

# INVESTING IN PARTNERSHIPS FOR SOIL HEALTH



## Project Facts

### TIMELINE



Status:

**ONGOING**

Funded by  
Collaborative  
through Jan.  
2019

### COLLABORATIVE MEMBERS

All members

### FUNDED PARTNERS

Soil Health Partnership (SHP)

## PROJECT SUMMARY

### SYSTEMS CHANGE PATHWAY(S)

- + **De-risking Practice Adoption**
- + **Demand for Commodities Produced Using Good Farming Practices**

### GOALS

- + Quantify environmental and economic benefits of practices that support soil health
- + Expand soil health farm network, staff, and analytical capability

### APPROACH

Continually gather data from growing season regarding planting, tillage, chemical use, machinery, harvesting, and farm drainage and its impact on soil health.

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## ACTIVITIES

- + Grew Farm Network across IA, IL, and NE, reaching 114 partner sites by 2018
- + 25 farms at new Associate Level for researching impact on soil on farm by 2018
- + Partnered with National Wheat Foundation to strengthen research
- + Partnered with General Mills on wheat in Indiana and Illinois in 2017, expanding to eastern IA, WI, and MN in 2018
- + Over 26,400 soil samples between 2014 and 2018
- + Provided customized data to over 90 growers
- + 24 field days and over 40 other collaborative events in 2018
- + Training for over 250 agronomists at first ever sustainability conference for certified crop consultants in 2018

## KEY OUTCOMES

- + Beginning in 2018, statistically significant year over year comparisons are now possible, with more than 80 farms having multi-year comparisons
- + Cost analysis and budget comparisons for management decisions available for individual farmers
- + Growing awareness of soil health with 1 billion media impressions in 2018, tripling from previous year through partner engagement

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### Project Insights

- + Soil Health Partnership has been successful in engaging farmers by grounding the program in something that farmers are interested in – the health of their soil.
- + As a program of the National Corn Growers Association, SHP is supported by multiple farmer organizations, creating a “pull” for their service from farmers.

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## ABOUT THE MIDWEST ROW CROP COLLABORATIVE

The Midwest Row Crop Collaborative is an innovative partnership aligned to drive positive environmental change in the upper Mississippi River Basin. It is comprised of leading businesses and nonprofits that span the full food and agriculture value chain, working together to catalyze and implement joint, systemic projects and initiatives that accelerate sustainable agricultural solutions.

## ABOUT ENVIRONMENTAL INITIATIVE

Environmental Initiative is a nonprofit organization that works with business, nonprofit and government leaders to develop collaborative solutions to environmental problems. In 2019, Environmental Initiative became the administrator of the Midwest Row Crop Collaborative.