PROJECT SUMMARY

SYSTEMS CHANGE PATHWAY(S)
+ De-Risking Practice Adoption

GOALS
+ Work with state level partners to improve water quality in IA and IL
+ 50,000 cover crop acres planted

APPROACH
+ On-the-ground practice implementation to increase delivery of conservation information and demonstrate environmental and economic value of sustainable practices

TIMELINE
Jan 2016 - Dec 2020

Status: ONGOING

COLLABORATIVE MEMBERS
Bayer
Environmental Defense Fund
The Nature Conservancy
World Wildlife Fund

FUNDED PARTNERS
Iowa Agriculture Water Alliance
Iowa Department of Agriculture
Land Stewardship

OTHER PARTNERS
General Mills
Field to Market
KEY OUTCOMES

+ 256,000 acres of cover crops
+ 634 acres conservation cover
+ More than 12,000 Drainage Water Management Plans
+ 931 acres of wetland restoration

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.