

# MINNESOTA SOIL HEALTH COALITION

## BUSINESS PLAN



Business Plan For: Minnesota Soil Health Coalition

Primary Contact: Jennifer Hahn

Physical Address: 1157 110<sup>th</sup> Ave, Luverne, MN 56156

Telephone: 651.485.7848

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

Email address: [coordinator@mnsoilhealth.org](mailto:coordinator@mnsoilhealth.org)

## Table of Contents

Executive Summary – pg. 3

Products, Programs and Services – pg. 4

Marketing Plan – pg. 6

Operational Plan – pg. 10

Impact Plan – pg. 11

Financial Plan– pg. 13

Appendix – pg. 14

## Executive Summary

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

**Vision:** Producer driven support to encourage voluntary adoption of soil health principals today and for the future.

**Values:** Communicate relevant soil health information consistently in a practical manner by providing information exchange, compiling, and sharing information. Provide ongoing education and outreach to assist in the improvement of water, soil, air, quality for the state. Support visual and quantifiable cropland landscape change by promoting improved resource base (regenerative/sustainable). Producer driven focus on information sharing, education, and networking to build and strengthen soil health practice application in Minnesota.

The Minnesota Soil Health Coalition is being developed to fill a need of the producers in Minnesota; to provide them with a producer driven and operated, statewide hub that will provide them with support, information, networking, and mentoring in addition to a voice that is their own. Natural resources are becoming depleted on the ground that we rely on to produce food and fuel for our Nation. Going beyond the norm of providing technical information to producers by non-producers, the producer driven/managed/directed Coalition will provide information, networking, and mentoring to other producers.

The Coalition will remain an independent 501(C)(3) non-profit organization with an elected producer Board that will collaborate with other organizations, agencies, and businesses to promote the education, implementation, and support of soil health practices.

Funds will be secured through membership dues of the Coalition, in-kind services and agreements of partners, donations from businesses and organizations in support of the Coalitions mission. Funds secured for the Coalition will be utilized for accomplishing for the mission, objectives, and strategic plan.

## Products, Programs and Services

Develop and maintain the mentor program by identifying and securing potential mentors, create a mentor list with background and contact information to allow producers to acquire information and create relationships with other producers in support of the implementation of soil health practices.

Create a contact list for producers to connect and network with each other to allow producer-to-producer contact, “producer community list” through promotion of the coalition and collecting contact information of board, members, and interested producers.

Develop and maintain a website with information about the organization, relevant technical information, links to information, calendar of events, and contacts for the organization to create the central hub and provide useful information.

Create and maintain an electronic forum allowing producers to share information with each other and to ask and answer questions. This expands the ability to share information and provide producer communication throughout the state.

Create, provide, and maintain contacts of specialists (producers, agency/livestock, cc, agroforestry, etc) to streamline information sharing and increase efficiency for producers obtaining information pertinent to their operation.

Develop market power-grown sustainably/regeneratively-build a brand by developing protocol and creating relationships with businesses to execute the brand.

Organize and collaborate on events, trainings, and meetings with producers and other entities to promote education of soil health implementation.

Promote field days and other events, to endorse soil health practices through the website, emailing contact list, and verbal communications.

Promote the increase of soil health, sustainability, regenerative, economics, and diversification via website, communications, meetings, field days, and correspondence to stay consistent with messaging and providing a united group.

Establish research base-Ag Center at MN College (Central Lakes College) for research with a minimum of 5 year agreement to allow testing, data, and information exchange of soil health practice implementation in Minnesota. This will allow for research chosen by Minnesota producers that will be applicable to their management, soils, and climate, collecting Minnesota data, and integrating students to add additional awareness and training for them to continue to integrate soil health in their careers and planning in the future.

Develop agreements and monitor management (rotation, cc species and seeding, nutrient mgmt., soil testing, etc), soil health, and yields of Minnesota farmland of interested producers to allow for data collection on working lands on a field scale. This will allow for the compilation of real Minnesota data to share with others on the effects of soil health management on yields and economics.

Hold an annual soil health school to provide education and networking opportunities for farmers, industry, and technical staff.

Provide a monthly newsletter to members with technical, Coalition, and partner information.

# Marketing Plan

## 1. Market Research

Several soil health groups have been created in Minnesota. These current soil health groups are an excellent example of partnerships and providing needed services. What is missing is a producer led soil health group for the State of Minnesota. To have the group directed, managed, and led by producers, this allows for increased ownership, laser focus on issues producers see as pertinent, and a united central hub providing leadership and direction for the State.

Mentoring and networking has traditionally been limited to county boundaries which inhibits information sharing and growth. The Minnesota Soil Health Coalition operates statewide to bridge the boundaries of separation. By providing the mentoring program, contact list, specialist list, and the communication forum, this allows producers and experts from all over the state to connect and share information.

