



## **MISSION STATEMENT:**

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**Producer driven education, outreach, and adoption utilizing information exchange to promote the principles of soil health practices.**



## COALITION HISTORY

The Minnesota Soil Health Coalition is a farmer run, farmer led statewide organization with one primary goal – to improve soil health.

Minnesota producers understood the importance of developing a coalition that was driven and led by producers to support and inform their fellow farmers in implementing best practices to improve soil health. As such, the Minnesota Soil Health Coalition was born in 2019. The importance of healthy soil is not only beneficial to the environment, but also to agriculture production. To acheive large scale

adoption of soil health practices, the coalition provides:

- education
- training
- farmer-to-farmer mentoring
- statewide soil health forum
- events, including field trips and meetings
- collection, analyzation, & dissemination of soil

The Minnesota Soil Health Coalition, a 501(c)3 nonprofit orgnaization, is led by an elected board and composed of Minnesota agriculture producers.

## OUR PASSION

**THE MINNESOTA SOIL HEALTH COALITION IS A FARMER LED AND DRIVEN ORGANIZATION DEDICATED TO PROVIDING EDUCATION, FARMER-TO-FARMER MENTORING, NETWORKING, AND PLAIN LANGUAGE TECHNICAL INFORMATION. TWO KEY GOALS OF THE COALITION ARE TO PROVIDE FARMER-TO-FARMER MENTORING AND SOIL HEALTH TESTING THAT COUPLES MANAGEMENT, ECONOMIC, AND AGRONOMIC DATA TO MORE QUICKLY PROVIDE REAL WORLD INFORMATION TO THE PRODUCERS OF MINNESOTA. THE IDEA BEING THAT INFORMATION IS POWER—THAT THE FASTER REAL WORLD INFORMATION IS MADE AVAILABLE, THE QUICKER MANAGEMENT DECISIONS CAN BE MADE IN THE FIELD.**



# WHAT WE DO

*The Minnesota Soil Health Coalition has adopted a multi-tiered approach to accomplishing our goals, focusing on building the farmer mentor network, providing outreach and education to producers, and building partnerships with third party organizations to drive the mission forward.*

## »» EDUCATE

We provide education and training to farmers, agencies, and the public through both in-person events and online resources, including videos, podcasts, articles, and more. Visit [mnsoilhealth.org](http://mnsoilhealth.org) for access to all our educational resources including a calendar of events.

## »» MENTOR

We have developed a robust Farmer Mentor Network to provide farmers a personal resource to assist in acheiving their soil health goals. Every one in our mentor network is thoroughly vetted and completed an onboarding process to ensure they are well versed in the best practices in soil health. Find a mentor online at: [mnsoilhealth.org/mentor](http://mnsoilhealth.org/mentor)

## »» CONNECT

Improved soil health is the result of uniting conservation agencies, farmers, and leaders in the industry to advocate for large-scale adoption of soil health principals.

## »» ORGANIZE

MNSHC plans and executes several collaborative events, trainings, field days, and meetings with producers and other entities throughout the year.

## »» RESEARCH

Soil health initiatives vary depending on the soil itself, and developing a plan of action involves conducting research. This includes collecting, analyzing, and disseminating field scale data on soil health, management, and economics each year.

## »» DEVELOP

MNSHC works with Minnesota farmers in developing agreements to monitor management, soil health, and economics.



1

*Coalition members preparing for an on-site training field trip with area farmers.*



2

3

*MSHC instructing Minnesota farmers on how to conduct simple soil tests to determine their soil aggregate stability.*



3

2

*Farmers are seen exploring the changes in soil structure and composition after implementing soil health practices.*

**"Great Organization designed by farmers for farmers! Excited for the future.....Soil Health is the real deal!"**  
- LANCE & CHRISTINE KLESSIG



# SOIL HEALTH PARTNER PROGRAM

## Become a financial backer of Soil Health!

We want you to be our partner in Soil Health. Whether it is becoming a financial backer, entering into a memorandum of understanding, or providing a letter of support for grant applications, we need stakeholders of all backgrounds to drive our mission forward.

**200+ members**



**25+ partners**



**20+ demonstration research sites**



By partnering with the Minnesota Soil Health Coalition, your organization will be a part of a fast-growing regenerative ag movement. Your support helps us fund our mission to increase soil health statewide by providing education and resources to Minnesota's producers. You will be known as an organization that cares about soil health and works with land owners and operators. Furthermore, you'll join our growing network of partners which will further increase your ability to team up with other companies and agencies. You will be recognized as a MNSHC partner, driving traffic to your organization as a trusted partner of our cause.

# GET INVOLVED!

Questions? Contact:  
**JENNIFER HAHN**  
 651.485.7848  
 coordinator@mnsoilhealth.org

# PARTNERSHIP OPPORTUNITIES



### REGENERATIVE \$5000+

*Sponsorship includes:*

- Promotion at all MSHC events
- Highlight on social media and website
- Exhibitor booth at all events and logo on all event marketing materials
- Contact us for information on additional partnership opportunities for Regenerative Partners!



### SUSTAINABLE \$1000-\$4900

*Sponsorship includes:*

- Highlight on social media and website
- Exhibitor booth at all events and logo on all event marketing materials
- Contact us for information on additional partnership opportunities for Sustainable Partners!



