



Project Facts

TIMELINE



Status: **COMPLETE**

COLLABORATIVE MEMBERS

Cargill
Environmental Defense Fund
Kellogg Company
The Nature Conservancy
Unilever
Walmart
World Wildlife Fund

FUNDED PARTNERS

Future Farmers of America (FFA)

OTHER PARTNERS

National Association of
Agricultural Educators (NAAE)

PROJECT SUMMARY

SYSTEMS CHANGE PATHWAY(S)

+ Consumer Engagement

GOALS

- + Educate consumers about farmers as a solution
- + Create a funding model for farm investments by driving sales
- + Engage young prospective farmers about the benefits of conservation for early intervention
- + Enable Future Farmers of America (FFA) as a strong partner to develop and deliver training

APPROACH

Two-week marketing campaign inside 240 Walmart stores in Illinois, Iowa, and Nebraska to educate future farmers on good farming practices supporting air, water, and soil health.

ACTIVITIES

- + Created an agriculture education toolkit that reached 1,000 Future Farmers of America students by the end of 2019
- + Developed a teaching toolkit
 - + Curricular materials for agriculture educators to demonstrate sustainability principles
 - + NAEF teachers piloted and evaluated effectiveness of toolkit
- + Two trademark applications filed for the FFA consumer activation in-store campaign

KEY OUTCOMES

- + Positive sales results (5%-22% based on brand)
- + Sustainability curriculum piloted with 18 teachers, touching 392 students
- + 83% of teachers responded they would continue to implement the lessons in the future

Project Insights

- + Challenging to coordinate brands
- + Resonated with consumers and drove sales
- + Need to be clear on data expectations with partners in advance
- + Streamline by not requiring all brands to coordinate on a topic in-store

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.