Studies completed on the intricacies of soil health practices are limited for Minnesota and completing these studies will provide producers and professionals with Minnesota data that is applicable to our management, soils, and climate. This will also better equip producers and land managers of the process of integrating soil health practices, what to expect, and better implementation methodologies.

Commodity prices of crops grown in Minnesota have been on the decline and support for limited crops steers producers in the direction of growing a reduced variety of crops. Creating a sustainably/regeneratively grown market base for producers in Minnesota will allow them to increase their diversity of crops grown, increase commodity prices, and provide support for the responsible cropping to protect and regenerate our natural resources while keeping land in agricultural production.

The Minnesota Soil Health Coalition will provide these services to all agricultural producers in the state while partnering with local, state, and federal agencies and interested businesses and organizations with shared interests.

## 2. Constituency

The Minnesota Soil Health Coalitions' target audience is agricultural producers in the state of Minnesota regardless of age, race, gender, income, education, and experience. The purpose of the Coalition is to provide these services statewide to open the information to everyone with vested interests. The Coalition is also working with agencies, organizations, and businesses that support our mission and vision.

### 3. Competitors and Collaborators

Soil health groups have been formed in Minnesota along with organizations promoting soil health implementation. These groups and organizations provide partnership opportunities, but the Minnesota Soil Health Coalition provides the producers a voice, direction, and a hands-on role in developing soil health education and implementation in the state. With the Coalition being producer led, the appeal is greater for producers to engage and participate.

Because the Coalition encompasses the entire state, this brings the fragmented soil health groups together for information sharing and participation in a method not experienced before. Mentors, specialists, methods, results, trials, technical data, and educational opportunities will be shared statewide instead of limited to a small audience.

The soil health testing and compiling of data statewide is also above and beyond the existing groups' activities which will provide much needed data for producers and experts. An increase in this information allows for better management decisions which lead to higher adoption rates and better implementation methods.

Creating the brand for sustainable/regeneratively produced products in Minnesota is another additional opportunity the Coalition will provide to all producers in the state that will allow for an increase in crop diversity, economic viability of the producers and supporting industry, agricultural communities, and the benefit of our natural resources.

### 4. Strategy

A. All Board members provide a biography of their individual operation describing their experiences with regenerative agriculture and why they farm the way they do. This will then be linked to their photo on the website and available for the public.

B. Minimum of two photos of how you as a Board member are implementing soil health on your operations with a brief description of the photos, submitted to the Executive Director for use in media out reach in your assigned month. Photos can be sent anytime during your month and multiple photos through the year are appreciated, even outside of your assigned month.

<b>Task</b>	<b>Assigned to</b>	<b>Month</b>
Photos to ED	Nathan Hesse	May
Photos to ED	Tom Fick	June
Photos to ED	Tom Cotter	July
Photos to ED	Chris Schmidt	August
Photos to ED	Ben Dwire	September
Photos to ED	Eric Stelling	October
Photos to ED	Jamie Labat	November

C. All board members will agree to be mentors and will make themselves available to mentees as a resource.

D. The Board will make themselves available, upon request of the coordinator to present and/or demonstrate at MSHC Outreach events, such as field days, Farm Fest and information meeting.

E. Social media, the Coalition website, and monthly newsletters will be utilized to share information, network, promote the Coalition, and promote partnerships.

F. Monthly newsletters will be provided to members to share information and promote partners. Board members will complete and submit a minimum of two articles per year including one article about their operation and the second on another farmer (farmer to farmer interviews/the farmer perspective). A set of questions will be provided to use in obtaining information. Outreach/Education committee members will also complete and submit a minimum of two articles per year interviewing farmers and/or technical staff. The goal is to reach all areas of the state to provide a variety of perspectives. Success videos will also be obtained and can be combined with the newsletter interviews and provided the same timeframe for efficiency. Interviews can be sent anytime during your month and multiple interviews through the year are appreciated, even outside of your assigned month.

<b>Task</b>	<b>Assigned to</b>	<b>Month</b>
2 interviews to ED	Nathan Hesse	May
2 interviews to ED	Tom Fick	June
2 interviews to ED	Tom Cotter	July
2 interviews to ED	Chris Schmidt	August
2 interviews to ED	Ben Dwire	September
2 interviews to ED	Eric Stelling	October
2 interviews to ED	Jamie Labat	November
2 interviews to ED	Holly Hatlewick	December
2 interviews to ED	Lance Klessig	January
2 interviews to ED	Kurt Mathiowetz	February
2 interviews to ED	Mentor	March
2 interviews to ED	Matt Summers	April

G. Presence at events promoting soil health implementation including booths, representatives, and literature will be utilized to share information, network, promote the Coalition, and promote partners.



H. The annual soil health school will educate participants while providing promotion of the Coalition and partners.

I. Mentor meetings will be held to promote the mentor program and provide networking and education.

J. Field days and meetings will be held to provide education, networking, and promotion of the Coalition and partners.

K. Promotion of partners will be completed according to partnership level described in the partnership form (see appendix).

