

DEMONSTRATE LEADERSHIP FOR CHANGE IN THE AGRICULTURAL SYSTEM

As a unique partnership aligned to drive positive environmental change in the Mississippi River Basin, the Midwest Row Crop Collaborative catalyzes innovation across 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 regenerative agriculture that can benefit the environment and farmers, using science-based approaches for systems change.



“To continue being able to feed a growing population, we need to work together to reduce the pressure put on the environment by unsustainable farming practices. The Midwest Row Crop Collaborative allows leaders in the food and agricultural chain to work together to find ways to improve soil health and climate resilience while supporting farmers.”

Emily O'Halloran, Responsible Sourcing Lead, North America, Kellanova Company

OUR RESULTS

Since 2016, 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 regenerative agriculture practices on over a quarter million acres.
- supported farmers in adopting new growing practices with financial incentives and technical assistance.
- provided education and increased awareness about soil health, water quality, and climate mitigation among thousands of practitioners and consumers.

OUR MEMBERS



“Midwest Row Crop Collaborative members coming together allows us to have greater impact on removing barriers for farmers to adopt climate-smart practices. The collaboration allows us to pursue projects beyond what each member could do on its own.”

Challey Comer, Senior Advisor, The Nature Conservancy

REASONS TO JOIN



1. Strengthen 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 leadership

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



3. Build critical knowledge

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



4. Enhance 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 scale the adoption of regenerative agriculture.

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 three times each year.

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

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