



Norm Berg homestead, 1956. NRCES photo.

"Our total land resources—including our prime agricultural land—are simply too precious to be managed with only urban growth in mind." —Norm Berg

Literature

[Articles](#)

[Reports and Studies](#)

[Speeches and Testimony](#)

[Tributes](#)

Technical Resources

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Laws

[Federal Laws](#)

[Federal Administrative](#)

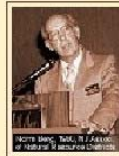
[Regulations/Guidelines](#)

Awards

- Fellow Award, Soil Conservation Society of America (now the Soil and Water Conservation Society), 1965
- Distinguished Service Award, U.S. Department of Agriculture, 1973
- Presidential Rank Award, 1980
- Conservation Award, National Wildlife Federation, 1980
- National Award for Agricultural Excellence, Agricultural Marketing Association of America, 1985
- Hugh Hammond Bennett Award, Soil and Water Conservation Society, 1990
- Establishment of the Norman and Ruth Berg Fellowship by the Soil and Water Conservation Society, 1990

The Norm Berg Collection

Norm Berg's living legacy—a link to the beginnings of agricultural conservation in the United States. His far-reaching career began in 1943 at the U.S. Department of Agriculture's Soil Conservation Service (SCS)—a relatively new agency formed in response to the Dust Bowl. Today, at nearly 80 years old, Berg remains a committed conservationist. He continues to serve as senior adviser for American Farmland Trust (AFT) and as the Washington, D.C., representative for the Soil and Water Conservation Society (SWCS).



Berg worked for the first chief of SCS, Hugh Hammond Bennett, and thus steadily rose through the ranks. He became associate administrator in 1969 and served as Chief from 1979 until 1982. Upon retirement from public service, Berg became active with AFT and SWCS, both national nonprofit conservation organizations. But Norm Berg's professional achievements have done more than track an emerging movement—his contributions and leadership shaped the movement's course.



The Norm Berg Collection assembles documents written by or about Berg as well as key laws and reports that measure milestones in agricultural conservation. At the collection's core are nearly 200 speeches and articles written by Berg from the mid-1960s to the late 1970s, when he was in leadership positions at the SCS. These papers demonstrate Berg's lifelong commitment to farm and ranch land protection and his role in steering the agency and its partners toward a broader understanding of agricultural conservation. In addition, the collection includes examples of testimony delivered by Berg, federal laws, biographical sketches and, lastly, tributes prepared by esteemed colleagues and friends.

The collection was assembled by AFT with help from the National Resources Conservation Service (NRCS, formerly SCS) and is housed within AFT's Farmland Information Center (FIC) Website (www.farmlandinfo.org). The FIC is a fitting home for Berg's works because the federal law that authorizes the FIC—the Federal Farmland Protection Policy Act—was one outcome of the National Agricultural Lands Study initiated by USDA during Berg's term as SCS chief.



Our hope is that this collection will make Norm Berg's wisdom available to future farmland protection advocates and that it will be a fitting tribute to his invaluable and greatly respected leadership.

The Norm Berg Collection

A Lifetime of Conservation Landmarks





**Norman A. Berg born March 14, 1918,
Burlington, Iowa.**



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**U.S. Department of
Agriculture Soil
Conservation Service
(SCS) is created, 1935,
with Hugh Hammond
Bennett as Chief.**