L. Videos, pictures, and podcasts will be utilized to provide education and promotion of the Coalition and partners.

M. Board member farming economics will be provided to Coordinator by February 1<sup>st</sup> of each year to allow for creating a database and sharing of the information while maintaining PII.

N. Board members and mentors will participate in meetings and field days to further the education and networking abilities of the Coalition.

## Operational Plan

The Minnesota Soil Health Coalition will operate as a non-profit 501(3)(c) under a board of elected directors consisting of 7 or 9 members. Farmers are voting members and able to serve on the board while non-farmers may be members and serve on committees.

Committees will be utilized for spearheading projects.

Completion and submission of administrative items will be completed by the Coalition Coordinator.

Services may be contracted by the Coalition to complete tasks relating to the mission, vision, and goals.

## Impact Plan

The Minnesota Soil Health Coalition aims to create a positive and collaborative building of a soil health network that provides sound technical information applicable to Minnesota producers; to create a strong network that producers believe in that promotes the increase of soil health practice adoption.

The Coalition's goals are to improve the understanding of the benefits of increasing soil health agronomically, economically, and for our natural resources, increasing the understanding of adoption methodologies of soil health practices, and to increase the soil health practice implementation in Minnesota. This will be accomplished by building the network across the state providing a central hub for information, leadership, networking, and Minnesota data.

The Minnesota Soil Health Coalition's objectives are:

- Create Producer Driven Board by identifying potential board members and appointment of board members by the steering committee.
- Develop the mentor program by identifying and securing potential mentors, create a mentor list with background and contact information. The mentor network will provide producers with contacts and information from producers experienced in using soil health practices providing real and practical information to reduce barriers to understanding and implementation.
- Maintain the mentor program by updating contact information, adding members, and providing methods to share.
- Create a contact list for producers to connect and network with each other to allow producer-to-producer contact, "producer community list" through promotion of the coalition and collecting contact information of board, members, and interested producers.
- Maintain the contact list by adding members, updating contact information, and providing methods to share.
- Develop and maintain a website with information about the organization, relevant technical information, links to information, calendar of events, and contacts for the organization. Maintain the information by adding, removing, and archiving.
- Create and maintain an electronic forum allowing producers to share information with each other and to ask and answer questions.
- Maintain and provide contacts of specialists (producers, agency/livestock, cc, agroforestry, etc) and provide methods to share.
- Develop market power-grown sustainably/regeneratively-build a brand by developing protocol and creating relationships with businesses to execute the brand.
- Organize and collaborate on events, trainings, and meetings with producers and other entities.
- Promote field days and other events, to endorse soil health practices through the website, emailing contact list, and verbal communications.

- Promote the increase of soil health, sustainability, regenerative, economics, and diversification via website, communications, meetings, field days, and correspondence.
- Establish research base-Ag Center at MN College (Central Lakes College) for research for a minimum of 5 year agreement to allow testing, data, and information exchange of soil health practice implementation in Minnesota.
- Develop agreements and monitor management (rotation, cc species and seeding, nutrient mgmt., soil testing, etc), soil health, and yields of Minnesota farmland of interested producers to allow for data collection on working lands on a field scale. This will allow for the compilation of real Minnesota data to share with others on the effects of soil health management on yields and economics. The information collected from data collection and monitoring will be compiled, analyzed, and shared with the Coalition members, partners, and be available online to be accessible to everyone. Trends from monitoring and producer testimony will be analyzed and used to improve implementation methodology and provide this information so others can improve efficiency and effectiveness of implementation.

## Financial Plan

See three year budget in appendix

## Appendix

### Key Staff:

- Board Members – Nathan Hesse, Ben Dwire, Tom Fick, Jamie Labat, Eric Stelling, Tom Cotter, and Chris Schmidt
- Coalition Coordinator - Jennifer Hahn
- Outreach & Education Committee - Matt Summers, Kurt Mathiowetz, Holly Hatlewick, Karlie and Cody Welnitz, Steve Lawler, Lance Klessig, TJ Kartes, Ben Dwire, and Jamie Labat
- Financial & Fundraising Committee – Ben Dwire, Dawn and Grant Breitreutz, Holly Hatlewick, and Rick Maurer

- A. Partner flyer
- B. Member brochure
- C. Strategic plan
- D. Annual report 2020
- E. IRS 501(c)(3) verification
- F. Three-year financial plan
- G. Articles of incorporation documentation (bylaws, articles of incorporation)
- H. Conflict of interest policy
- I. Board member roles and responsibilities
- J. Coordinator job description
- K. Mentor questionnaire and agreement
- L. 2021 Goals





**MINNESOTA SOIL HEALTH**  
coalition



## **MISSION STATEMENT:**

---

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



2  
Coalition members preparing for an on-site training field trip with area farmers.



3  
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 recongized as a MNSHC partner, driving traffic to your organization as a trusted partner of our cause.

