

LEAD CHANGE IN THE AGRICULTURAL SYSTEM

The Midwest Row Crop Collaborative (MRCC) is comprised of a diverse group of organizations working to expand regenerative agricultural solutions that enhance soil health and water quality and reduce greenhouse gas emissions while remaining committed to producing food, fuel, and fiber to support the growing global population. The leading organizations that comprise its membership are committed to working within our U.S. food and agricultural system to deliver environmental outcomes at a meaningful scale throughout the Mississippi River Basin.

With a smaller membership by design, MRCC develops innovative solutions for removing barriers to the widespread adoption of regenerative agricultural practices in a collaborative and pre-competitive environment. Approaches tested by members include designing conservation finance solutions and other strategies to de-risk practice adoption, using social science to support and promote regenerative approaches, and developing specific supply chains for crops produced with regenerative practices.

VALUE OF COLLABORATION

- Leverage success of current projects while building collaborative projects to count towards an organization's objectives.
- Learn about the financial, agronomic, and cultural support that makes farmer practice change possible.
- Exchange knowledge and ideas with influential brands, NGOs, and processors in the agricultural industry.
- Problem-solve with peers in the field and improve supply chain programs through collaborative projects.



“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



Midwest Row Crop Collaborative members have ambitious 2030 goals, a strong vision and mission, clear governance, and five pathways for systems change where members design and implement collaborative projects. To learn more, scan the code.



“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

IMPACT

Project: Expanding a PepsiCo and Unilever cost share program delivered by Practical Farmers of Iowa in Nebraska and Iowa by collaborating with Cargill.

Policy: Developing collaborative federal policy recommendations and collectively meeting with federal policy makers on Capitol Hill in advance of the 2023 farm bill.

Partnership: Working through the Scale Lab to develop resources for companies who want to contribute to the growth of regenerative agriculture.

UNIQUE OPPORTUNITIES

Trusted network

Small, tight-knit, and regularly convened group generates and tests new ideas.

Benefits stacking

Landscape-level field programs enable acreage and crop rotations to serve more than one brand at a time.

Cost sharing

Better provision of financial resources to farmers through pooled funding.

Collaboration with NGOs

Access a range of agricultural resources and expertise by working multilaterally with top environmental nonprofits.

Influence policy outcomes

Activate members' extensive on-the-ground experience to address policy barriers and inform potential policy opportunities.

Engage producers

Develop and deploy social science projects to inform behavior change and grower engagement practices.

MEMBERSHIP EXPECTATIONS

Annual dues - 2024

- \$50,000 - corporate
- \$5,000 - NGO
- Flexible for small organizations.

Annual project investment

\$150,000 (direct payment or in-kind) toward systems change projects within 24 months of joining and each year of membership.

- Encourage member-led efforts to sustain productive and competitive agriculture, support farmer livelihoods, and protect the environment.
- Amplify the MRCC brand to support and influence agriculture sector leaders and advance MRCC's mission and goals.
- Value cultural diversity, equity, and inclusion in MRCC's work.
- Raise new programmatic, partnership, membership, and funding opportunities.
- Support the reach of MRCC's thought leadership.

Time commitments

- Designated liaison: 5-8 hr/mo.
- Co-chairs: 8-10 hr/mo.
- Work group members: Varies depending on scope.

For more information on becoming a member of the Midwest Row Crop Collaborative, please contact Sacha Seymour-Anderson at sseymour@environmental-initiative.org

