



The Missouri Department of Agriculture and Missouri farmers and ranchers recognize that consumers want to know more about where their food comes from and how it's produced.

Consumers are agriculture's most important stakeholder, and consumer confidence in Missouri's agricultural products and the source of those products is vital.

Many of Missouri's producers already use **efficient** and **sustainable** practices in their operation. And we must continue to advance the use of such practices by: **understanding and implementing** agriculture stewardship and **communicating those successes** with the public.

ASAP Program Description:

The Missouri Agricultural Stewardship Assurance Program is a certification program that champions Missouri farmers who are responsible stewards of the land, provide safe food for consumers, practice environmental stewardship and use science-based technology for growing safe and dependable feed, fuel, or fiber in a socially and economic manner. ASAP was launched in 2015.

By submitting information about their operation via an online application, producers, who meet the established criteria, will receive ASAP certification from the Missouri Department of Agriculture.

Program Categories:

1. Cropland
2. Grassland
3. Livestock
4. Forestry
5. Farmstead
6. Energy

Program Goals:

1. **Increase consumer confidence and acceptance** in agriculture and its producers.
2. **Provide producers** with **additional global marketing** opportunities.
3. **Educate and encourage producers** about the importance of environmental stewardship.

Producer Benefits:

A producer who is ASAP certified will benefit in the following ways. ASAP producers will:

- Gain access to domestic and international markets that they may not have been able to access previously.
- Obtain third party certification that they are implementing environmental stewardship practices on their operation.
- Build consumer confidence by ensuring consumers that producers are good stewards of the land.

More information and applications are available at www.ASAP.farm.