Questions? Conact:  
JENNIFER HAHN  
651.485.7848  
coordinator@mnsoilhealth.org

# GET INVOLVED!

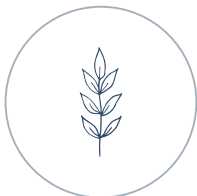
# PARTNERSHIP OPPORTUNITIES



## REGENERATIVE \$5000+

*Sponsorship includes:*

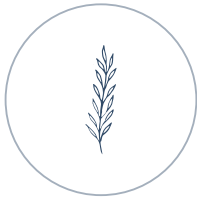
- Promotion at all MSHC events
- Highlight on social media and website
- Exhibitor booth at all events and logo on all event marketing materials
- Contact us for information on additional partnership opportunities for Regenerative Partners!



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



**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: \_\_\_\_\_

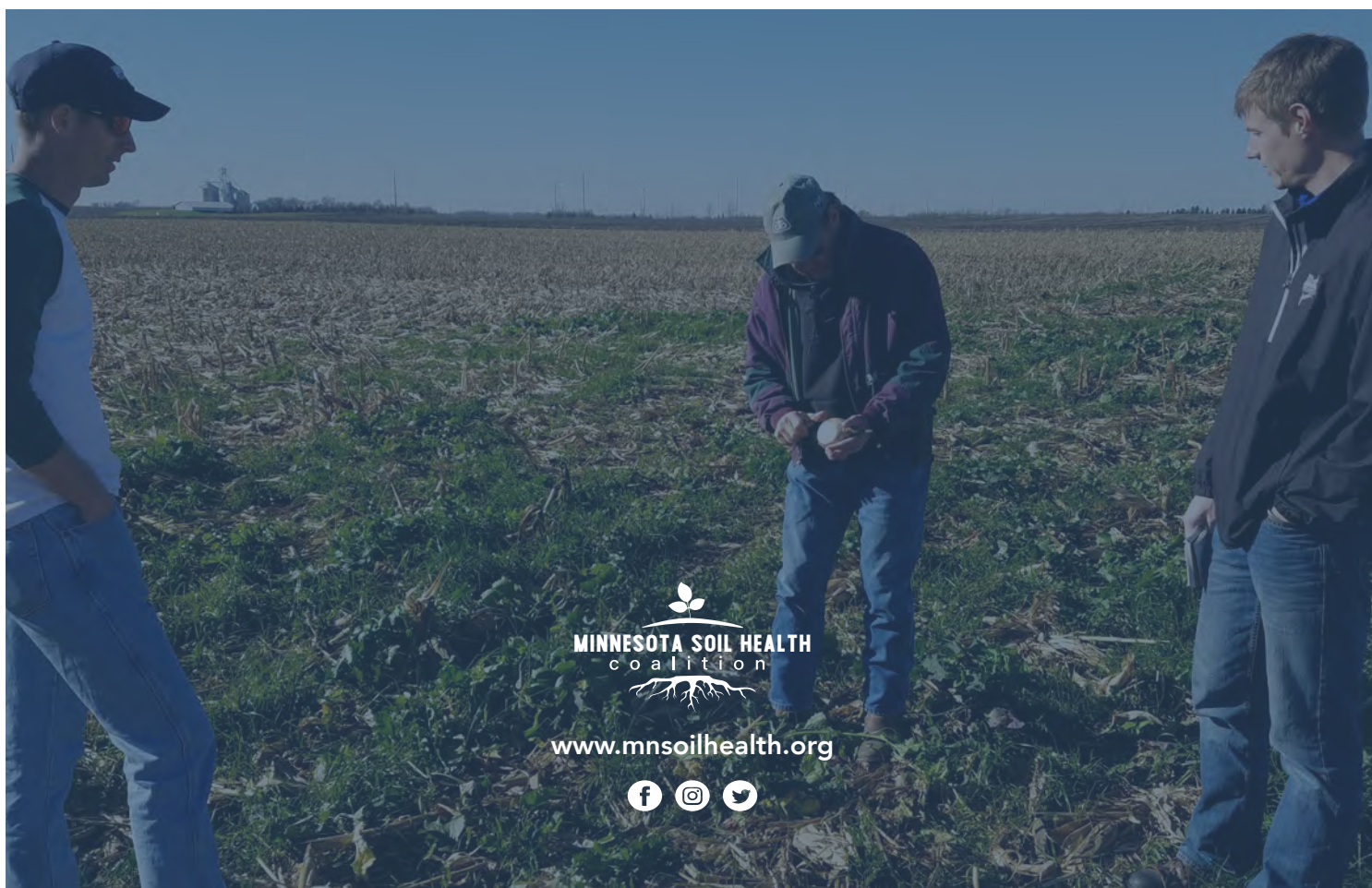
City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

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





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





# ABOUT THE COALITION

The Minnesota Soil Health Coalition is a farmer led and driven organization dedicated to provide education, farmer to farmer mentoring, networking and plain language technical information. A key goal of the coalition is to provide 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 sooner management decisions can be made in the field.

