



Pierce County Land Conservation Department
P.O. Box 67 - Ellsworth, Wisconsin - Phone: (715) 273-3531

May 20, 2013

Dear landowner,

Pierce County Land Conservation Department and UW-Extension are embarking on a conservation initiative in the Rocky Branch sub-watershed of the Kinnickinnic River and we are inviting residents of this area to get involved. The goals of this initiative are to work together with landowners to identify and encourage methods of protecting soil and reducing nutrient losses while maintaining or improving farm productivity.

Past conservation efforts have been formed around specific programs that may or may not have been compatible with landowner's expectations for their property. The intent of this initiative is to engage the members of this community to take an active role in determining the most effective way to protect soil and water resources.

Success of this initiative will hinge on the involvement of the residents of the Rocky Branch Watershed. If you've received this letter, you are part of the watershed! We need your help to set goals, plan activities and provide leadership.

This is an important initiative to demonstrate conservation leadership among farmers and other landowners. Initially, we would ask you to consider what degree of involvement you would like to have in this effort. We need champions to keep this initiative on the front burner. We hope to establish a council of watershed residents, who, with conservation and extension staff, can identify and promote the best management practices that will achieve water quality goals while preserving the landowners' uses of their property.

Please give strong consideration to getting involved with this initiative. Our first watershed council meeting will be held on Wednesday, June 26th at 7:30 pm at the River Falls Town Hall. We hope you'll attend and let your voice be heard. Please contact Rod Webb or Julia Olmstead with questions or ideas.

Sincerely,

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