

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

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# The Importance of Farmer Advisors

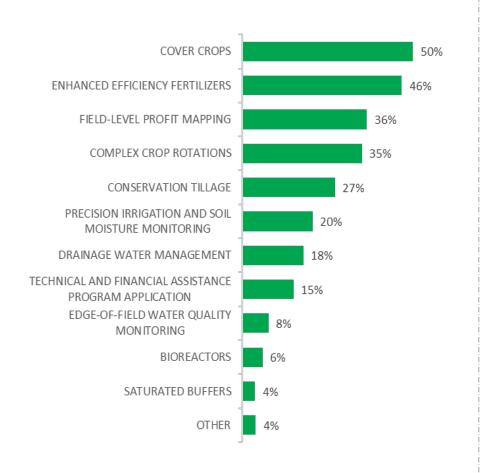
- Retailers are highly trusted sources of agronomic information, but are not currently a major source of conservation assistance
- Wide reach: Over 13,000 CCAs in North America — nearly 600 in Wisconsin alone
- 22% work with 70+ grower clients
- 28% service more than 40,000 acres
- There's growing demand 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.

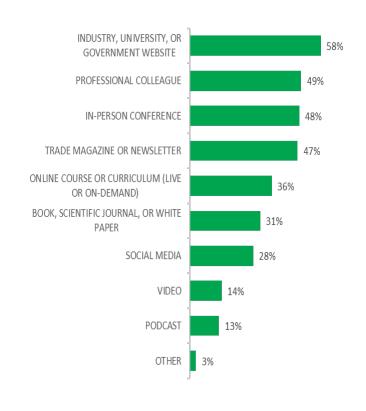


# What do CCAs want and need?

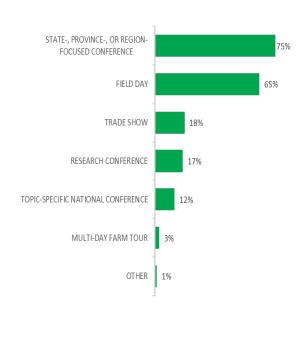
## **Preferred Topics**



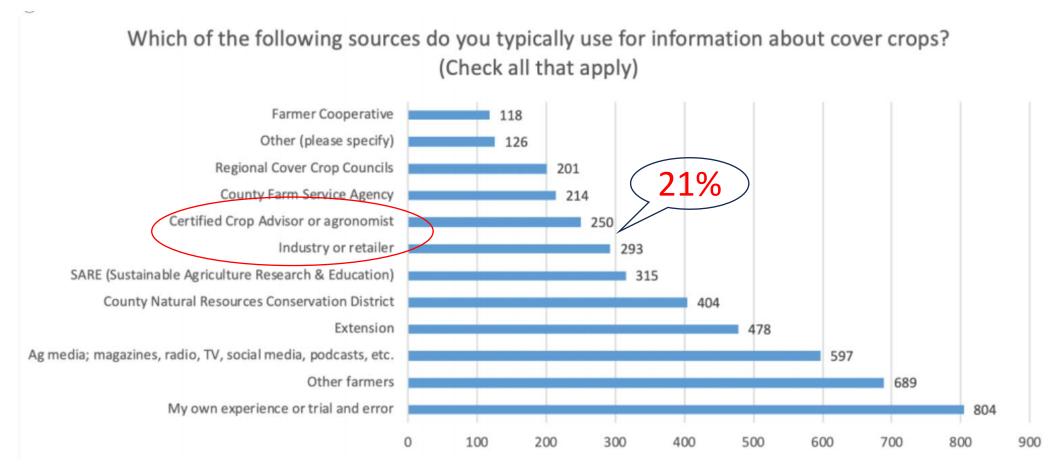
## **Information Source**



## **Education Type**



# What's the opportunity?



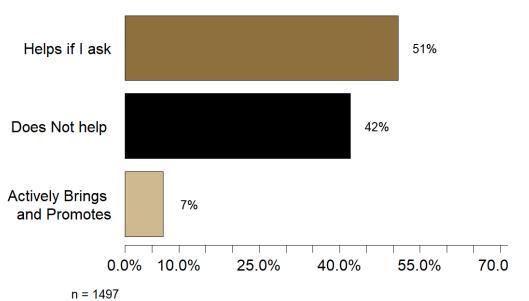
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https://www.ctic.org/data/Cover\_Crops\_Research\_and\_Demonstration\_Cover\_Crop\_Survey

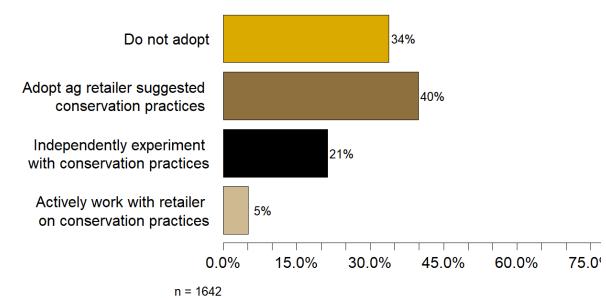


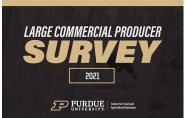
# What's the opportunity?

#### **Retailer Role in Conservation Adoption**



#### Farmer Role in Adopting Conservation Practices





# How can TNC support farmer advisors?

#### **FURTHER RESEARCH ON BARRIERS**

- Purdue's "Retailers in Transition" work
- Farmer, retailer, CCA survey work
- General research

#### **SUFFICIENT DEMAND**

Driven by farmers, policy, corp. sustainability markets, etc.

#### BUILD AWARENESS

The role of FAs in scaling regen ag is recognized by policy makers, supply chain stakeholders, NGOs, etc.

Comms campaigns

- 4R Certification
- Public policy

#### DE-RISK NEW BUSINESS OPPORTUNITIES

Risk & uncertainty in service- based models is reduced

- Market research
- Business planning tools
- Innovation warranties
- Cost-share, incentives

# CREATE ENABLING CONDITIONS

# INCREASE EQUIPMENT & INFRASTRUCTURE

Growers & service providers have tools to implement regen ag practices

- Cost share
- Rebates/tax incentives
- Demo programs

# TRAINING & WORKFORCE DEVELOPMENT

New & existing FAs have expertise in conservation agronomy, benefits, and opportunities

- Training & Field days
- CCA Specialties
- Decision support tools
- Scholarships, student loan forgiveness

## PROGRESS TOWARD PRACTICE ADOPTION

- Remote sensing
- USDA reporting
- Industry reporting: NuGIS, 4R Cert, etc.

# 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?

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