## Mission

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

## Vision

Producer driven support to encourage voluntary adoption of soil health principles today and for the future.



### Board Members

Ben Dwire	Chair
Chris Schmidt	Vice Chair
Tom Fick	Treasurer
Jamie Labat	Secretary
Tom Cotter	
Eric Stelling	
Nathan Hesse	
*Check Website for updates and voting	



## Real Life Regenerative Ag Starts with Soil Health



### MISSION STATEMENT:

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

**Find us Online**  
**[mnsoilhealth.org](http://mnsoilhealth.org)**



**Questions**  
**Contact : Jennifer Hahn**  
**Coalition Coordinator**  
**Phone: 651-485-7848**  
**E-mail: [coordinator@mnsoilhealth.org](mailto:coordinator@mnsoilhealth.org)**

## WHAT WE DO

### 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 achieving 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.

### 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.

### ORGANIZE

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

### DEVELOP

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

## Goals of the Minnesota Soil Health Coalition:

- Promote best management practices on working lands
- Large scale adoption of soil health practices
- Unite farmers, conservation agencies, & industry
- Continue to build the farmer to farmer mentor program
- Partner with farmers to monitor management, soil health, and economics
- Leadership development, education and training opportunities
- Develop market power-grown regeneratively
- Organize and collaborate on events, trainings, field days and meetings

### What is included in your annual membership:



- Attend meetings and field days for free
- Access to the mentor network
- Access to the specialist list
- Access to the Healthy Soils forum
- Receive our quarterly newsletter
- Receive information on events in the state
- Be a part of the community of networking & the source of change in how we manage our soils

Organizational Structure: The Coalition is led by an elected Board, made up of Minnesota Agriculture Producers.

The Coalition is a non-profit 501(C)(3) organization.

## Membership Form

### Membership Type: (choose one)

-  Regular-farmer/producer/rancher (voting) - 1 yr
-  Affiliate, government, agency, organizational employee, individual (non-voting) - 1 yr

### Membership fee \$25 (checks only)

Visit our website for fast and convenient on-line membership

[www.mnsoilhealth.org/become-a-member](http://www.mnsoilhealth.org/become-a-member)

If joining by Mail, please send your check and the below information to:

Minnesota Soil Health Coalition  
1156 110th Ave  
Luverne, MN 56156

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

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

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

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

Preferred correspondence:

 Paper Copy       Electronic copy



# Minnesota Soil Health Coalition Strategic Plan

February 28, 2021

**Introductory Statement:** The initial Strategic Plan for the Minnesota Soil Health Coalition was developed to assist the direction of the Coalition as Board Members are appointed and the Coalition is developed and will be updated by the Board as needed. This Strategic Plan was developed by the members of the steering committee.

**Background Statement:** Soil Health has been recognized in Minnesota to provide multiple benefits not only to the environment but also to production agriculture. The Minnesota Soil Health Coalition's birth is due to producers implementing soil health practices understanding the importance of a producer driven, producer led soil health organization in Minnesota to provide information, support, and networking.

**Organizational Structure:** The Coalition is led by the Producer Board and will consist of members; only producers can be voting members, all non-producer members will be associate members and not have voting privileges. Funds will be secured from membership dues and support from agencies, organizations, and businesses. The Minnesota Soil Health Coalition will be a non-profit 501(C)(3) organization.

**Vision:** Producer driven support to encourage voluntary adoption of soil health principles today and for the future.

**Values:** Communicate relevant soil health information consistently in a practical manner by providing information exchange, compiling, and sharing information. Provide ongoing education and outreach to assist in the improvement of water, soil, and air quality for the state. Support visual and quantifiable cropland landscape change by promoting improved resource base (regenerative/sustainable). Producer driven focus on information sharing, education, and networking to build and strengthen soil health practice application in Minnesota.

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

## Goals:

### Short Term

- Organize and collaborate on events, trainings, and meetings with producers and other entities.
- Promote field days and other events, to endorse soil health practices through the website, emailing contact list, and verbal communications.
- Promote the increase of soil health, sustainability, regenerative, economics, and diversification via website, communications, meetings, field days, and correspondence.

## Minnesota Soil Health Coalition

Jennifer Hahn Coalition Coordinator

[coordinator@mnsoilhealth.org](mailto:coordinator@mnsoilhealth.org)

651.485.7848

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

@mnsoilhealth

## Mid Term

- Create a contact list for producers to connect and network with each other to allow producer-to-producer contact, “producer community list” through promotion of the coalition and collecting contact information of board, members, and interested producers.
- Maintain the mentor program by updating contact information, adding members, and providing methods to share.
- Develop agreements and monitor management (rotation, cc species and seeding, nutrient mgmt., soil testing, etc) by June 1st, 2020 and maintaining data and sharing data. Allow for continual additions to acres being monitored.

