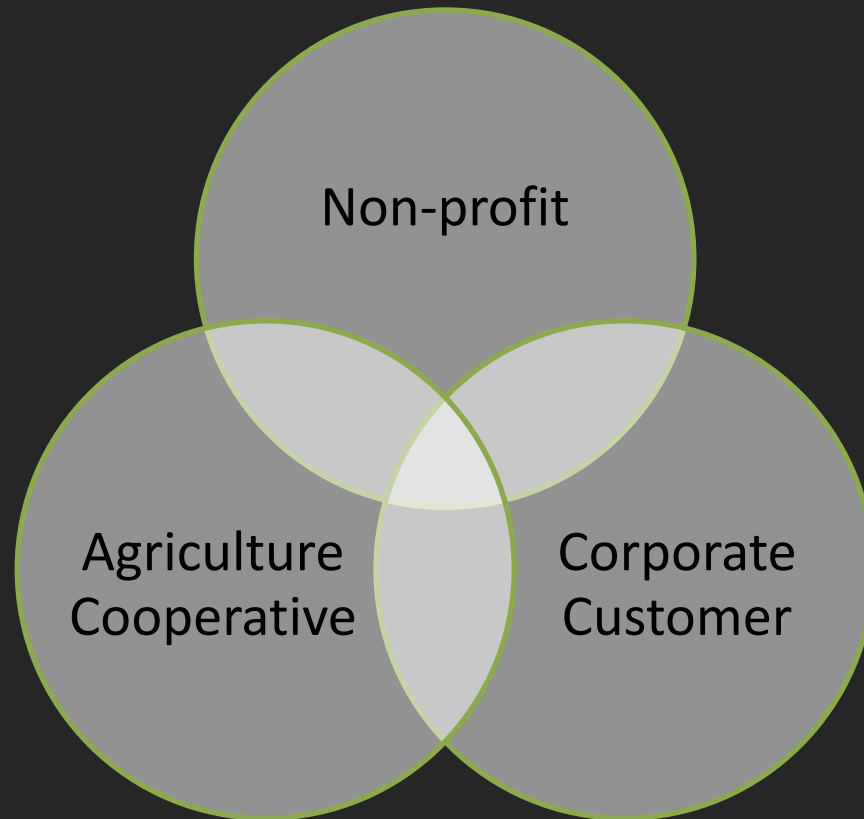


# PARTNERSHIP IMMEDIATE GOALS

- Begin implementation with volunteer farmers to showcase project
- Offer support to highly prioritized farmers — continue support until all farmers are compliant



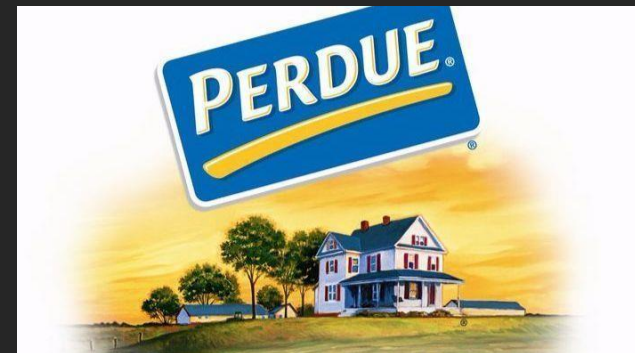
# MODEL REPLICATION





# NEXT STEPS....

- Focus efforts on implementation of conservation practices
- Apply for more funding to grow partnership
- Bring other businesses to the table



# QUESTIONS?



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# THANK YOU!



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 **ALLIANCE**  
for the Chesapeake Bay