

Subject: Volunteer Efforts Key to Waterway Cleanup

Story Summary: An impressive percentage of farmers along Florida's Suwannee River have joined a unique partnership that has been formed to protect the watershed. The partnership focuses on voluntary, incentive-based efforts and even government officials admit it's working better than new regulations.

TRT: 1:52

Suggested Lead: Some farmers have joined a team working to clean nearby waterways and even government officials admit they're doing a better job than new regulations would have. Johnna Miller reports.

Suggested Supers: Lafayette County, Florida
@ :02

Darrell Smith
Partnership Coordinator
@ :09

Rod Land
Dairy Farmer
@ :39

Steve Walker
Poultry Farmer
@ 1:28

Carol Kemker
Environmental Protection Agency
@ 1:37

Johnna Miller
Reporting
@ 1:49

**Farmers Volunteer for River Clean-up (or Preservation) Program
Johnna Miller Reporting**

July 17, 2002

<p>Wide of river</p> <p>Lafayette County, FL</p> <p>River bank</p> <p>CARES sign</p>	<p>VO/ THESE DAY, WAY DOWN UPON THE SUWANNEE RIVER FARMERS ARE WORKING WITH A UNIQUE PARTNERSHIP TO PRESERVE THIS FAMOUS WATERWAY. IT'S CALLED THE CARES PROGRAM.</p>
<p>Darrell Smith Partnership Coordinator</p> <p>Farmer walking through milking parlour and patting cow</p> <p>Cu of cow face</p>	<p>SOT/ WE FEEL LIKE FARMERS ARE TOTALLY COMMITTED AND THEY'RE BOUGHT INTO THIS PROGRAM, AS WELL AS ALL THE DIFFERENT PLAYERS. FEDERAL, STATE, LOCAL AGENCIES, THE FLORIDA FARM BUREAU AND ALL THE FARM ORGANIZATIONS AND ASSOCIATIONS ARE BOUGHT INTO THIS PROGRAM.</p>
<p>Farmer moving cows out of parlour</p> <p>closeup of farmer</p>	<p>VO/ IN FACT, THE VAST MAJORITY OF DAIRY AND POULTRY FARMERS IN THE PARTNERSHIPS TARGET AREA HAVE JOINED THE PROGRAM. ROD LAND LED THE WAY. HE WAS THE VERY FIRST DAIRY FARMER TO SIGN UP.</p>
<p>Rod Land Dairy Farmer</p> <p>Cows in open-air barn</p>	<p>SOT/ FOLKS SAW THAT IT WAS SOMETHING THAT'S DO-ABLE. I THINK JUST THEIR BASIC DESIRE TO BE BETTER STEWARDS OF THE SOIL IS WHY EVERYBODY HAS SIGNED ON.</p>

<p>wide of cows in barn</p> <p>cow face</p> <p>close-up of sprayer</p> <p>cows in barn</p> <p>sprayer in field</p>	<p>VO/ BY JOINING, FARMERS GET TECHNICAL AND FINANCIAL HELP FROM STATE AND FEDERAL AGENCIES TO PLAN AND PAY FOR NEW EQUIPMENT, BUILDINGS AND PROCEDURES THAT PROTECT THE ENVIRONMENT. THESE EFFORTS MOSTLY FOCUS ON PREVENTING NUTRIENTS FROM MANURE AND OTHER FERTIZER FROM GETTING INTO GROUNDWATER. DAIRIES USE A SCIENTIFIC PLAN TO CAREFULLY SPREAD COW MANURE ONTO FARM FIELDS</p>
<p>Land sot</p>	<p>SOT/ IT ALLOWS US TO APPLY NUTRIENTS SO THE CROP WILL UPTAKE EVERYTHING PUT ON THAT SOIL.</p>
<p>Inside poultry barn</p> <p>Dissolve to wide of storage barn</p> <p>Close-up of chicks</p>	<p>VO/ AREA POULTRY FARMERS ARE BUILDING STORAGE BARN FOR POULTRY WASTE. THIS PREVENTS NUTRIENT RUN OFF AND HAS ACTUALLY MADE THE WASTE MARKETABLE.</p>
<p>Steve Walker Poultry Farmer</p>	<p>SOT/ THE ORGANIC FARMERS HAVE REALIZED IT'S A GOOD STABLE SOURCE OF FERTILIZER FOR THEM.</p>
<p>Med shot in poultry barn</p> <p>Wide shot</p>	<p>VO/ BEST OF ALL THE PROGRAM IS WORKING – WITHOUT NEW REGULATIONS.</p>

<p>Carol Kemker Environmental Protection Agency</p>	<p>SOT/ THEY'RE GOING TO GET MORE THROUGH VOLUNTARY EFFORTS FOR LESS MONEY THAN YOU COULD THROUGH A REGULATORY APPROACH.</p>
<p>Clear spring water pan out Wide of Fish jumping in river</p>	<p>VO/ THE PARTICIPANTS SAY THE BENEFITS ARE CRYSTAL CLEAR. IN MAYO, FLORIDA, I'M JOHNNA MILLER.</p>
	<p>IN MAYO, FLORIDA, I'M JOHNNA MILLER FOR U.S. FARM REPORT.</p>
	<p>IN MAYO, FLORIDA, I'M JOHNNA MILLER REPORTING FOR AG DAY.</p>