

US Reg Ag Return on Investment Tool (1/2)



Description

- **Starting date:** Evolving tool since 2016, web based App 2021
- **Objectives:** Comprehensive Farm and Supply Chain Level Model valuing cost and return to implement regen ag practices
- **Value for the business:**
 - Critical tool to encourage additional farmer adoption of Regen Ag Practices.
 - Create Individual Farm scenarios on cost / return to prove profitability
 - Create roadmap to prioritize practices for best return and impact



Targets

- **Phase 1:** Roll out ROI tool findings to active Soil Health Program farms (35)
- **Phase 2:** Embed ROI findings into standard annual reportings on NROAM Regen Ag Program.



Budget, roles and responsibilities

\$55K Investment for Web Based Tool development in 2020

Key Project Leads: Adam Hardie & Ariel Wildenauer Desmarais



Timeframe

2020

2021

✓ Excel Model Complete

✓ Web Based Application developed

• Complete Co-collaborator agreement with SEC

• Launch ROI Tool to Industry with Communications Team

• Roll out to Soil Health Program farms, Validation of findings

• Roll out to new Organic farms onboarding into Program

US REGEN AG ROI MODEL: JOURNEY TO TODAY (2/2)

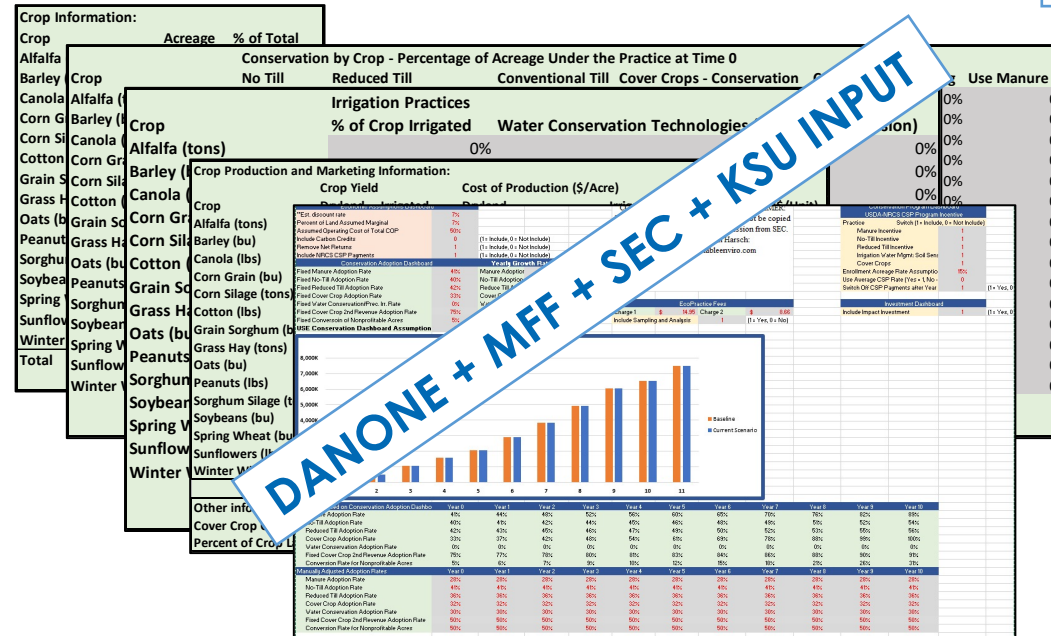
FROM 2016....



Original profitability graph

- Based on limited literature study
- Static model – high level approach
- No farmer input

.....To 2020



Web Based Model coming 2021

Model Considerations

- Increased Yields
- Farm Manure
- Conversion of Unprofitable Acres
- No-Till
- Water Reduction
- Cover Crops
- Government Incentives
- Preferred Financing

EcoPractices® R³ Supply Chain and Farm Level Regen Ag Profitability Model

- Academic backed model with latest science and academic literature
- Soil Health practices (Cover crop adoption rate, manure management, no till...)
- Field Specific information (Area, Soil types, Condition, Previous years, Water...)
- Financing mechanism (if available)

NORAM Validation:

- Complete Validation with Historical Data with Rick Clark (Grower) and McCarty Family Farms (Dairy Farm) – Q2 2020
- Web Based Application & Model Enhancements – coming 2021!

