# The Soil Health Partnership: everything starts with soil

**Our mission**

Provide **quantitative and qualitative data** to help farmers enhance **economic and environmental sustainability** for today and for generations to come.

**How we support our mission**

- Farmer-led initiative
- Translational research across 140 sites
- Communications and education
- Collaboration and partnership
Soil Health Partnership: the road to 2018

2014
- Begun by The Nature Conservancy and Bayer (Monsanto) under the auspices of the National Corn Growers in 2014

2015
- Soon after formation, Environmental Defense Fund joined
- One-person (Nick Goeser) built this network, farm by farm
- First contractors for field staff hired

2016
- Midwest Row Crop Collaborative signed an MOU with SHP in 2016

2017
- Full-time SHP staff

2018
- National Wheat Foundation joined

2019+
- Continue to expand and shed light on healthy soil practices
A snapshot of SHP in 2018

We saw expansion to support our mission

• We have **140 farms representing ~6,000 acres**

• Our field days, workshops, communications and outreach **reached 30-40 million acres**

• We have **16 full partners and 100+ collaborators** and related organizations

• We are now **14 FTEs (with 3 open roles)**, 3 contractors

• **1 billion media impressions/circulation** (387 million for all of FY17)

SHP has grown considerably over the past 5 years

USD, millions

Soil Health Partnership, October 2018
Our guidance and steer comes from our partner members and funders

The Soil Health Partnership is an initiative of National Corn Growers Association with support from...

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<thead>
<tr>
<th>Partners</th>
<th>Major Funders</th>
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<tr>
<td>Bayer CropScience</td>
<td>FFAR</td>
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<tr>
<td>The Nature Conservancy</td>
<td>General Mills</td>
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<td>MIDWEST ROWCROP COLLABORATIVE</td>
<td>PISCOES FOUNDATION</td>
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<td>Walmart</td>
<td>USDA</td>
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<td>The Nature Conservancy</td>
<td>Natural Resources Conservation Service</td>
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<td>LAND O' LAKES, INC.</td>
<td>WALTON FAMILY FOUNDATION</td>
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<td>Cargill</td>
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Our partnership spans over 100 partners and collaborators
The people behind the mission – our SHP team

**National team**
- **Shefali Mehta**
  - Executive Director
- **Anne Dietz**
  - Director of Operations
- **Stacey Stiens**
  - Program Coordinator
- **Debbie Lewis**
  - Finance Assistant
- **Simone Neuber**
  - Program Assistant
- **Jenna Higgins-Rose**
  - Communications
- **Elyssa McFarland**
  - Development Director
- **Jack Cornell**
  - Field Operations Director
- **Tricia Verville**
  - Lead Scientist, starting Nov
- **Marketing Director**

**Field team**
- **John Stewart**
  - Indiana
- **Abigail Peterson**
  - Illinois
- **Lisa Kubik**
  - Iowa
- **Alex Fiock**
  - Indiana
- **Jacob Ness**
  - Iowa
- **Jim Isermann**
  - Illinois
- **SD / ND Field Manager, starting Nov**
- **KS / NE Field Manager**
- **Tricia Verville**
  - MN / WI

Soil Health Partnership, October 2018
Our network spans 14 states and 140 farms with diverse practices and objectives

In 2018, our network has expanded further
- Adding over 7 more partner sites
- Started piloting Associate program with 25 programs enrolled

Our network encompasses touches many acres
- Our farms cover ~6,000 acres
- Our field days, education and other efforts touched 30-40 million acres
Our expansion in 2019 includes new states and breadth within our existing states

- We are exceeding our projected growth
- Our network stretches from Minnesota to Florida and Maryland to North Dakota
The Soil Health Partnership uses media to support our education and awareness building

Our media and communications is critical to sharing the knowledge from our work with farmers

- 2,300 media stories covering/mentioning SHP (415 media stories for all of FY17)

- 1 billion impressions/circulation (387 million for all of FY17)

- In the midst of our social media campaign, #SoilSmart (1m+ impressions in initial months of campaign)
The road ahead: We continue to innovate and broaden to meet the immense demand for improved soil health

Adding New Partners
Expanded to 114 farms in 2018
Actively enrolling Wheat farms this Autumn

Starting our Associate Program
Working with roughly 25 growers now

Expanding to other commodities
Wheat has joined us
In discussions with Soy, Dairy, Pork, Cotton

Expanding Territory
Sites from Maryland, Florida west to Nebraska & Kansas, and North to Minnesota
New Associate sites in North Dakota & Tennessee

Several exciting events are around the corner as we look at the road ahead
• Associate program to increase breadth of our network (announced end of November)
• Data insights sharing to begin (end of December onward)
• First public Soil Health Summit January 15-16, 2019 in St. Louis
Appendix
Our data set includes 165 variables for each partner farm over the 5 years the farm is enrolled

SHP data set overview

- 135 farms across 14 states*
- Each Full Partnership farm
  - 165 measurements or metrics annually
- Crop input and management: 260 site years
- Soil sampling: 26,468 (2014-2018)
- Aerial imagery: 4 years
- Strip-level yield points: 1,942

* 135 farms have data, others are recently enrolled
2018 is first year we have statistically significant year-over-year data for comparisons

Multi-year comparisons

<table>
<thead>
<tr>
<th>2017 Year over Year comparisons</th>
<th>Projected 2018 Year over Year comparisons</th>
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<tbody>
<tr>
<td>Iowa = 12 farms</td>
<td>Illinois = 17 farms</td>
</tr>
<tr>
<td>Illinois = 4 farms</td>
<td>Indiana = 16 farms</td>
</tr>
<tr>
<td>Indiana = 2 farms</td>
<td>Iowa = 22 farms</td>
</tr>
<tr>
<td>Ohio = 1 farm</td>
<td>Minnesota = 1 farm</td>
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Total multi-year comparisons in 2018: **80+**
We integrate various tools, data collection methods to show farmers how their choices impact environmental and economic sustainability.
Field days and farmer outreach are a core part of SHP and our education and awareness focus

SHP Field Days continue to drive engagement and connection:
“We held over 7 field days this summer in Illinois partnering with many organizations in the state. We had turnouts that exceeded our expectations. The growers take the lead with discussing soil health and cover crops on their operation, such as Dave Moose (Springfield, IL, top photo) who led discussions about his field equipment and Greg Thoren (Stockton, IL, left photo) led a soil pit on his farm and had an awesome visual for the ratio of every kernel of corn harvested to how much soil is lost … … the farmers in our program are taking the opportunity at our field days to share their experiences, the good and the bad. As an agronomist I think this is one of the most powerful ways to get the discussion started of incorporating BMPs on the farm and what soil health means.”

Abigail Peterson, Illinois Field Manager