## Long Term

- Develop market power-grown sustainably/regeneratively-build a brand by developing protocol and creating relationships with businesses to execute the brand.
- Establish research base-Ag Center at MN College (Central Lakes College) for research for a minimum of 5 year agreement to allow testing, data, and information exchange of soil health practice implementation in Minnesota.
- Stay abreast of emerging developments in soil health to support understanding and education

## Achieved

- Created Producer Driven Board
- Develop and maintain a website with information about the organization, relevant technical information, links to information, calendar of events, and contacts for the organization.
- Created an electronic forum allowing producers to share information with each other and to ask and answer questions.
- Created and provided contacts of specialists
- Organized and collaborated on events, trainings, and meetings with producers and other entities.
- Promoted field days and other events, to endorse soil health practices through the website, emailing contact list, and verbal communications.
- Promoted the increase of soil health, sustainability, regenerative, economics, and diversification via website, communications, meetings, field days, and correspondence.
- Developed the mentor program
- Provide education and technical information to producers and non-producers alike.

## Evaluation:

- The Strategic Plan will be reviewed by the Minnesota Soil Health Coalition Board and will be updated if needed.
- Progress will be tracked by meeting the goals by the set completion dates and updating if needed.
- The Board may develop other goals and key performance indicators and continue to update them as needed.
- Tracking of the goals will be completed along with assessing effectiveness and continuing to improve on the actions and implementation of the Coalition.

**Executive Summary:** The Minnesota Soil Health Coalition has been developed to fill a need of the producers in Minnesota; to provide them with a producer driven and operated, statewide hub that will provide them with support, information, networking, and mentoring in addition to a voice that is their own. The Coalition will remain an independent 501(C)(3) non-profit organization with an elected producer Board that will collaborate with other organizations, agencies, and businesses to promote the education, implementation, and support of soil health practices.

## Minnesota Soil Health Coalition

Jennifer Hahn Coalition Coordinator

[coordinator@mnsoilhealth.org](mailto:coordinator@mnsoilhealth.org)

651.485.7848

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

@mnsoilhealth





## 2020 Accomplishments

The Minnesota Soil Health Coalition has been working to reach goals and support our shared mission. Through internal operations such as building the farmer mentor network, providing outreach and education, and building partnerships, the Coalition has provided services to our members and partners.

### Operational

Growing the Farmer Mentor Network - vetting and onboarding farmers in Minnesota to mentor other farmers

Developed and maintaining website with organization, technical, and mentor information as well as news, events, and partners.

Outreach & Education (reached over 27,00 farmers and over 600,000 consumers)

Developed and provided monthly newsletters with events, technical information, partners, and social concerns

Participate in meetings, field days, and trainings presenting, demonstrations, soil pits, field trainings, and farmer panels

Created and maintaining Facebook page to share information and provide a forum

Created and sharing bi-monthly podcasts with farmers, partners, and specialists

Created and maintaining the Website forum

Promoting and sharing events applicable to members

Obtaining and sharing pictures, stories, and videos promoting soil health implementation

The farmer mentor program has been providing services to Minnesota farmers

### Partnerships

Developing partnerships with farmers, organizations, government, and industry

Promoting partners and working together to accomplish goals

Partnering on education and outreach events

Partnering on activities and grant proposals

### Financial

Applied for and received grants for education, outreach, and soil testing correlated to economics, agronomics, and management

Creating partnerships to support education and outreach for farmers



The Minnesota Soil Health Coalition is a farmer led and driven organization dedicated to provide education, farmer to farmer mentoring, networking and plain language technical information. A key goal of the coalition is to provide 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.

Minnesota Soil Health Coalition

1157 110th Ave.

Luverne, MN 56156

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

Questions? Contact:

Jennifer Hahn

651.485.7848

[coordinator@mnsoilhealth.org](mailto:coordinator@mnsoilhealth.org)



# 2020 Accomplishments

## Outreach and Education

- Radio spots KNUJ/SAM
- Soil health research with the University of MN
- Soil health testing with collection, analyzation, correlation, and reporting on economics, agromics, and management around the state
- Prairie Creek Seed Forage Tour
- Annual Planning Meeting
- Bi-monthly Podcasts
- Tri-State Neighbor articles
- AgExpo Booth
- Pomme de Terra Watershed Soil Health Meeting
- Pheasant Fest
- Growing Your Bottom Line
- Making Lemonade from Last Years Lemons
- Farm Economics, Implementing Soil Health
- Dirt & Doughnuts
- Soil Health Summit
- Ridgewater College Outreach
- Modifying Equipment
- Watershed & Climate Summit
- Taking a Peak Under the Covers
- Farmer Mentor Team Building
- Soil Health Economics Forum
- Crop Watch Tri-State Neighbor bi-monthly
- Biodigester Planning and Implementation
- Videos from the field
- Dakota Lakes Research Farm Tour
- Fridays on the Farm
- Virtual Field Days
- Cover Crop Production Field Day
- Indigo Ag Field Tour
- Soil Health School
- Jerry and Nancy Ackermann's Field Day
- NRCS Technical Advisory Committee Meeting
- Area VII Meeting
- Soil Management Summit breakout session
- SFA Conservation Highlights

