

A sunset over a field with a tractor silhouette in the foreground. The sun is low on the horizon, casting a warm orange glow across the sky. The tractor is in the lower center, its headlights on. The field is dark, and the horizon line is visible in the distance.

1935

“Out of the long list of nature’s gifts to man, none is perhaps so utterly essential to human life as soil.”

-HUGH HAMMOND BENNETT

Soil Conservation Pioneer and Founder of the
Natural Resources Conservation Service (NRCS)

2015

“Healthy soil is the foundation that ensures working farms and ranches become more productive, resilient to climate change and better prepared to meet the challenges of the 21st century.”

-TOM VILSACK

USDA Secretary of Agriculture



THAT WAS THEN. THIS IS NOW.

Soil conservation has been a topic of concern throughout the century; and though we cannot change the past, we can certainly learn from it. During the Dust Bowl era of the 1930's, large areas of rich American farmland were destroyed by soil erosion. Even today, soil erosion remains a great risk to the productivity of both domestic and international agriculture.

The Howard G. Buffett Foundation believes in the importance of the American farm and the role each farm plays in our world. Harvesting the Potential, along with the Brown Revolution campaign, strive to maintain the productivity of the American farm while protecting our soils for future generations to come.

For more information, visit www.harvestingthepotential.org

Sponsored by

THE HOWARD G.
BUFFETT