

News Release

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USDA's Natural Resources Conservation Service Unveils New Conservation Priorities to Keep Working Lands in Working Hands

CHAMPAIGN, June 23, 2026 –The U.S. Department of Agriculture (USDA) is putting farmers first and reaffirming this commitment by updating its strategic priorities, motto and mission and vision statements for the Natural Resources Conservation Service (NRCS). These updates complement NRCS's historic role in providing practical, voluntary, and locally led conservation solutions for producers.

"We are reaffirming NRCS's role as the trusted, boots-on-the-ground conservation partner for America's farmers, ranchers and private landowners," said NRCS Chief Colton L. Buckley. "The updated motto, mission, and vision statements better reflect the operational direction, producer-centered focus, and conservation philosophy guiding our work today and align with NRCS's priorities."

The new NRCS motto and mission and vision statements are:

Motto: Keeping Working Lands in Working Hands

Mission Statement: We deliver practical, voluntary, and locally led conservation solutions that help producers conserve natural resources, strengthen agricultural production, and keep working lands productive for generations to come.

Vision Statement: An America where working lands remain productive, resilient, and in the hands of those who steward them.

NRCS is also updating its strategic priorities to guide agency operations, program delivery, stakeholder engagement and modernization efforts through fiscal year 2026 and beyond.

NRCS's seven priorities include:

- Preserve and protect agricultural land;
- Shift to outcome-based conservation and farmer empowerment;
- Re-center field engagement and strengthen technical expertise;
- Expand wildlife conservation and outdoor access;
- Strengthen partnerships by streamlining processes and accountability;
- Optimize mission delivery by strengthening workforce culture; and

- Modernize NRCS infrastructure and technology.

Learn more about the priorities at nrcs.usda.gov/about/priorities.

More Information

To learn more about NRCS programs, producers can contact their local [USDA Service Center](#). Producers can also apply for NRCS programs, manage conservation plans and contracts, and view and print conservation maps by [logging into their farmers.gov account](#). If you don't have an account, [sign up today](#).

For more than 90 years, NRCS has helped farmers, ranchers and forestland owners make investments in their operations and local communities to improve the quality of our air, water, soil, and wildlife habitat. NRCS uses the latest science and technology to help keep working lands working, boost agricultural economies, and increase the competitiveness of American agriculture. NRCS provides one-on-one, personalized advice and financial assistance and works with producers to help them reach their goals through voluntary, incentive-based conservation programs. For more information, visit nrcs.usda.gov.

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