MEDIA KIT
for
SOIL HEALTH PARTNERSHIP

Your partner in soil health
Soil Health Partnership overview

A data-driven, on-farm effort to support more productive and sustainable agriculture through soil health.

Who we are
A farmer-led initiative of the National Corn Growers Association, the Soil Health Partnership brings together diverse partner organizations, including farmer groups, federal agencies, universities, environmental groups, private companies and nonprofits to work toward the common goal of improving soil health.

What we do
SHP partners with farmers to explore the financial, economic, and environmental benefits and risks of soil health practices. We collect on-farm data to evaluate the impacts of soil health practices on the soil, the environment, and the farmer’s bottom line.

How we do it
- SHP Farmers work alongside our experienced, regional Field Managers to conduct field trials that compares soil health practices to the historical field management.
- By measuring soil macronutrients, micronutrients and other health indicators, we are building an in-depth data set to learn more about the relationship between soil health practices, soil health management systems, environmental quality and quantity, and farm economics.
- In-person and online SHP communities collaborate to spark adoption of soil health practices that benefit the plant, farmers and consumers.
The SHP network spans 16 states: Florida, Illinois, Indiana, Iowa, Kansas, Kentucky, Maryland, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Tennessee and Wisconsin.
The elements of our process

Our goal is to partner with farmers to explore the economic and environmental benefits and risks of soil health practices.

How we work with farmers

Trial types

<table>
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<tr>
<th>Strip trials</th>
<th>Side-by-side trials</th>
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<tr>
<td>- Eight randomized, replicated strips</td>
<td>- Simplified research trial on split field</td>
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<tr>
<td>- Collecting agronomic, soil, yield, &amp; economic data</td>
<td>- Collect a core set of agronomic and management variables</td>
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“I’m personally impressed with the partners that have come together as part of the Soil Health Partnership. Corporate partners, conservation partners and farmers – all working together toward the same goals. I plan on farming for a long while, and we have to be smarter as an industry how we do things. I can help bring about that change by adopting new practices and setting an example for others to follow.”

Jason Lay
Bloomington-Normal, Illinois
SHP Farmer since 2014

Our Field Managers work with farmers throughout the year

- Sign up new SHP farmers / check in with current farmers
- Harvest, soil sampling, collect yield files & QA/QC of files
- Economic data collected year-round
- Aerial imagery collected, processed & disseminated
- Soil sampling and testing
- Farmer sends planting maps to field manager
- Results come back from soil testing
Our outreach
Communication outreach

Visit soilhealthpartnership.org to connect with our communication channels.

Topics we have experts available to speak on:

- ✓ Soil health
- ✓ No-till
- ✓ Strip-till
- ✓ Cover crops
- ✓ Grazing
- ✓ Nutrient management
Partner with SHP
SHP brings together diverse partners to work toward common goals.

Power in partnerships
While each partner organization maintains its own individual strategies and approaches for achieving improved sustainability performance, diverse partners will improve the economic and environmental sustainability of the farm.

Sustaining Partners – provide substantial support
- National Corn Growers Association
- Bayer Crop Science
- The Nature Conservancy
- National Wheat Foundation
- Environmental Defense Fund

Connect

Website
soilhealthpartnership.org

Find us on social media
- Facebook: @soilhealthpartnership
- Twitter: @soilpartners
- Instagram: @soilpartners
- You Tube
- Flickr

#SoilHealth #mysoilhealthjourney

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Learn more about the Soil Health Partnership by visiting soilhealthpartnership.org.