

SHARED POLICY PRINCIPLES

The Midwest Row Crop Collaborative (MRCC) is an innovative partnership of leading businesses and nonprofits that span the full food and agriculture value chain, all aligned to drive positive environmental change across the Midwest landscape and the Mississippi River Basin.

Support healthy ecosystems and farm resilience through place-based practices

Farms are complicated ecosystems of soil, plants, water, and livestock. Managing for the health and productivity of soils using location specific practices is integral to improved water quality, reduced GHG emissions, and increased farm resilience.

MRCC supports policy that: incentivizes and removes barriers to the widespread adoption of farming practices that build soil health in row crop systems, including incentive structures beyond government cost-share for climate-smart practices. Farm management that enhances and supports biodiversity should be rewarded, meaning that public incentives are designed with flexibility for farmers to choose the practices that work best for their operations and local ecosystem.

Agriculture as a solution for climate change

Climate change is a significant and growing threat to the economic and environmental health of agricultural systems.

MRCC supports policy that: helps farmers achieve resilience through climate-smart practice adoption, including market-based approaches such as value chain partnerships and mechanisms that encourage carbon sequestration and/or greenhouse gas mitigation through agricultural practices.

Systems change requires collaborative approaches

Public and private resources are best suited to distinct functions in developing and scaling solutions, and sector-wide shifts rely on the strategic use of both.

MRCC supports policy that: scales proven programs at the landscape level and targets funding to aspects of the agricultural system which are complementary to corporate supply chain projects, including basic and applied research and the conservation of acres providing habitat and ecosystem services.

Equity and economic viability for all in the value chain, especially farm families and historically underserved farmers

The future of our agricultural system is bound to the well-being of the communities who make its function possible, and policy should reflect that reality.

MRCC supports policy that: encourages a beneficial economic system for farmers and rural communities, building long-term economic stability, supporting a wide diversity of crops and farming operations, enhancing the quality of life for farm families and rural communities, and creating opportunity for historically underserved farmers, agricultural workers, and community members.

Promoting regenerative outcomes

Regeneration is the outcome of a holistic approach, rather than any individual practice.

MRCC supports policy that: promotes the aforementioned principles and pushes beyond practice adoption to verifiable regenerative outcomes on the landscape.



Members collaborate by tackling systemic barriers to adoption of regenerative agriculture, developing and implementing cutting-edge pilot projects that pave the way for broader change in the agricultural system. MRCC works to catalyze systems change solutions through a range of public & private sector partnerships that increase productivity while ensuring soil health, protecting water, addressing the factors contributing to climate change, and supporting farm families.

BY 2030, MRCC WILL:

1. Ensure that 30 million acres in the Midwest will employ 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 greenhouse gas emissions in the Midwest row crop supply chain by seven million metric tons.
3. Directly support at least 30,000 Midwestern farm operations in the transition to regenerative agriculture.

MRCC projects work along Systems Change Pathways

1. Conservation Finance & Incentives

- ▶ **Action:** Deploy new financial products supporting adoption of climate-smart practices
- ▶ **Outcome:** Ready access to financing supporting transition to climate-smart practices

2. De-risking Practice Adoption

- ▶ **Action:** Support demonstration of ways to overcome barriers to adoption of climate-smart practices through reduced/shared risks
- ▶ **Outcome:** Proven, accessible solutions for addressing risks of adopting climate-smart practices implemented across the supply chain

3. Agricultural Network Engagement

- ▶ **Action:** Identify and demonstrate strategies that support broad adoption of climate-smart practices through trusted networks
- ▶ **Outcome:** Trusted influential networks activated and enabled to communicate and advise on climate-smart practices as an industry norm

4. Creating Demand for Sustainable Commodities

- ▶ **Action:** Demonstrate supply chain sourcing that leverages multiple parts of the value chain to support demand for climate-smart practices
- ▶ **Outcome:** Increased supply chain ability and demand so greater supply chain and farmer uptake continues with increasingly clear business case

5. Consumer Engagement

- ▶ **Action:** Consumer campaigns focused on farmers, soil healthy, and/or climate
- ▶ **Outcome:** Increased consumer demand stimulates other companies to share risk and expand projects to landscapes



Read the full report
*Working Lands Lead
the Way*

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**MIDWEST
ROW CROP**
COLLABORATIVE

Administered by  **Environmental
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