

HOW-TO GUIDE:

A Practical Guide to Turning Ideas Into Action

Farmers and Ranchers Co-Creating Solutions for Sustainable Agriculture Systems

↳ [U.S. Farmers and Ranchers in Action \(USFRA\)](#)



U.S. Farmers and Ranchers in Action (USFRA) is a farmer-led coalition of 700,000 farmers and agri-businesses advancing practical solutions for food security, rural vitality, and regenerative agriculture.

In 2025, USFRA elevated farmers' voices at major national and global forums, shared research showing how nitrogen efficiency and regenerative practices can cut emissions while improving profitability, and hosted educational webinars to deepen understanding of on-farm climate solutions. Building on this work, USFRA is partnering with industry, finance, and global leaders on a 2026 pilot that will provide an upfront payment to growers to adopt conservation practices, making sustainability more economically viable. USFRA also works to strengthen understanding and appreciation for agriculture's enormous potential by providing scientific evidence. In 2025, USFRA worked to build awareness of a report on how farmers can reduce nitrogen, improve profitability, and cut emissions using Yield Stability Analysis.

Replicate This!

How To Get Started

- 1 Define a Farmer-Centered Purpose:** Start with a mission that aligns farmer profitability with soil health.
- 2 Build a Coalition:** Include farmers, industry partners, and researchers to ensure farmer voices remain central.
- 3 Ground the Project in Independent Research:** Elevate research demonstrating economic and environmental benefits.
- 4 Secure Multi-Source Funding Early:** Blend funding sources to reduce risk.
- 5 Elevate Farmer Voices at High-Impact Forums:** Position farmers as thought leaders at influential events.
- 6 Translate Research into Accessible Education:** Use multiple channels to reach stakeholders at scale.
- 7 Manage Partnerships and Communications:** Capture learnings and plan for scale.