Growing a Sustainable Future

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North America Agriculture

nature.org/workinglands
Our Team

<table>
<thead>
<tr>
<th>3,600 conservationists</th>
<th>A FAR-REACHING ALUMNI NETWORK of leaders in the conservation community</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,300 prominent volunteer leaders</td>
<td>72 countries 50 U.S. states</td>
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<tr>
<td>400 scientists</td>
<td>1 MILLION dedicated members</td>
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Sowing Conservation from the Ground Up

The Nature Conservancy is working with key stakeholders to help farmers improve their operations and protect our natural resources through increased adoption of soil health and nutrient management practices.

**Key Strategies**

- **Farm Advisors**: Integrate conservation practices into sales models
- **Supply Chain**: Engage companies to incentivize adoption of practices
- **Rented Farmlands**: Provide landowners & farmers with resources to collaborate on conservation
- **Public Policy**: Increase public investment & policy frameworks that incentivize adoption
- **Demo to Scale**: Identify & test methods to scale adoption of practices

**Pathways to Adopt Practices**

- **Incentives**: Farmers materially benefit from adoption
- **Awareness & Acceptance**: Farmers have knowledge and comfort with practices
- **Technical**: Farmers are able to adopt practices

**Farmers Adopt Practices**

- **Ag system-wide support for adoption of practices**
- **Increased demand for new practices**
- **Benefits of new practices actualized**
- **Evidence of benefits documented and shared**

**Outcomes**

- **Farm Benefits**
  - Less runoff from farms
  - More carbon sequestered & less N₂O released on farms
  - Improved profitability and resilience
- **Community Benefits**
  - Improved water quality
  - Reduced GHG
North America Agriculture’s Goal

20% N reduction
25 Mil. Tons CO2

In-field practices

Edge of Field (EoF) practices

Downstream practices (Floodplain Restoration)

Prevention

Mitigation
## Row Crop Principles

<table>
<thead>
<tr>
<th>Improvement Opportunity</th>
<th>Description</th>
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<tr>
<td><strong>Soil Health</strong></td>
<td>Minimize soil disturbances with an emphasis on reducing tillage or compaction from heavy machinery. Maximize soil cover by keeping a living crop, crop residues or biomass mulches covering the soil year around. Maximize biodiversity by increasing the diversity of crops and animals on the land. Maximize the presence of living roots to increase soil organic matter and beneficial functions.</td>
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<tr>
<td><strong>Nutrient Management</strong></td>
<td>Growers implement the 4Rs of nutrient stewardship, verified via 4R certified ag advisors/applicators or through field printing, ag retailer record keeping and/or software programs.</td>
</tr>
<tr>
<td><strong>Continuous Improvement</strong></td>
<td>The farm fields and crops rank in the upper 50% of their crop reporting district compared to other farms participating in the field print calculator.</td>
</tr>
<tr>
<td><strong>Native Vegetation</strong></td>
<td>The crops are produced on land that has not been cleared of native vegetation within the past 10 years.</td>
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State Chapters with a row crop focus
Farmer Advisor Strategy

- Sponsoring and Organizing Trainings
- 4R Certification
- Making and defining the business case
- Developing Industry Incentives
- AgEvidence.org research database
What can you do?

• Know & Support the 4Rs
• Manage where water moves
• Educate yourself and your team
• Represent yourself, other agronomists, the entire industry
• Develop your business for sustainability
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