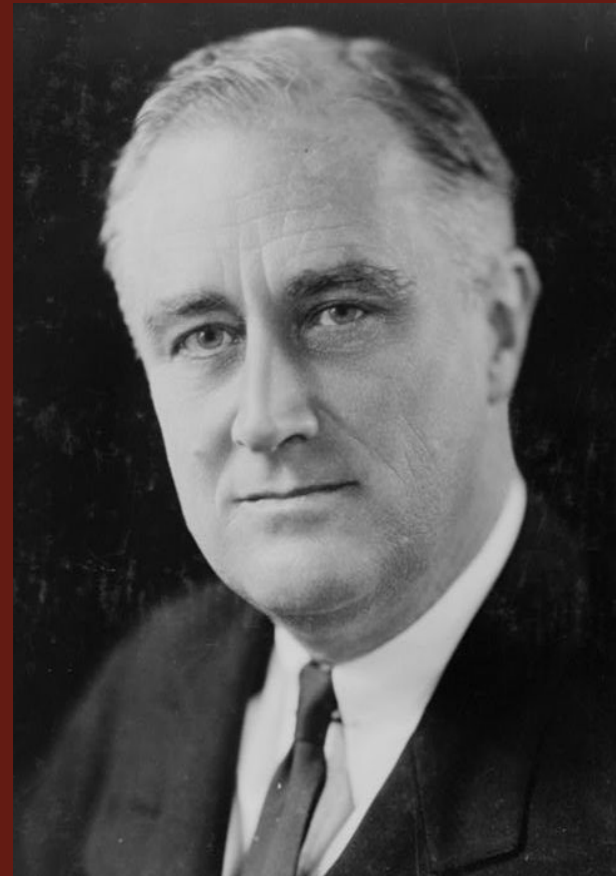


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American Farmland Trust

President Franklin D. Roosevelt asks state governors to pass legislation allowing soil conservation districts, 1937.





**Berg on his family's
Grasston,
Minnesota, farm
before heading off to
the University
of Minnesota, 1937.**



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American Farmland Trust



**Berg graduates
from college, 1941.**

**He marries
Ruth Askegaard
November 20,
1941.**



Berg joins the SCS in Idaho in 1943; returns from the U.S. Marine Corps in 1946 to serve as district conservationist, then as area conservationist in Pocatello, until 1955.



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Berg is selected to attend Harvard University's graduate program in public administration, 1955.





Berg chosen as assistant state conservationist for South Dakota in 1956, where he helps implement the Great Plains Conservation Program.



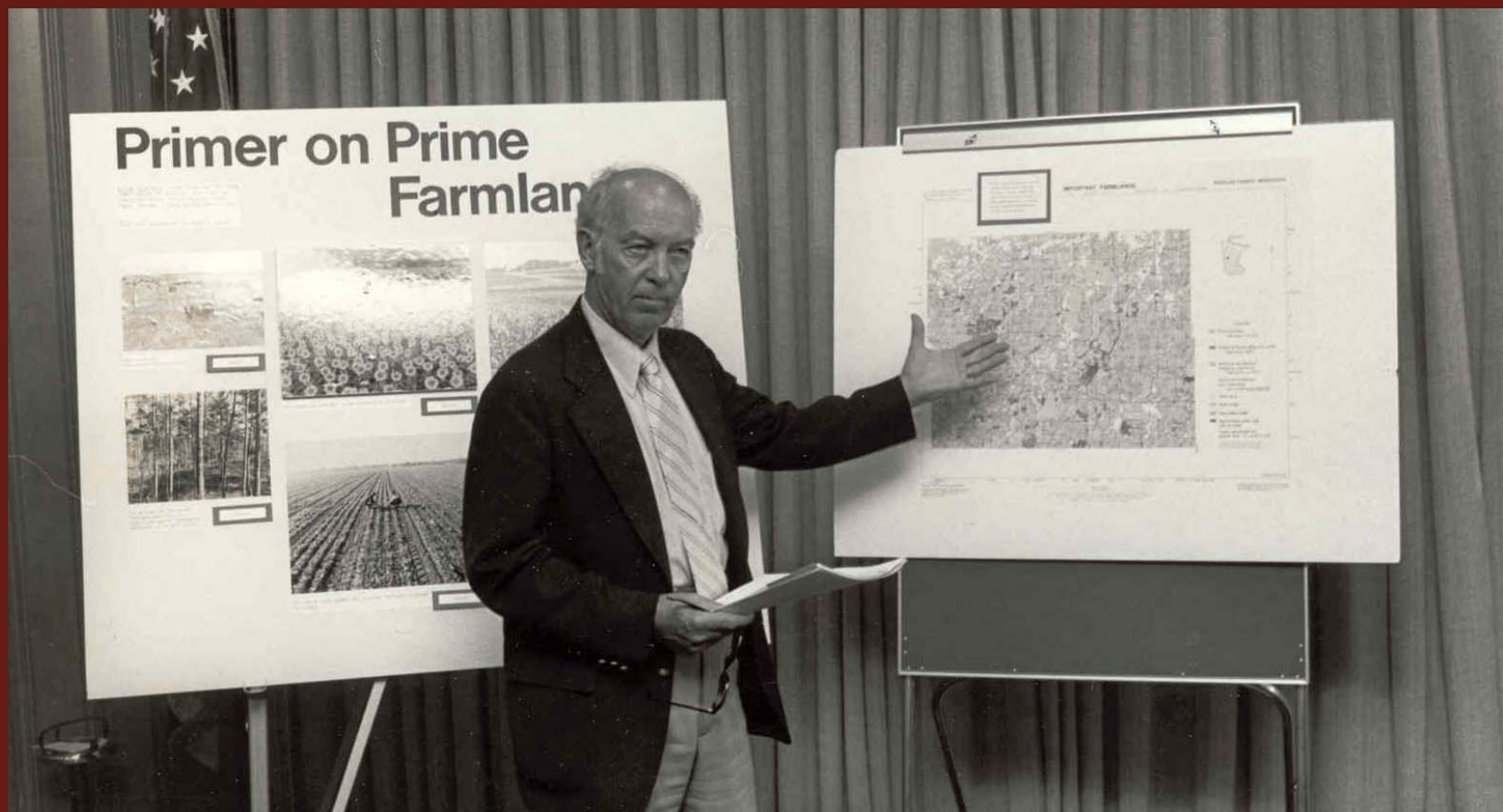
**Mr. Berg goes to
Washington, D.C.,
to work at the SCS
headquarters, 1960.**



