

The Nature Conservancy and Regenerative Agriculture: The Importance of Farmer Advisors

*Ricardo Costa, Associate Director of Agricultural Strategies
The Nature Conservancy - Wisconsin*

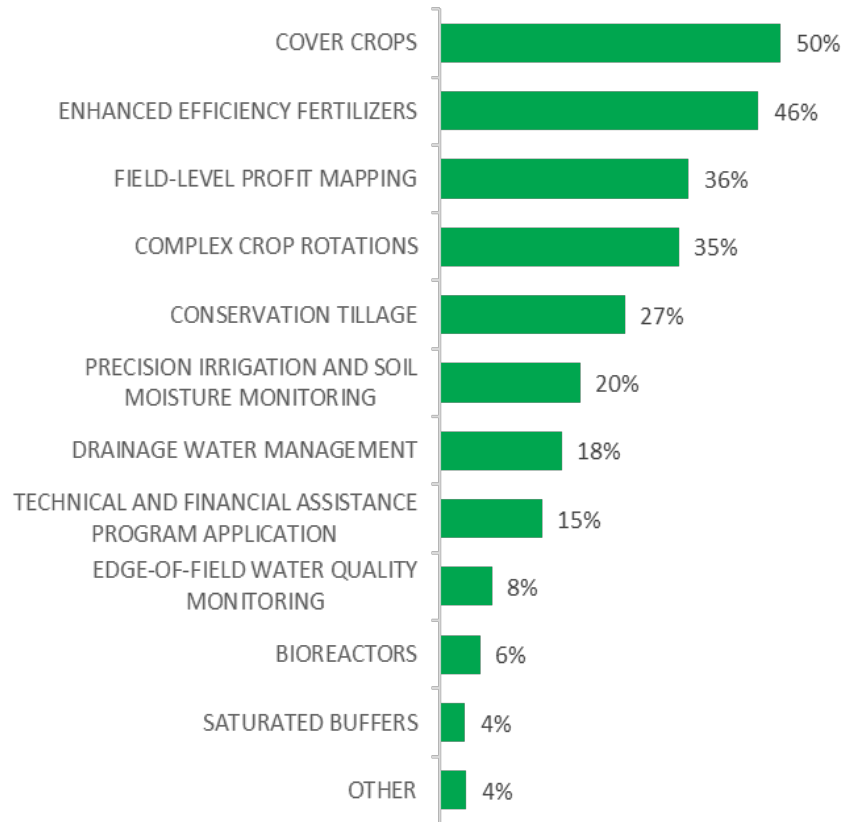
The Importance of Farmer Advisors

- Retailers are highly trusted sources of agronomic information, but are not currently a major source of conservation assistance
- Wide reach: Over 13,000 CCAs in North America — nearly **600** in Wisconsin alone
- 22% work with 70+ grower clients
- 28% service more than **40,000 acres**
- There's growing demand and investment in sustainability and farmer advisors are central to scaling up conservation practices — but we need to incentivize them to lead the way, not wait until there's a clear demand signal.

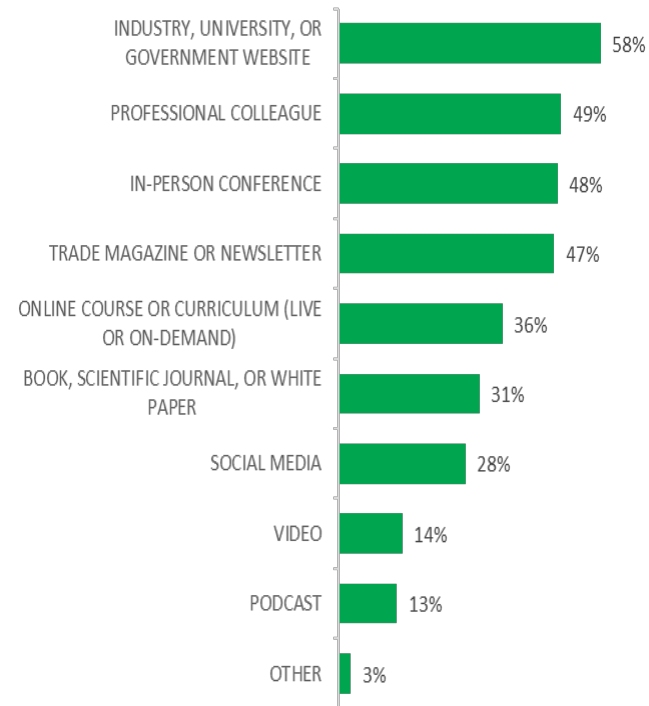


What do CCAs want and need?

