



Midwest Row Crop Collaborative

Scaling Solutions for Agriculture
and the Environment



“As an agricultural and food company, Cargill sees the MRCC as a way to support and accelerate the adoption of existing conservation programs set up by farmers and work with customers and organizations that share sustainability goals with the ag community”

— **David MacLennan, chairman and CEO of Cargill**

“This collaboration between environmental organizations and some of the world’s largest agriculture-based companies should lead to significantly ramped-up water conservation in the Midwest. TNC is eager to use our science and expertise to accelerate solutions that match the scale of the challenges we face in that region, such as improving water quality across the Midwest and addressing the dead zone in the Gulf of Mexico.”

— **Mark R. Tercek, president and CEO of The Nature Conservancy**

“Environmental Defense Fund (EDF) collaborates across the entire agricultural supply chain to catalyze and scale sustainability practices that are good for farmers, agribusinesses, food companies, retailers, consumers, and the planet. To make sustainability a business norm, we need to empower farmers with access to better tools and information, support efforts by food companies and retailers like Walmart to reduce supply chain risk, and meet growing consumer demand for transparency. That’s why EDF is so excited to be a part of the MRCC, which will bring fertilizer efficiency, soil health and green infrastructure practices to scale across some of the nation’s most important row crop growing regions. This will not only help farmers’ bottom lines, but also reduce fertilizer losses, as well as air and water pollution.”

— **Jenny Ahlen, Senior Manager, Supply Chain, Environmental Defense Fund**

“General Mills joined the Midwest Row Crop Collaborative to address complex environmental impacts from agriculture – specifically on soil health and water quality. Our company purpose is to “Serve the world by making food people love” and to do so, we rely heavily on farmers, healthy soil and access to quality water. We recognize that by the year 2050, our shared natural resources will be increasingly challenged to produce enough food to meet the needs of a growing global population. At General Mills, we know that we cannot address these challenges alone. We believe that collaboration at scale is key to achieving a more sustainable agriculture network capable of fostering long term water stewardship, soil health and food security. As a founding member, we are proud to support MRCC.”

— **Kevin O’Donnell, Sustainability Director - Worldwide Sourcing, General Mills**

“Farmers are committed to using natural resources efficiently while taking on the risks and challenges of feeding a growing world. At Bayer, we are committed to collaborating with farmers and advancing agriculture to help solve the big challenges we’re facing today such as a growing population, finite resources of our planet and climate change. We are proud to join the Midwest Row Crop Collaborative to invest in community development, education, research and conservation programs to assist farmers as they continue to adopt progressive and sustainable practices. We know we are just one piece of the puzzle and believe we grow better together.”

— **Pam Strifler, Vice President of Global Sustainability and Stakeholder Engagement, Bayer**

“Walmart has a long standing commitment to preserve natural resources and to deliver affordable, sustainable and healthier food choices to our customer while promoting product transparency and quality. The Midwest Row Crop Collaborative’s pledge to improving air quality, promoting clean water and enhancing soil health is the obvious step to empower America’s farmers with the necessary tools and resources to achieve a more sustainable future. Over the years, we have realized that we can use our strengths to serve local communities in ways that go beyond our retail mission. Therefore, we are collaborating to improve farming and sourcing practices to help reduce environmental and social impact on forests, water and land. We are now excited to join forces with other strong companies and organizations that make up this great Midwest Row Crop Collaborative.”

— **Laura Phillips, Senior Vice President, Sustainability, Walmart**

“Farming is all about thinking ahead. American farmers have long pioneered innovative ways to produce food, but the stakes have never been higher to produce food sustainably. This collaboration builds on the long history of innovation and promises to advance new solutions that support healthy soil and abundant fresh water for all.”

— **Carter Roberts, World Wildlife Fund President and CEO**

“We are proud to be a founding member of the Midwest Row Crop Collaborative to support farmers and protect the land by fostering local efforts on sustainable agriculture. At Kellogg, we strive to make food people love. And today, that means more than food that tastes great. People care about where their food comes from, the people who grow and make it, and that there’s enough for everyone. We believe in great tasting food you can feel good about, too. We must live our values and communicate with transparency to earn our seat at millions of tables every day. That’s why we’re giving our foods the best start possible by working with farmers, nurturing the land and waters that help grow our ingredients.”

— **Kellogg Company**