

Part 539 – Introduction

Subpart C – Exhibits

539.21 NRCS PMP Goals and Objectives

The PMP revised its Strategic Plan to reflect changes outlined in the 2006-2010 NRCS Strategic Plan. The goals and objectives for the PMP are:

- (1) Strategic Goal 1 – Identify and evaluate plants and develop technology for their successful establishment and maintenance to solve natural resource conservation problems.
 - (i) Objective 1.1: Conserve and enhance soil resources with plant science technology.
 - (ii) Objective 1.2: Improve water quality and quantity with plant science technology.
 - (iii) Objective 1.3: Enhance fish and wildlife resources with plant science technology.
 - (iv) Objective 1.4: Identify and develop plants and plant technology to mitigate air quality issues.
- (2) Strategic Goal 2: Provide plant materials and plant technology that are economically feasible for meeting resource concerns.
 - (i) Objective 2.1: Provide for and promote the commercial production of NRCS plant releases to ensure that adequate seed and plants are available for use in cooperative conservation programs.
 - (ii) Objective 2.2: Maintain and improve the productivity of agricultural lands and watersheds through plants and plant management technology.
 - (iii) Objective 2.3: Increase the alternative uses and specialized uses of conservation plant releases to meet emerging needs.
- (3) Strategic Goal 3: Provide equal access for all Americans to the PMP.
 - (i) Objective 3.1: Deliver products and services fairly and equitably.
 - (ii) Objective 3.2: Promote the products of the PMP through effective communications and program delivery.
 - (iii) Objective 3.3: Increase the use of plant materials to address issues of human health, safety, culture, and aesthetics.
 - (iv) Objective 3.4: Make effective use of Internet-based technology to provide customer-focused service.