Berg promoted to associate administrator in 1969.

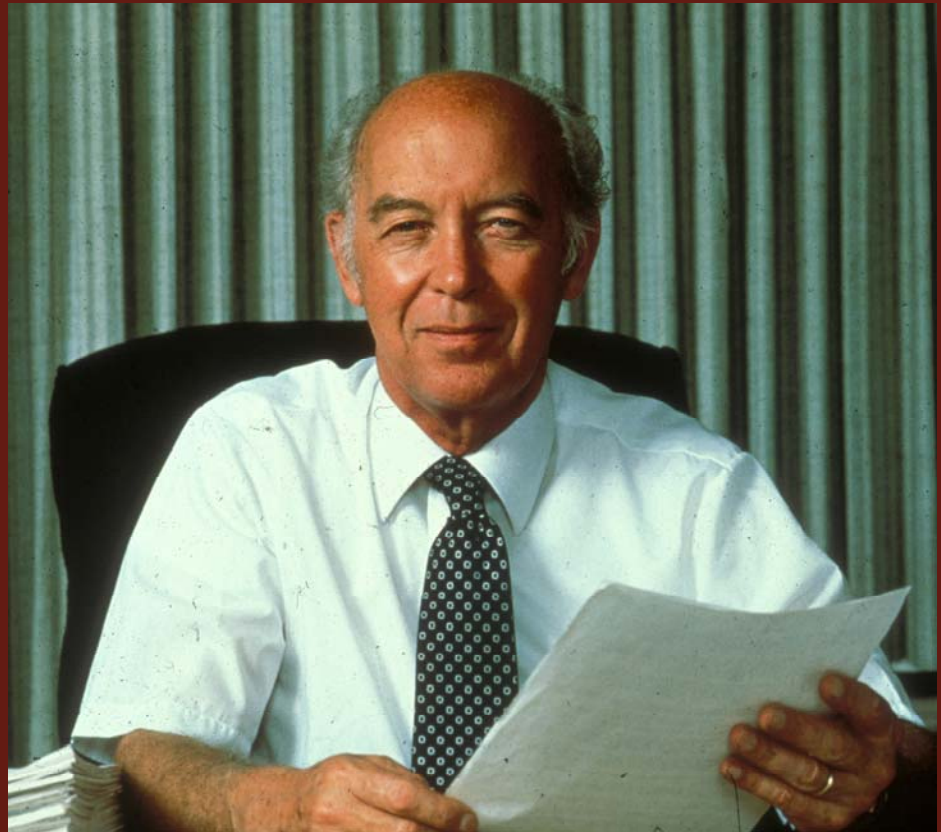


**President Jimmy
Carter signs the Soil
and Water Resources
Conservation Act into
law, 1976.
President Carter appoints
Berg the SCS Administrator,
1979.**

