

Who We Are

The Midwest Row Crop Collaborative (midwestrowcrop.org) is a diverse coalition working to expand agricultural solutions that protect air and water quality and enhance soil health while remaining committed to producing enough food to feed the growing global population. The Collaborative is committed to building a broad partnership in Illinois, Iowa, and Nebraska to measure and deliver improved environmental outcomes through cross-sector collaboration and continuous improvement at a meaningful scale throughout the Upper Mississippi River Basin.

Goals

The Midwest Row Crop Collaborative is committed to working with others — farmer organizations, environmental groups, and state and local watershed partnerships — to achieve the goals outlined in the Gulf Hypoxia Taskforce action plan and respective state nutrient and water loss reduction plans. The Collaborative is working to achieve its ambitious goals by:



Working in **key watersheds**



Supporting **the Soil Health Partnership**



Creating a **Sustainable Agriculture Resource Center**



Reforming public policy

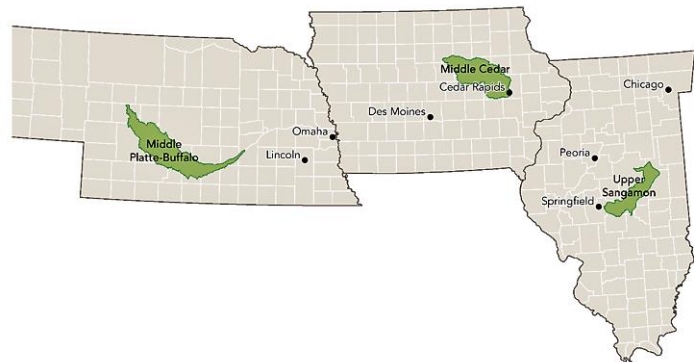


Engaging consumers

Progress To-Date

Work underway in **3** priority watersheds

20 New soil health demonstration farms funded in Illinois, Iowa, & Nebraska



Members

Launched in August 2016, the Collaborative's members include Cargill, Environmental Defense Fund, General Mills, Kellogg Company, Bayer, PepsiCo, The Nature Conservancy, Walmart, and World Wildlife Fund. Land O'Lakes and Unilever joined in 2017.

What's Next

Throughout 2017 the Collaborative will be working to:

- Foster watershed-level partnerships and work to improve conservation outcomes
- Invest in field-level, farmer-led efforts to achieve environmentally preferable outcomes
- Support policies to support water quality in its target states and the Farm Bill
- Launch a consumer-facing campaign to drive awareness of farmer-led efforts to improve water quality and sustainability

Learn more by visiting midwestrowcrop.org or by emailing mrccinfo@keystone.org.