Producer's Guide to the Oklahoma Association of Conservation Districts Advancing Markets for Producers (AMP) Initiative

Building Profitable and Diverse Market Pathways, from Soil to Sales

Who should apply?

All agricultural producers. AMP is for producers who want to take their operation to the next level. Whether you're just getting started or already implementing conservation practices, this program is built for those who are ready to improve how their land works and how their operation performs.

The Advancing Markets for Producers (AMP) Initiative focuses on soil health related practices and planning that support the production and marketing of commodities. Primary focus will be dedicated to and enrollment priority will be given to row cropping, livestock grazing for beef production, specialty crop, orchardists, and urban producers.

- NOTE: Aquaponics, hydroponics, and aeroponics are ineligible.

How does the program work?

1. Producer will complete and submit an AMP application through OACD's website: okconservation.org from June 1 to July 31, 2026.
2. Applications that meet preliminary screening requirements will be phone interviewed by a member of the OACD/OCC staff to complete a standard scoring sheet. A follow-up interview on the producer's operation may be requested.
3. An internal review will rank and select highest scoring applicants. Producers and their districts will be informed of selection outcomes by September 2026.
4. *Accepted producers will work with an OCC Soil Health Team member to create a multi-year producer intent plan and system based recommendation guide. These resources will reconcile producer goals while addressing natural resource concerns. Acres/fields/plots/property enrolled in AMP **cannot** be enrolled in other federal programs (e.g., EQIP, other CSC projects) accomplishing the same practice implementation.
5. Enrollees will receive an official plan signing stipend and additional payments based on participation, progress, and performance.
6. Producer will communicate regularly with their OCC Soil Health team member, OACD staff, and the local district for technical assistance, plan progress, and modifications as needed.

Invest in your land. Strengthen your operation. Build your market.

How much financial assistance is available?

Most producers will earn between: **$10,000 – $35,000 over 3 years**

AMP is designed to support real, lasting improvements in how your operation works, not just one-time practice installation.

- We are not paying for individual practices or acres.
- We are paying producers for participation, progress, and building a working system that improves their operation over time.

This program moves beyond traditional cost-share by focusing on **whole-system management**, not single practices.

Payments are structured over the life of the program and are based on:

- Your participation and engagement
- The progress you make in improving your operation
- The development of a functional, profitable system

Your system pathway plan (developed with a technical advisor) will guide your approach and outline goals, timelines, and opportunities for improvement.

What does this mean for you?

Producers who are more engaged and actively improving their operation will receive higher levels of support.

Payments are structured over the 3-year program and may include:

<u>Enrollment Payment</u>

You will receive an initial payment for committing to the program and developing your plan.
Typical range: $2,500 – $5,000

<u>Participation Payments</u>

You will receive payments for staying engaged, including:

- Working with your district and technical advisors
- Attending workshops or trainings
- Submitting progress updates

Typical range: $3,000 – $6,000 per year

System Development Payments

As you adopt and improve your management system over time, payments increase.

Examples:

- Implementing grazing management changes
- Improving soil cover and reducing inputs
- Integrating multiple practices into a working system

Typical range: $3,000 – $12,000 based on progress

Market Opportunity Bonuses

Additional payments may be available for:

- Participating in marketing workshops
- Accessing new markets
- Developing value-added products

What is expected from enrollees?

AMP is a partnership. We are investing in producers who are willing to invest in their operation.

Participants agree to:

- Commit to a multi-year program through November 2028
- Work with conservation district staff and technical advisors
- Try new management approaches on enrolled acres
- Participate in workshops, trainings, or field days
- Provide simple progress updates (1–2 times per year)
- Share experiences with other producers (informally or through events)

This is not about being perfect, it's about being willing to improve.

Program participants will work with their assigned OCC Soil Health Team member to develop a multi-year system pathway plan in either the **grazing system pathway, soil health cropping pathway, or agroforestry/pecan system pathway.** This collaboratively created guide will clearly outline resource concerns, human capacity, conservation practices, risk assessment, marketing opportunities, timeline deliverables, and associated costs.

The following are examples of what your planner may agree to cover with AMP funds in your assigned pathway:

PATHWAYS

GRAZING SYSTEM PATHWAY
Goal: Improve forage utilization, soil health, and livestock performance

Practice Components:

- 528 Prescribed Grazing
- 382 Fence
- 614 Watering Facility
- 314 Brush Management
- 315 Herbaceous Weed Treatment
- 550 Range Planting
- 512 Pasture & Hay Planting

SOIL HEALTH CROPPING PATHWAY
Goal: Increase soil cover, reduce disturbance, improve nutrient cycling

Practice Components:

- 340 Cover Crop
- 329 No-Till
- 345 Reduced Till
- 328 Crop Rotation
- 590 Nutrient Management
- 327 Conservation Cover
- 386 Field Borders
- 393 Filter Strips

AGROFORESTRY / PECAN SYSTEM PATHWAY
Goal: Integrate tree systems + grazing + understory productivity

Practice Components:

- 381 Silvopasture
- 612 Tree/Shrub Establishment
- 666 Forest Stand Improvement
- 420 Wildlife Habitat
- 390/391 Riparian systems

Who should I contact with questions?

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