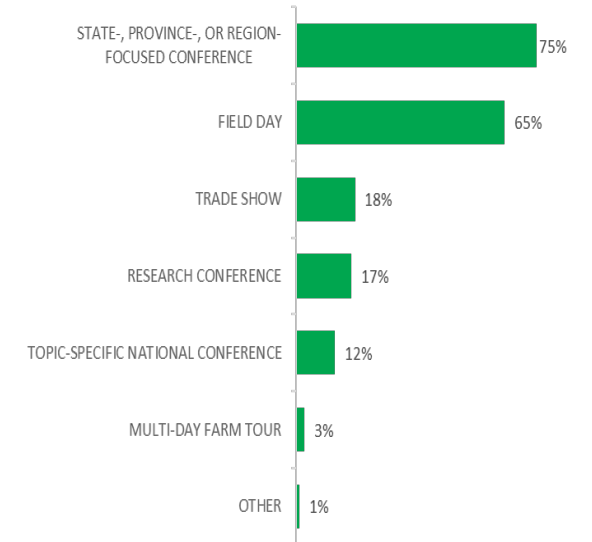
Preferred Topics



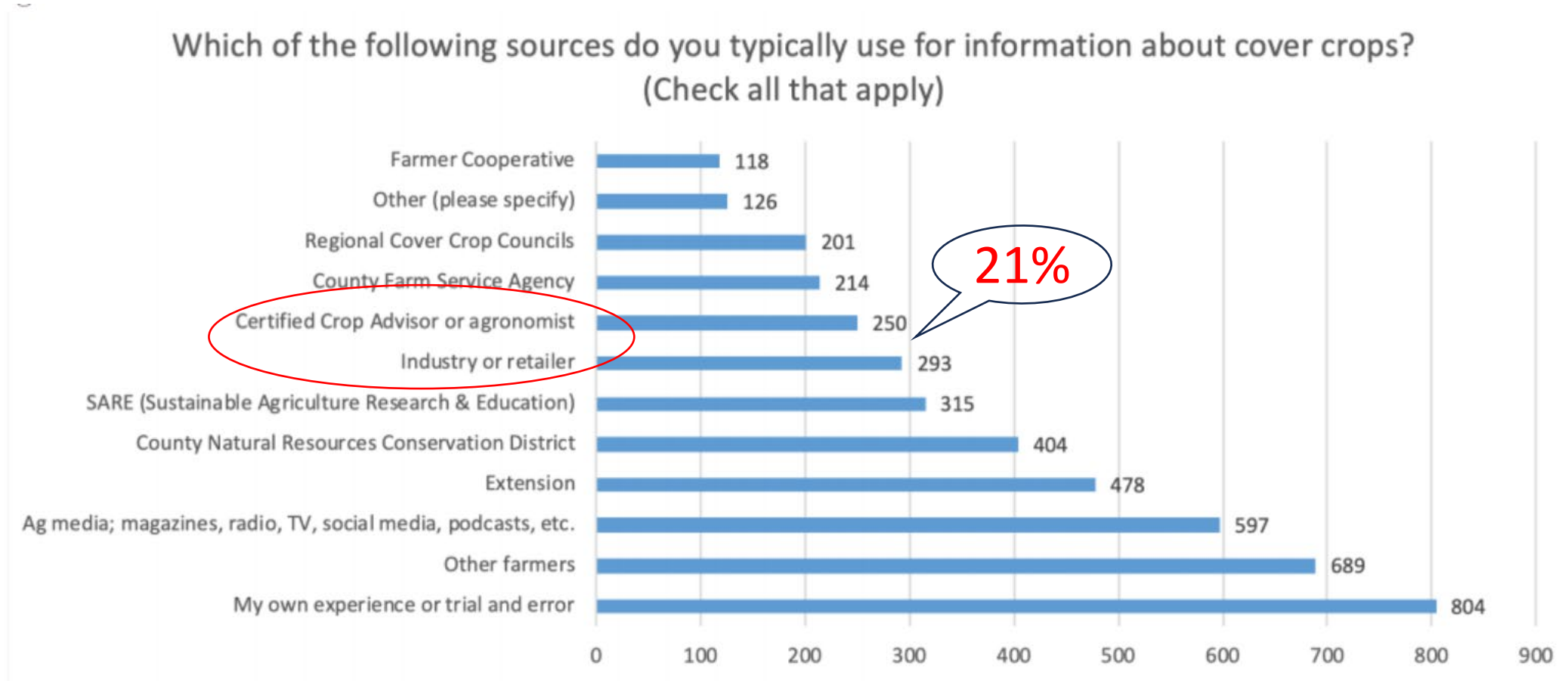
Information Source



Education Type



What's the opportunity?



n=1172

https://www.ctic.org/data/Cover_Crops_Research_and_Demonstration_Cover_Crop_Survey

