

THE YEAR IN REVIEW

# LAND CORE

2021

2021 has been an incredible year for the soil health movement, and Land Core is proud to be at its forefront.

By working together and building partnerships that advance soil health policies and programs creating value for farmers, businesses, and communities, we've kept soil health at the center of the national food and agriculture conversation, and made exciting progress towards building the missing infrastructure and market-based incentives that will make the rapid adoption and scalability of soil health possible.

BELOW ARE A FEW HIGHLIGHTS OF  
WHAT WE'VE ACCOMPLISHED TOGETHER THIS YEAR.

## POLICY PROGRAM

Engaging federal lawmakers, partners and the public to develop economic incentives for widespread soil health practice adoption

- 50+ MEETINGS HELD WITH CONGRESSIONAL OFFICES
- 300+ ORGS ENGAGED BY PARTICIPATING IN & ADVISING KEY COALITIONS
- 5 SETS OF SOIL & AG POLICY [RECOMMENDATIONS](#) SUBMITTED TO USDA, HOUSE & SENATE AG COMMITTEES, AND THE BIDEN-HARRIS ADMINISTRATION
- \$28B FOR CLIMATE-RESILIENT AG AND SOIL HEALTH PASSED IN THE HOUSE VERSION OF BUILD BACK BETTER ACT THROUGH [ADVOCACY](#) & COALITION-BUILDING
- 70+ BILLS TRACKED IN SOIL HEALTH FEDERAL [BILL TRACKER](#)
- 10 IN-DEPTH [REPORTS](#) ON SOIL HEALTH LEGISLATION SENT TO BILL TRACKER [LIST](#)
- ADVISED LAWMAKERS ON THE DEVELOPMENT AND REVISION OF SOIL HEALTH LEGISLATION
- HELPED DEVELOP THE POLICY PLATFORM, PARTNERSHIP ROADMAP, AND COMMUNICATIONS STRATEGY FOR THE "REGENERATE AMERICA" CAMPAIGN

## MENTIONS

"The impact of Land Core's influence far exceeds its size. The work they are doing is invaluable."

JORDANA BARRACK, EXECUTIVE DIRECTOR,  
MIGHTY ARROW FAMILY FOUNDATION

"Land Core's work is growing the field of soil health policy by leaps and bounds."

KARA LEIBOWITZ, RESTAURATEUR, WRITER,  
FORMER ED, ZERO FOOTPRINT

"Land Core's work has been instrumental in helping us shape our policy platform and the Regenerate America campaign."

FINIAN MAKEPEACE, CO-FOUNDER &  
POLICY DIRECTOR, KISS THE GROUND

"Land Core's expertise in soil health science, economics, and policy has proven indispensable in advancing our shared goals."

COLTON FAGUNDES, POLICY MANAGER, AMERICAN  
SUSTAINABLE BUSINESS COUNCIL

# RISK MODEL PROGRAM

Developing a predictive model of the risk-mitigating benefits of soil health, as a tool to inform lenders, insurers & investors to create market-based incentives for producers

- BUILT MODELING TEAM & LAUNCHED MODEL DEVELOPMENT
- SECURED FIRST OF ITS KIND [PARTNERSHIP WITH COMPEER FINANCIAL](#) (THIRD-LARGEST FARM CREDIT LENDER WITH \$25B UNDER MANAGEMENT)
- EXPANDED CROSS-SECTOR [WORKING GROUP](#) OF EXPERTS AND ADVISORS IN STATISTICS, AGROECOLOGY, AG-TECH AND FINANCE
- FINALIZING RISK MODEL MVP FOR MINNESOTA & ILLINOIS
- WORKING TOWARDS TESTING NEW INCENTIVES FOR SOIL HEALTH PRACTICE ADOPTION WITH COMPEER IN EARLY 2022
- ENGAGED USDA AND FARM SERVICE AGENCY LEADERSHIP, AND TOP PRIVATE-SECTOR FINANCE, INVESTMENT, AND INSURANCE STAKEHOLDERS ABOUT THE [OPPORTUNITIES](#) FOR RISK MITIGATION THROUGH IMPROVED SOIL HEALTH

## MENTIONS

"A whole generation of farmers will benefit from this approach to risk assessment."

RICK CLARE, CLARE LAND & CATTLE

"Good for the planet, good for farmers' pocketbooks, and good for lenders' bottom lines."

DR. FREDERIK VENS, MICHIGAN STATE UNIVERSITY, LEAD STATISTICIAN, LAND CORE DEV. TEAM

"This kind of model not only has the potential to increase sustainability and resilience, but can also create an economic pathway to emerging carbon markets for US producers."

TERRY HINDS, CHIEF ASSET QUALITY AND ASSURANCE OFFICER, COMPEER FINANCIAL

"We want our clients to succeed and also help agriculture in impacting climate change. We think soil health practices could help them mitigate risk."

HEDI BURELA, DIRECTOR OF QUANTITATIVE ANALYSIS, COMPEER FINANCIAL

"This model would be the holy grail for lenders like us."

DON SCHAFER, MANAGING PARTNER, REPLANT CAPITAL



## IN THE PRESS



# EDUCATION PROGRAM

Building common ground and coalitions, educating key stakeholders on the importance of soil health, and amplifying important calls-to-action

- 11 SOIL HEALTH AND AGRICULTURE [EVENTS](#) PRESENTED AT, MODERATED, OR HELPED TO DEVELOP
- 4 PODCAST FEATURES
- 11 (AND COUNTING!) [MONTHLY NEWSLETTERS](#) PUBLISHED, INCLUDING UPDATES ON THE STATE OF SOIL HEALTH ACROSS THE COUNTRY WITH READING REFERENCES AND SPECIFIC CALLS TO ACTION
- DOUBLED OUR ONLINE AUDIENCE
- CONTRIBUTED TO SEVERAL RESEARCH REPORTS ON SOIL HEALTH AND REGENERATIVE AG
- ENGAGED WITH OVER 100 BRANDS, NGOS, FARMERS, FUNDERS, AND LEGISLATORS ONE-ON-ONE TO SHARE THE IMPORTANCE OF TRANSITIONING TO SOIL HEALTH-FOCUSED, RESILIENT AGRICULTURE.

## LOOKING FORWARD

Your ongoing support has been instrumental in making our work possible. We thank you, and invite you to continue on this journey with us.

In 2022, Land Core will... • Maintain our existing programs • Expand our policy work with Regenerate America • Launch the initial pilot of incentives based on the risk model with Compeer • Expand the geographic area covered by the risk model • Increase the model's complexity and predictive power • Announce new partnerships • Expand the Soil Health Bill Tracker • Develop partnerships for our land lease program • Continue to build coalitions and guide soil health legislation for the 2023 Farm Bill.

Together, we can help farmers improve their livelihoods and rebuild rural communities, while restoring resilience, biodiversity, the health of our waterways, and the food we eat, all while having a profoundly positive impact on our climate.

[Donate](#)

