TNC Contributions to FFAR Grant

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Non-operator Landowners
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The Issue

- Non-operator landowners control a large portion of ag land - over 56 million farm acres in IN, IA, IL.
- Adoption of conservation practices is lower on rented land
- Very little research on NOLs

Sources: Bigelow et al. 2016; Lambert et al. 2007; Wade et al. 2015; Soule et al. 2000
Non-operator Landowners: Approach

Approach

- Develop Value Proposition (Create price signals)
- Build Constituencies and Advocates (Create delivery system)
- Pilot and Demonstrate (Test to scale)
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**Current / Completed Projects**
- Influencer workshops
- Demographic survey
- Farm managers training
- Research trial
Non-operator Landowners: Lessons Learned

- Enthusiasm from many sectors
- Price signals:
  - Land / rental values link with SH is challenging
  - SH metrics needed for economics and marketing
- Delivery mechanism:
  - Leases are not a primary constraint
  - Planning opportunity through attorneys
  - Role and opportunity for Farm Managers
- Scaling:
  - Difficult to stratify NOLs by demographics and conservation interest, yet
  - Marketing strategy needed (standard language, target key audiences)
Science: Technology to Measure Practices
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Reduced Tillage
Crop Rotation
Cover Crops

Beneficial Outcomes
Communications

Building Knowledge on the Value of Soil Health

Develop Assets

Leverage social media
Thank You
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