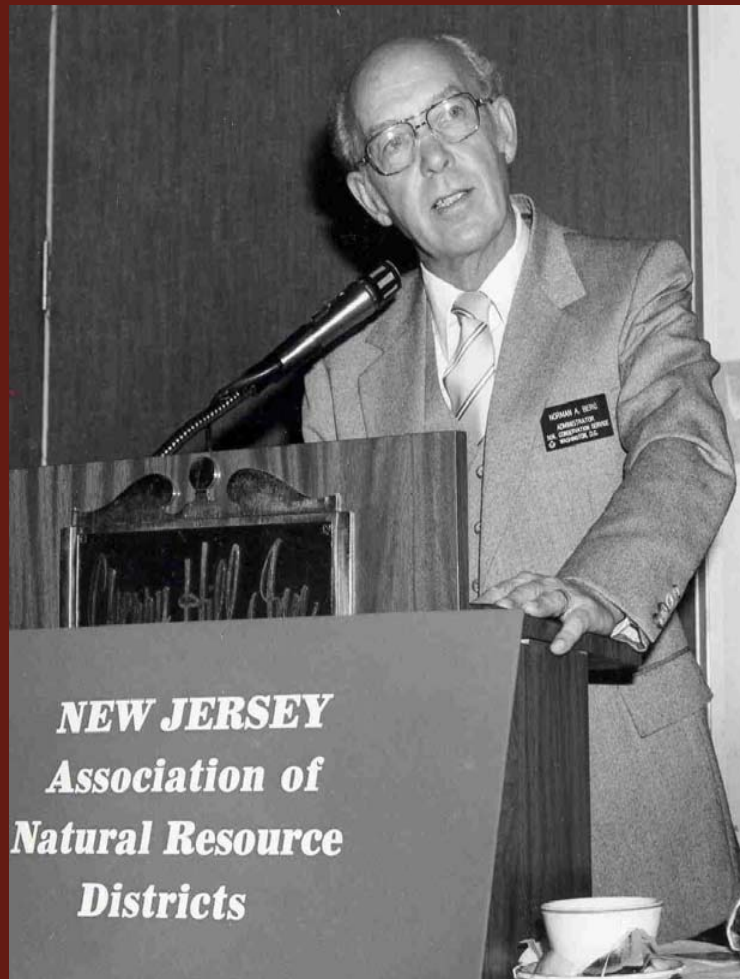


**Chief Berg announces the launch of the
National Agricultural Lands study, 1979.**

“Ours is not an occupation, it is a vocation; it is not so much a career as a calling.”



Chief Norm Berg



Berg advocates for the Farmland Protection Policy Act—language in the 1981 Farm Bill authorizing a farmland information center.



