Soil Health Partnership: Efforts for Integration
A) Augment and strengthen network

Farmer relationship management
SHP Data Set

• Field (Empirical) Data
  • 111 farms across 12 states
  • Each farm
    • 165 measurements or metrics annually
  • Crop input and management: 260 site years
  • Soil sampling: 17,468
  • Aerial imagery: 3+ years
  • Strip-level yield points: 1,942
  • Crop scouting notes - opportunistic

• Modeled data
  • Erosion
  • Soil quality index
  • Nitrogen leaching
  • Carbon sequestration
  • Nitrous oxide emissions
Soil Health Partnership
2017 Events

60+ Events

Est. Impact – 30-40 Million acres

FY17 Media Impact

415 earned media pieces (385 (FY16)
387,445,642 earned media impressions

Web
Sessions – 17,873
Users – 11,277
Pageviews – 46,598

Social media
Twitter – 1286 followers
Facebook – 904 likes, 961 following
Landscape Design Principals

Carbon offset equivalent portal
B) Building: Grower portal, tools and relationship

• Grower portal

• Farmer/agronomist data tools

• Expanding relationships
Secure Account Access
Customizable Assessments

Easily accessible on ALL devices

Link to Demo
Automated Field Integration

*Investing in the Grower Experience*

- Automate data collection
- Automation of soil sampling
- Mobility
- Seamless lab data transfer
- Value added scenario analysis
Novel Farmer and Agronomist tools

The tools exist....

We will leverage to deploy a custom SHP grower experience
Soil Health Partnership – Data Portal

Simple questionnaire

Data portal

Tool integration

Software Interfaces

Immediately useful business tools
Field Network Expansion

C) Pilot Expansion in the Field Today

Associate/Associate Lite Enrollment Options
Expanding Options

- 4 reps – 2 treatments
- 1 acre sampling grids
- Routine, Cornell, SHNT
- Aerial imagery
- Yield
- Crop input/management (full)
- Automated reporting
- SHP Field Manager reporting
  - (8 visits per year)
- Field events

- 1 rep – 2 treatments
- Routine and soil health samples
- Aerial imagery
- Yield
- Crop input/management (reduced)
- Automated with Agronomist
- Automated reporting

- 1 rep – 1 treatment
- Routine and soil health samples
- Aerial imagery
- Yield
- Crop input/management (minimal)
- Automated with Agronomist
- Automated reporting
On the ground in 2018:
Associate/Associate Lite Enrollment Options

Goal – an additional 35-50 farmers in 2018

Geographies:
North Dakota
Kansas
Iowa
Indiana
Illinois
Florida

Automation of processes:
Soil sample creation
Lab reports
Integration

Where to enroll? What do you get?

1. Enroll in SHP Grower portal and a send field boundary to soilhealth@npga.com
2. SHP will select two GPS soil sampling points (based on representative soil types) and send a sampling kit to you
3. SOIL SAMPLING: Collect 2 soil samples (down to 6” depth) before planting, place in provided sample box and send to lab with provided shipping labels
4. AERIAL IMAGERY: SHP will capture aerial imagery and load the images on your SHP Grower Portal
5. YIELD ANALYSIS: You load yield monitor data onto the SHP Grower Portal
6. All results will be posted on the SHP Grower Portal and you will be notified.
Branding and Communications

Farmer focused

Focus on collaboration

PR and social media campaigns

Customizable brand booklet