MOSH  
Minnesota Extension  
Water Resources Center  
Pheasants Forever  
Understanding Ag  
Soil Health Academy



Brown SWCD  
Carlton SWCD  
Chisago SWCD  
Grant SWCD  
Jackson SWCD  
Pipestone SWCD

### Partnerships

Stevens SWCD  
Swift SWCD  
Traverse SWCD  
Waseca SWCD  
West Otter Tail SWCD

Pope SWCD  
Redwood SWCD  
Renville SWCD  
Rock SWCD  
Scott SWCD  
Stearns SWCD



Lincoln SWCD  
MASWCD South West Area V  
**MASWCD South Central Area VI**  
MASWCD South East Area VII



## Minnesota Soil Health Coalition

1157 110th Ave.

Luverne, MN 56156

## Questions? Contact:

Jennifer Hahn

651.485.7848

coordinator@mnsoilhealth.org

www.mnsoilhealth.org

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: NOV 14 2019

MINNESOTA SOIL HEALTH COALITION  
1157 110TH AVE  
LUVERNE, MN 56156

Employer Identification Number:  
XX-XXXXXX  
DLN:  
17053170337019  
Contact Person:  
MS. FOUNTAIN ID# 32066  
Contact Telephone Number:  
(877) 829-5500  
Accounting Period Ending:  
December 31  
Public Charity Status:  
170(b)(1)(A)(vi)  
Form 990/990-EZ/990-N Required:  
Yes  
Effective Date of Exemption:  
November 21, 2018  
Contribution Deductibility:  
Yes  
Addendum Applies:  
No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to [www.irs.gov/charities](http://www.irs.gov/charities). Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Letter 947

<b>Minnesota Soil Health Coalition 3 Year Financial Plan 2021 - 2023</b>	<b>2/28/2021</b>
<b>Outreach and Education</b>	
Management of website to serve information sharing of technical information, events, mentor network, membership, contact list of specialists, online forum, specialist, and links to pertinent information	\$9,000
Meetings to provide education and producer input on employing soil health practices in Minnesota (3 per year)	\$11,250
Field days to provide education, hands on learning, and producer input on employing soil health practices in Minnesota (3 per year)	\$27,000
Plan and host annual soil health school	\$45,000
Create and distribute promotional items at events	\$9,000
Dues, registrations, and sponsorships	\$24,000
Annual meeting	\$12,000
Promotion of partner events, updating calendar of events, providing contact lists as requested, updating website, creating technical information, creating outreach materials	(Personnel)
Develop agreements, sampling protocol, acquire tools, complete data entry, sampling, management of data, and analysis of soil health testing as well as sharing of the findings (supplies only)	\$9,000
Establish a research-based agreement with a Minnesota College for a minimum of 5 years to allow testing, education, data and information exchange of soil health practices in Minnesota	\$20,000
Develop market power by developing protocol and creating relationships with businesses to execute the grown sustainably/regeneratively brand	\$5,000
Technology equipment	\$6,000
Strategic planning, education, and development	\$18,000
<b>Personnel</b>	
One FT Executive Director, one PT field coordinator, one PT coordinator, and interns	\$298,638
<b>Administrative</b>	
Create a system to input, manage, and update Coalition membership including collecting dues	\$4,000
Board meeting materials	\$3,000
Complete submittals of paperwork for the Coalition to be a tax exempt 501(3)C organization (taxes, refiling, maintaining Coalition status)	\$10,000
Employee administrative costs	\$11,227.00
<b>Total 3 Year Budget</b>	<b>\$522,115</b>
In Kind: Steering committee conducting planning meetings, developing and filing Coalition documents, Board and members time conducting board meetings, Coalition officer's activities, mentors working with other producers, board members meeting with partners, planning and executing outreach and education, researching and securing potential funding sources. Developing and maintaining memberships, mentor, contact, and specialist networks, maintaining and regulating the online forum, developing and implementing soil sampling protocol and management tracking, establishing and maintaining a research-based agreement with a Minnesota College, and developing market power of sustainably/regenerative ag working with partners and industry.	\$1,685,100



**Work Item 1045887800043**  
**Original File Number 1045887800043**

STATE OF MINNESOTA  
OFFICE OF THE SECRETARY OF STATE  
FILED  
11/21/2018 11:59 PM

A handwritten signature in black ink that reads "Steve Simon".