**AFT welcomes Berg
as a senior advisor,
1982. He also serves
as Washington
representative for SWCS.**



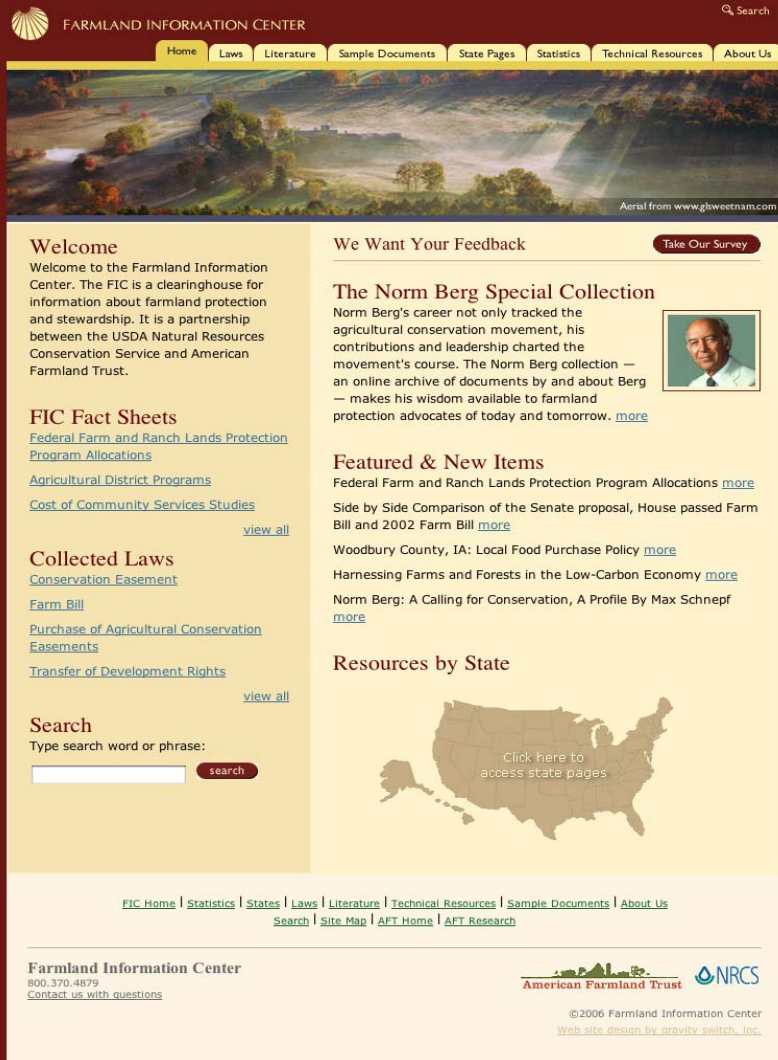
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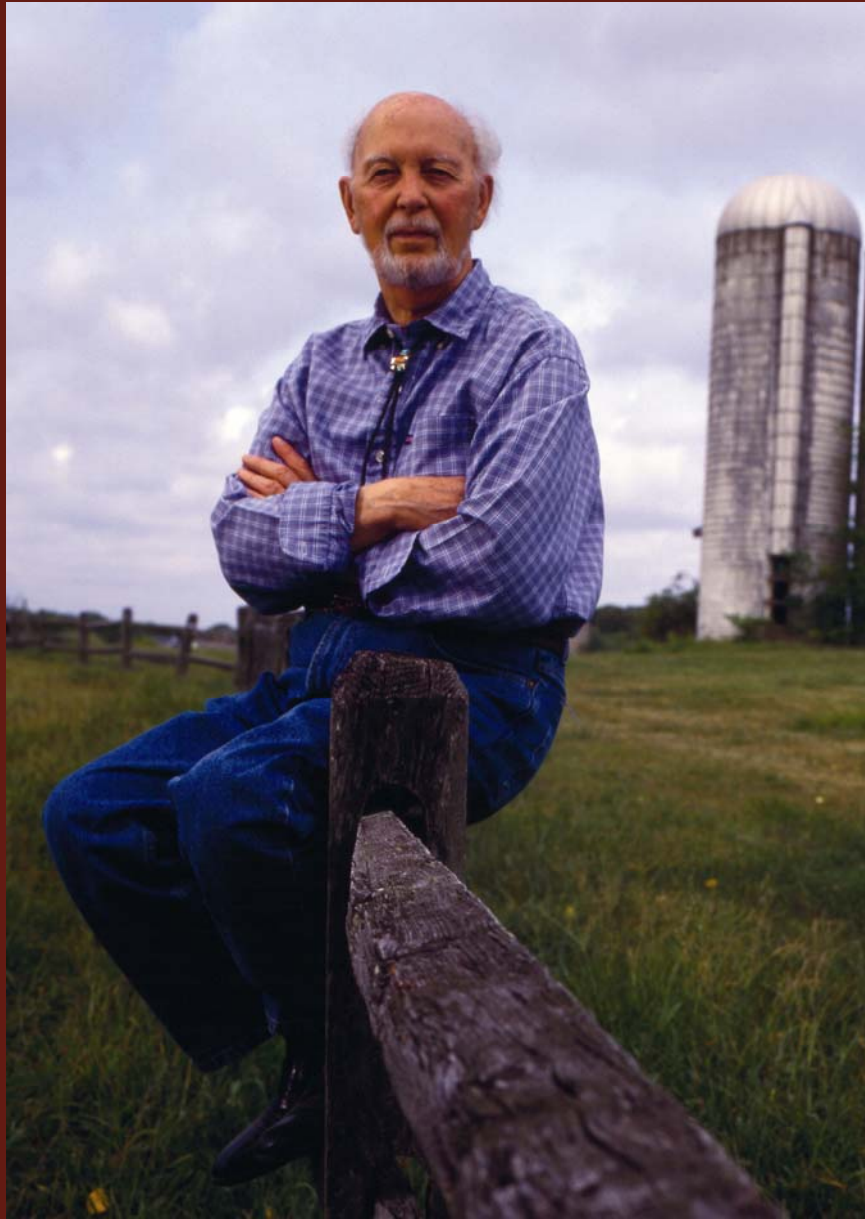
**Berg participates
in multiple Farm
Bill debates and
advocates for
conservation
programs, such as
FRPP.**



1994: AFT and NRCS create the Farmland Information Center.

2004: New FIC Web site launched.

2007: Norm Berg Collection released.



“Our job is to get the people of this nation...to understand how farmers and ranchers contribute to the environmental well-being of us all.”



FARMLAND INFORMATION CENTER



American Farmland Trust