### SOIL BUILDER \$400-\$999

*Sponsorship includes:*

- Exhibitor booth at one event and logo on marketing materials
- Contact us for information on additional partnership opportunities for Soil Builders Partners!

## ADDITIONAL OPPORTUNITIES CONTACT US FOR MORE INFORMATION

- |                             |  |
|-----------------------------|--|
| • Annual Soil Health School | • Member Forum                                   |
| • Annual Meeting            | • Board Member/Stories                           |
| • Meet-a-Mentor Meeting     | • General Operation                              |
| • Farmer Mentor Network     | • Soil Health Testing & Correlation to Economics |
| • Demonstration Videos      |  |



**Ready to join us in our mission to improve soil health? GREAT!**

Please return the completed form below to: Minnesota Soil Health Coalition, 1157 110th Ave, Luverne, MN 56156

Sponsorship Level:     Regenerative (\$5000+)     Sustainable (\$1000-4999)     Soil Builder (\$400-999)

Name: \_\_\_\_\_ Amount Enclosed: \$ \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

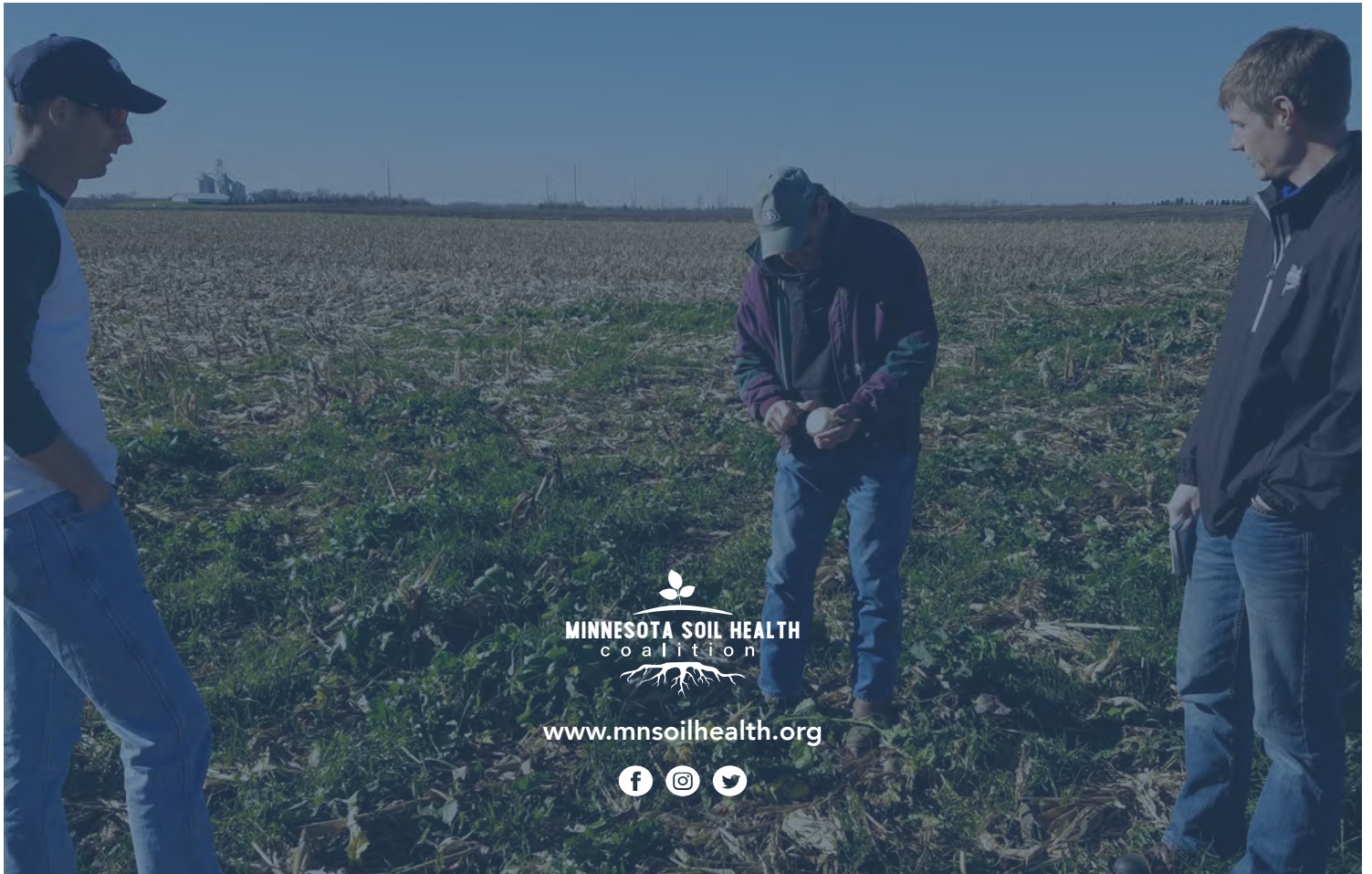
City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_





Minnesota Soil Health Coalition  
1157 110th Ave  
Luverne, MN 56156



[www.mnsoilhealth.org](http://www.mnsoilhealth.org)

