



A Strategic Plan to Advance Soil Health

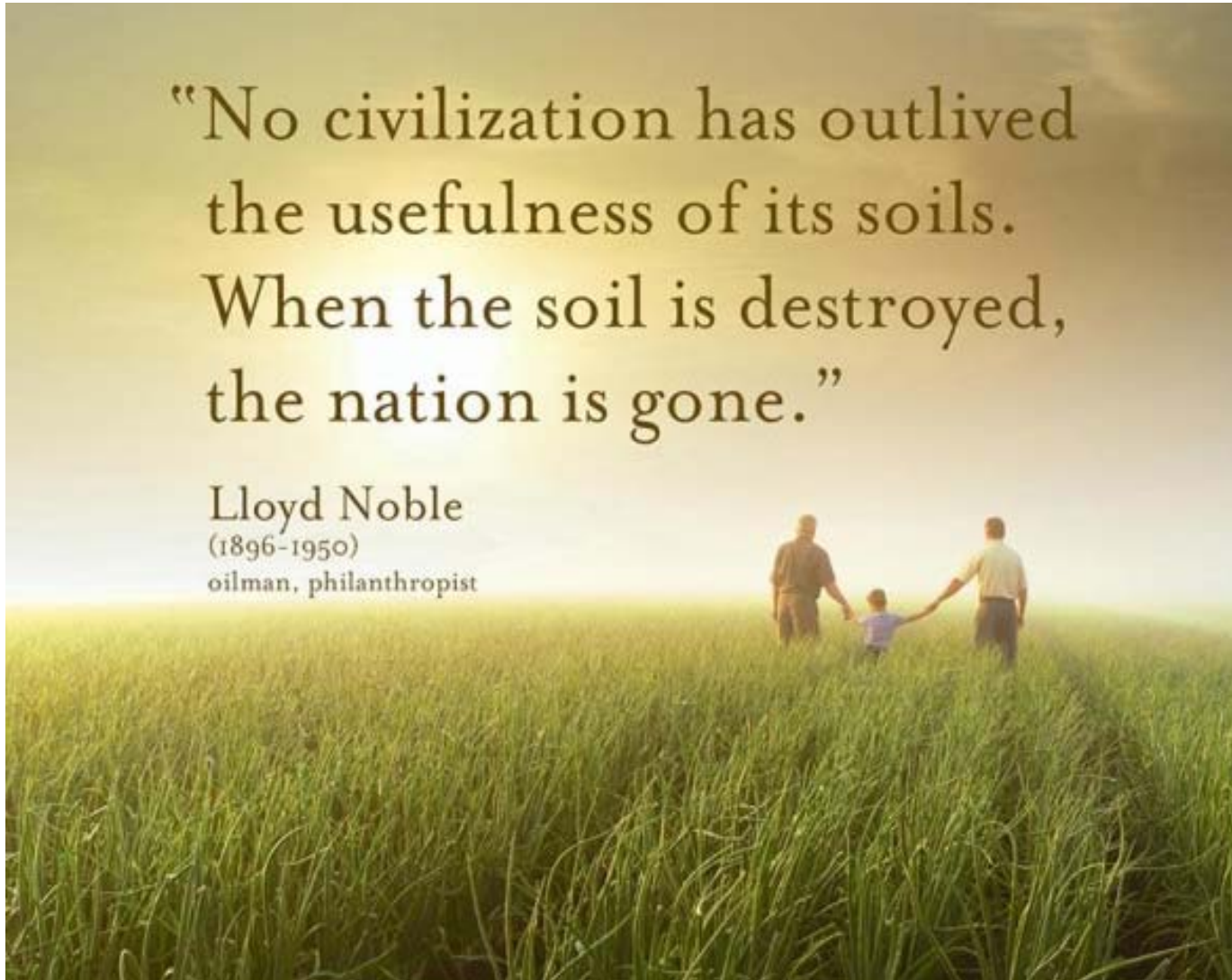
THE SAMUEL ROBERTS
NOBLE
FOUNDATION

Farm 
Foundation®



“No civilization has outlived
the usefulness of its soils.
When the soil is destroyed,
the nation is gone.”

Lloyd Noble
(1896-1950)
oilman, philanthropist



Who Are We?

- The Samuel Roberts Noble Foundation is an independent, nonprofit institute headquartered in Ardmore, Okla. Founded in 1945, the Noble Foundation conducts direct operations, including assisting farmers and ranchers, and conducting plant science research and agricultural programs, to enhance agricultural productivity regionally, nationally and internationally.

Who Are We?

- Farm Foundation, NFP is a non-advocacy, 501(c)(3) public charity that promotes objective analysis, constructive dialogue and innovative ideas to build a deeper understanding of issues critical to the future of agriculture, food systems and rural communities. We do not lobby or advocate. Our 80-year reputation for objectivity allows us to bring together diverse stakeholders for discussions on economic issues and public policies.





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This initiative will work to ensure the health of earth's most valuable resource.

Healthy soil is critical to the sustainability and economic success of farmers and ranchers large and small, conventional and organic.

The health of the soil is critical to agriculture and food production, as well as air and water quality.





Defining Soil Health

The continued capacity of the soil to function as a vital living ecosystem that sustains plants, animals and humans.



Vision

Improving soil health is the cornerstone of land use management decisions.

Mission

The Soil Renaissance reawakens the public to the importance of soil health for enhancing healthy, profitable and sustainable natural resource systems.

Value Statement

Knowledge to sustain Earth's most valuable asset.



Four Goals

- Measurement
- Economics
- Education
- Research



Guiding Principles

- Integrated systems approach
- Science-based
- Partnership driven
- Inclusive and representative
- Transparent and open source
- Communications at all levels
- Purposeful outcomes with measurable impacts
- Continuing evaluation and improvement



Goal 1. Measurement

- Incorporate soil health measures into standardized soil testing that is readily available, affordable, and commercially viable.
- Strategic Objectives:
 - Evaluate and develop complementarity between new soil health tests and standardized soil nutrient testing.
 - Partner with agricultural service providers to incorporate new recommendations based on soil health testing into existing management practices.



Goal 2. Economics

- Quantify the effects of soil health on economic risks and returns.
- Strategic Objectives:
 - Evaluate the current state of research on the economics of soil health and identify key economic data needs.
 - Develop comprehensive analysis of returns to soil health investments and their effects on risk.
 - Provide producers with information and tools for determining the economic value of soil health management decisions.



Goal 3. Education

- Reawaken the public to the importance of soil health.
- Strategic Objectives:
 - Create national awareness of soil health and its importance to ecosystems and food systems.
 - Increase knowledge, interest, understanding, and adoption of soil health practices within the grower community.
 - Increase knowledge, interest and understanding of the importance of soil health with the educator community to expand soil health promotion and education through existing formal and informal educational programs.
 - Increase knowledge, interest and understanding of policymakers about the importance of soil health.



Goal 4. Research

- Convene the research community to advance the soil renaissance.
- Strategic Objectives:
 - Bring the scientific community together to collaborate on soil health research and solve problems.
 - Ensure steady and significant funding pool for soil health research.

“There can be no life without soil
and no soil without life;
they have evolved together.”

Charles E. Kellogg
(1902-1980)
soil scientist





Thank You

Questions?