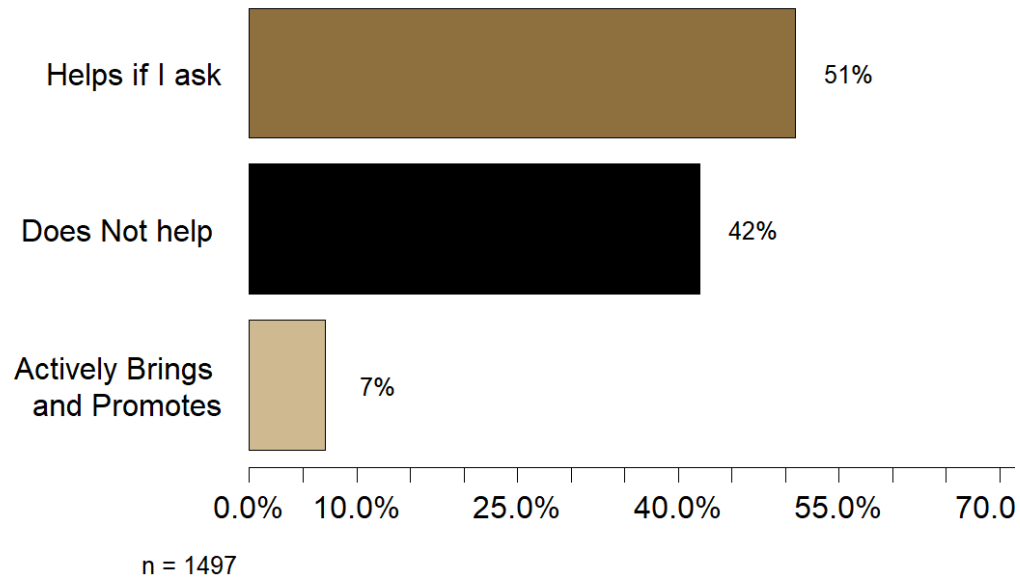


**Conservation Technology
Information Center**

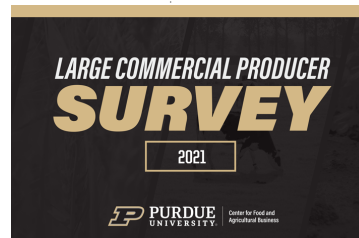
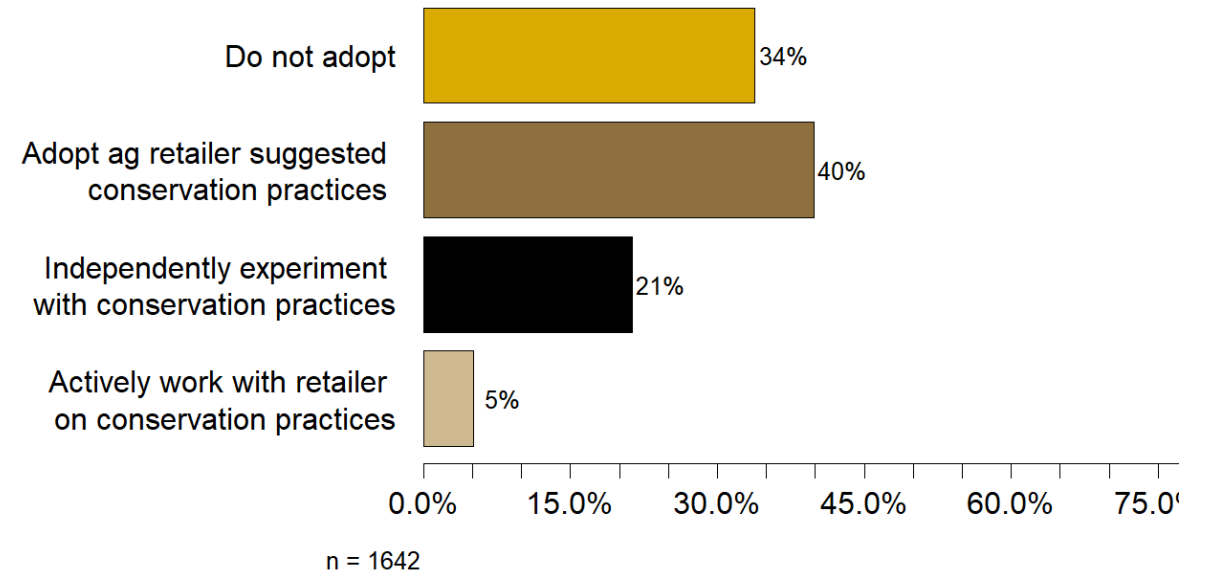
2019-2020 Cover Crop Survey

What's the opportunity?

