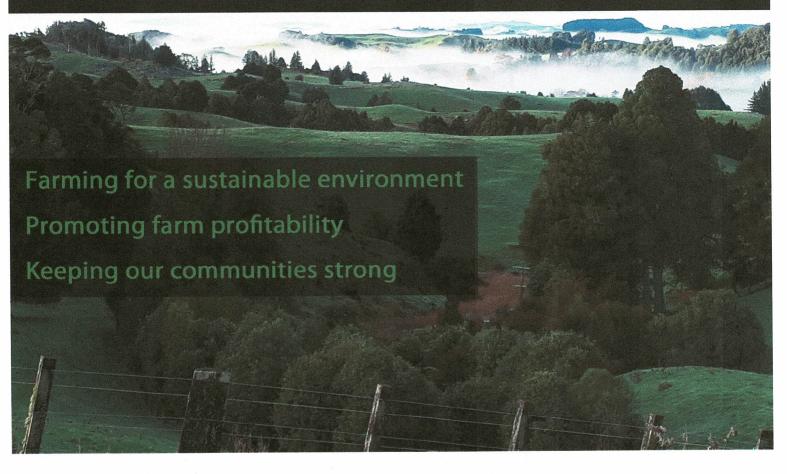




## King Country River Care



KCRC is an incorporated society with two primary objectives that are interconnected. To Facilitate and promote "on farm good practice" of sustainable land management principles. This includes identifying good management practice already being done on farms and highlighting this to external stakeholders. Secondly to ensure our regions farmers have a voice and representation in the development of policy.

## Farming for a sustainable environment

Monitor water quality. Understand current state and measure changes.

Source funding for sub-catchment projects.

Improve water quality with localised solutions.

Provide members with tools and support to best manage their resources and make positive changes.

## Promoting farm profitability

Have a strong collective voice when dealing with regulators. Show robust evidence on the economic impacts of local farming. Ensure the continued financial viability of farming in our area.

## Keeping our communities strong

Protect the culture and economy of our wider communities.

Show that sustainable environments and communities can be achieved together.

Ensure our communities are able to thrive.

kcrivercare@gmail.com **Email:** 



www.facebook.com/kcrivercare