

DEMONSTRATE LEADERSHIP FOR CHANGE IN THE AGRICULTURAL SYSTEM

MIDWEST
ROW CROP
COLLABORATIVE



As a unique partnership aligned to drive positive environmental change in the upper Mississippi River Basin, the Midwest Row Crop Collaborative catalyzes innovation among diverse public-private partnerships and develops projects to accelerate sustainable agricultural solutions.

Our members are industry leaders within the private and nonprofit sectors, spanning the full food and agriculture value chain. Together, we design, fund, and implement cutting-edge programs and pilots that substantiate the water, air, and soil benefits of sustainable agricultural practices. The work we conduct demonstrates the possibility unleashed by cross-sector collaboration and paves the way for a broader shift to a more sustainable and resilient agricultural system.

Our mission is to test and demonstrate solutions for removing barriers to adoption of good farming practices that can viably benefit the environment and farmers, using science-based approaches for systems change.

Our world needs innovative solutions to feed a growing population while reducing the impact to the environment. By working together in the Midwest Row Crop Collaborative, we are better equipped to reach our ambitious goals supporting soil health, water quality, and climate.

Amy Braun Senter, VP & Chief Sustainability Officer, Kellogg Company

OUR RESULTS

Over the past four years, the Midwest Row Crop Collaborative has put our shared learning and partnership approach into practice to achieve results in many of our strategic focus areas. Through these projects, we've...

- facilitated the implementation of over a quarter-million acres of sustainable agriculture practices.
- removed risks for farmers by providing data and financial incentives to support practice adoption.
- provided education and increased awareness about soil health, water quality, and climate mitigation among thousands of practitioners and consumers.

OUR MEMBERS



“The Collaborative is unique not just for the wealth of insight and influence among its membership, but also because it cultivates learning alongside the joint project work. Using this model, we are able to ensure that our current initiatives reflect emerging knowledge within our field and that the outcomes of our work will reverberate throughout our agricultural and food systems.”

Stewart Lindsay, *Head of Global Corporate Engagement, Agriculture and Food, The Nature Conservancy*

5 REASONS TO JOIN



1. Strengthen your network

Build and deepen relationships with other members, more efficiently linking with stakeholders in other parts of the value chain from producer to consumer.



2. Escalate your leadership

Build solutions to systemic barriers alongside other industry innovators, demonstrating your appetite for alternative approaches to addressing common challenges.



3. Build critical knowledge

Identify the best practices, strategies, and best-suited partners to incorporate into your sustainability portfolio, accelerating your progress on climate and environmental goals.



4. Enhance your effectiveness

Leverage the breadth of expertise and sustainability offerings within the Collaborative's membership to uncover crucial gaps and opportunities for your efforts to be most impactful.



5. Grow the field

Establish shared learnings to help to inform member program strategies, communicating them with the broader agricultural system to promote good farming practice adoption.

MEMBERSHIP MEANS...

- **Co-development of pilot projects** with members, **enabling sharing of risk and investment** while spurring creativity and experimentation, ultimately establishing proof cases built to scale.
- An insider's view of **practice and strategy implementation** by other member organizations and the space for ideation and problem-solving with peers in the field.
- Participation in **invitation-only Learning and Innovation opportunities with top industry experts** on topics including conservation finance, farmer engagement, and agricultural policy, including in-person and virtual events.
- Access to **emerging, curated partnership, project, and funding opportunities** made available to our limited membership.
- Coordination, streamlining, and reconciliation of multiple initiatives to **guide strategic investment** of resources and capacity.
- Embracing a **systems-change approach** to sustainability, environmental, and resilience goals, which enables **far-reaching impacts beyond the limits of traditional sustainability programming**.
- Articulating a collective vision that challenges conventional expectations for **private industry-originated environmental solutions and signals a shift across the sector**.
- A **voting seat on the Collaborative's Steering Committee**, with meetings held in-person 2-3 times a year.

Together, we'll go faster and further.

For more information, or to explore opportunities to engage with the Collaborative, please contact rwhisnant@environmental-initiative.org.

 Environmental
INITIATIVE

Powerful Partnerships, Effective Solutions