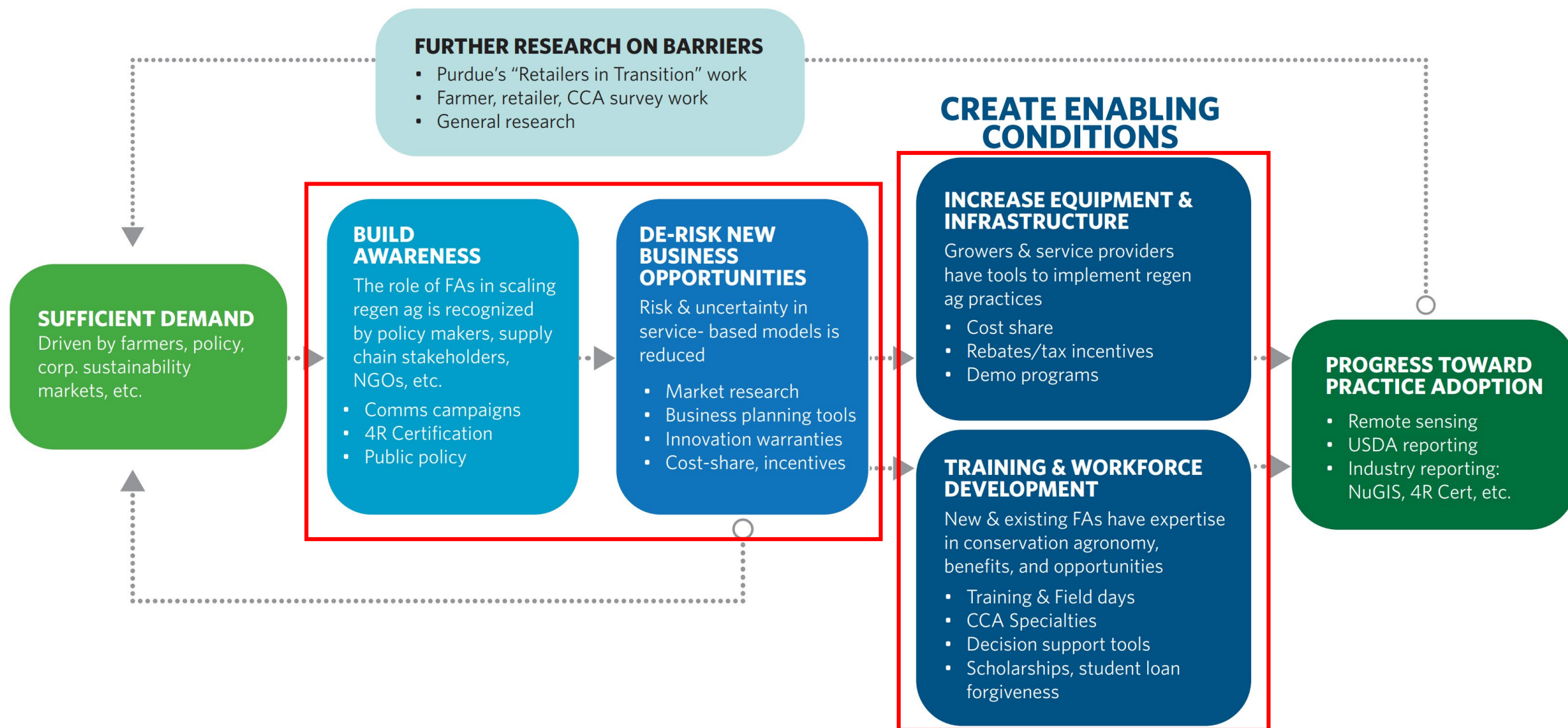
Retailer Role in Conservation Adoption



Farmer Role in Adopting Conservation Practices



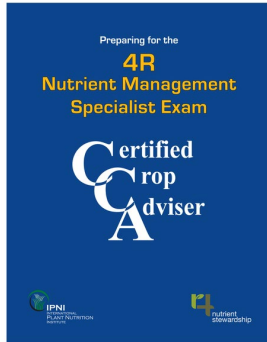
How can TNC support farmer advisors?



What has that support looked like?

Build Awareness

Training & Education



Recognition



Increase Equipment and Infrastructure

Equipment Cost Share



De-risking New Business Opportunities

Risk Management



Business Model Research



Market Research /
Surveying



Training and Workforce Development

CCA Specialties



Conservation Agronomists



Now I'd really like to hear your thoughts...

1. Given what I've shared, where do you see opportunities for TNC to support and engage CCAs in Wisconsin?
Anything in particular come to mind?
2. What do you think are the main barriers keeping CCAs from leaning more into conservation?

Want to connect?

Ricardo Costa, ricardo.costa@tnc.org

Associate Director of Agricultural Strategies

4R Nutrient Management Specialist

Certified Crop Advisor

The Nature Conservancy – Wisconsin