## MIDWEST ROW CROP COLLABORATIVE

# THEORY OF CHANGE

Mission: Test and demonstrate solutions that promote the widespread adoption of regenerative, science-based approaches which benefit the environment, and share learnings that support scaled adoption across the supply chain.

#### SYSTEMS CHANGE **BARRIERS PATHWAYS ACTIONS OUTCOMES** Deploy new financial Ready access to financing Conservation to support transition to products supporting Finance & Risks (economic. adoption of regenerative regenerative agriculture social) to farmers Incentives agriculture practices in adopting regenerative agriculture practices Support demonstration of Proven, accessible solutions for De-risking addressing risks of adopting ways to overcome barriers **Practice** to adoption of regenerative regenerative agriculture agriculture practices through practices implemented across **Adoption** reduced and/or shared risks the supply chain Lack of supporting network for adoption Identify and demonstrate Trusted, influential networks **Agricultural** of regenerative strategies that support broad activated and enabled to agriculture practices **Network** adoption of regenerative communicate and advise agriculture practices through on regenerative agriculture **Engagement** trusted networks practices as an industry norm **Creating** Demonstrate supply chain Increased supply chain ability sourcing that leverages multiple and demand so greater supply **Demand for** chain and farmer uptake parts of the value chain to Insufficient demand Regenerative continues with an increasingly support demand for regenerative and ability to **Commodities** clear business case agriculture practices source regenerative commodities or small grains Increased consumer Consumer campaigns Consumer demand stimulates other focused on farmers, soil companies to share risk and **Engagement** Lack of shared health, and/or climate expand projects knowledge and data on the WHY and HOW of adopting regenerative Scale adoption through agriculture practices Incubate, test, learn

# **2030 GOALS**

- 1. Ensure 30 million acres in the Midwest employ practices that support improved outcomes for soil health, greenhouse gases, water quality and use, biodiversity, or farmer livelihoods. At least 1 million of these acres will demonstrate multiple measurable regenerative outcomes.
- 2. Reduce net on-farm greenhouse gas emissions in the Midwest row crop supply chain by 7 million metric tons.
- 3. Directly support at least 30,000 Midwestern farm operations in the transition to regenerative agriculture.

### **VISION**

shared learning

Healthy soils that protect water and mitigate climate change impacts are necessary to support farm families and our communities. Our vision is a U.S. food and agricultural system that is part of a healthy environmental ecosystem and is economically viable for all.