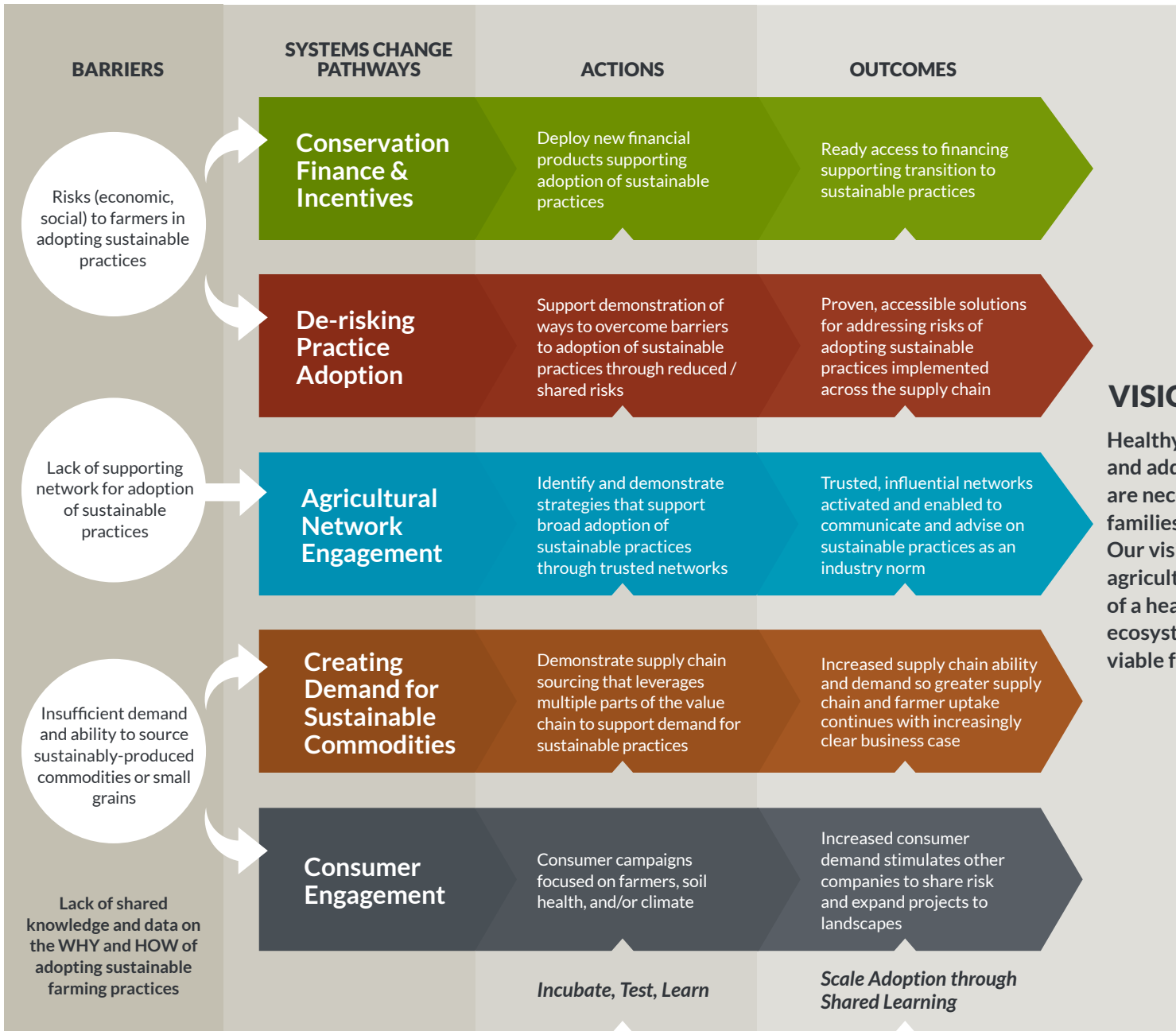


MIDWEST ROW CROP COLLABORATIVE THEORY OF CHANGE

Core Purpose: Incubate and Test Solutions for Removing Barriers to Adoption of Sustainable Farming Practices and Catalyze Scaled Adoption through Shared Learning



2030 GOALS

1. Ensure that 30 million acres in the Midwest with practices that support improved outcomes for soil health, greenhouse gases, water quality and use, biodiversity, or farmer livelihoods. At least 1 million of these acres will demonstrate multiple measurable regenerative outcomes.
2. Reduce net on-farm GHG emissions in the Midwest row crop supply chain by 7 million MT.
3. Directly support at least 30,000 Midwestern farm operations in the transition to regenerative agriculture.

VISION

Healthy soils, that protect water and address climate change, are necessary to support farm families and our communities. Our vision is a U.S. food and agricultural system that is part of a healthy environmental ecosystem and is economically viable for all in the value chain.