



News Release

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Contact:

Maddi Valinski, (302) 831-8873
mvalinski@centerbear.org

AGRI-ENVIRONMENTAL RESEARCH GROUP AWARDS PRIZE FOR INNOVATION TO CONSERVATIONIST JEREMY PETERS

SHEPHERDSTOWN, WV. – As part of their fall conference, the Center for Behavioral and Experimental Agri-Environmental Research (CBEAR) presented Jeremy Peters, Chief Executive Officer of the National Association of Conservation Districts (NACD), with the 2017 CBEAR Prize for Agri-Environmental Innovation.

In presenting the Award, CBEAR Outreach Director Mark Masters commented, “Jeremy’s effective leadership of NACD is based, in large part, on his ability to bridge the gaps that often exist between research, policy and application. The relationships established and opportunities facilitated through Jeremy’s hard work have greatly informed, and improved, CBEAR’s research and outreach efforts.”

Upon accepting the award on behalf of his NACD colleagues and the thousands of conservation districts they represent, Mr. Peters encouraged CBEAR to continue developing innovative, incentive-based approaches to improve the delivery and effectiveness of conservation programs. “The team at CBEAR understands that truly engaging America’s landowners – our grassroots NACD membership – is the key to continued improvements in soil health, water conservation and sustainable management of our natural resources. We value our partnership with CBEAR and see many opportunities for future collaboration.”

NACD is a nonprofit organization representing America’s 3,000 conservation districts, their state and territory associations, and the 17,000 men and women who serve on their governing boards. These districts work with millions of cooperating landowners and operators to help them manage and protect land and water resources on private and public lands in the United States. NACD’s mission is to promote the wise and responsible use of natural resources for all lands by representing locally-led conservation districts and their associations through grassroots advocacy, education, and partnerships.

CBEAR is a collaborative group of researchers that incorporates behavioral insights into program designs, primarily within USDA, to achieve greater levels of participation and satisfaction, improved environmental outcomes and reduced program costs. Directed jointly by research leaders at the University of Delaware and Johns Hopkins University with funding from the USDA Economic Research Service, CBEAR efforts are supported by a diverse group of research professionals within academia and government from across the United States. For more information, visit <http://www.centerbear.org>.

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