Steve Simon  
Secretary of State

# Minnesota Soil Health Coalition

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

## Objective(s) Completed with consistent messaging with applicable information and a practical focus

- Producer Driven
  - Producer Board
  - Producer only voting
- Mentor Program
  - For producers statewide
  - Maintain and provide a list of mentors with experience implementing soil health practices available to those that request it
- Central Hub
  - A hub for producers to connect and network with each other
  - Create a contact list to allow producer-to-producer contact, “producer community list”
  - Develop and maintain a website with information about the organization, technical information, links to information, calendar of events, and contacts for the organization
  - Provide a forum allowing producers to share information with each other and to ask and answer questions
  - Maintain and provide contacts of specialist (producers, agency/livestock, cc, agroforestry, etc)
  - Develop market power-grown sustainably/regeneratively-build a brand
- Education and Outreach (including policy makers, general public, producers, agency staff)
  - Provide education and outreach to assist in the improvement of water, soil, air, quality for the state
  - Communicate relevant soil health information consistently in a practical manner
  - Organizing and collaborate on-events, trainings, and meetings
  - Information exchange, compiling, and sharing information
  - Promote field days and other events, to endorse soil health practices
- Promoting Improved Resource Base (regenerative/sustainable)-
  - Increase soil health, sustainability, regenerative, economics, and diversification
  - Support visual and quantifiable cropland landscape change
  - Establish research base-Ag Center at MN College (Central Lakes College) for research
  - Monitoring of management (rotation, cc species and seeding, nutrient mgmt., soil testing, etc) maintaining data and sharing info

## **Bylaws of the Minnesota Soil Health Coalition**

ARTICLE I - NAME Section 1. The name of the organization shall be the Minnesota Soil Health Coalition, hereinafter referred to as the Coalition.

ARTICLE II - PURPOSE Section 1. The purpose of the Coalition is to address the improvement of soil health by:

1. Promoting voluntary action and respect of property rights.
2. Strengthening partnerships between Ag producers and others who support the purposes of the Coalition.
3. Encouraging voluntary diversification to achieve multiple resource benefits.
4. Increasing the economic, social, and environmental stability of land resources.
5. Supporting education, outreach, and providing up-to-date information on soil health management and research.
6. Enhancing the landowner's ability to achieve greater profitability on an ecologically sound and sustainable basis.
7. Educating the public through the dissemination of scientific knowledge on the conservation and management of all soils and natural resources in Minnesota.

## **ARTICLE III - GENERAL OPERATIONS**

Section 1. The Coalition is a nonprofit organization incorporated under the laws of the state of Minnesota.

Section 2. The Coalition has been recognized for exemption from federal income tax under Section 501(c)(3) of the Internal Revenue Code.

Section 3. The Coalition is supported by membership dues and other income from activities related to its exempt purpose which is to promote a common interest and not to engage in a regular business of a kind ordinarily carried on for profit. No part of the net earnings or net assets of the Coalition shall benefit or be distributed to its members, trustees, officers, or other private persons.

Section 4. The fiscal year shall be the calendar year.

Section 5. The Coalition may work for the enactment of laws to advance the common business interests of the Coalition's members. However, in-house expenditures may not exceed that amount established by IRS as qualifying for a de minimus exception.

Section 6. Upon the dissolution of the Coalition, the Board of Directors shall distribute the assets for one or more exempt purposes within the meaning of section 501(c)(3) of the Internal Revenue Code or corresponding section of any future federal tax code or shall be distributed to the federal government or to a state or local government for a public purpose. Any such assets not so disposed of shall be disposed exclusively for such purposes or to such organization or organizations that are organized and operated exclusively for 501(c)(3) purposes.

## ARTICLE IV – MEMBERSHIP

Section 1. Regular membership shall be open to any individual who is an owner, operator, or manager of agricultural land resources. Membership is granted upon receipt of annual dues to the Coalition.

Section 2. Application for associate membership shall be open to any entity, organization, or individual who is not eligible for regular membership. Associate members are non-voting. Membership is granted upon receipt of annual dues to the Coalition and approval by board of directors.

Section 3. The membership year begins January 1 and terminates December 31.

Section 4. Memberships can be revoked by majority vote of the Board of Directors of the Coalition.

## ARTICLE V - MEETINGS OF MEMBERSHIP

Section 1. An annual meeting of the Coalition membership shall be held at a time and location established by the Board of Directors.

Section 2. Special meetings of the Coalition may be called by the Chairperson or a simple majority of the membership.

Section 3. Notice of the annual business meeting and special meetings of the Coalition shall be sent to all members at least 30 days prior to the meeting date.

Section 4. Voting shall be limited to one vote per regular membership.

Section 5. A quorum shall be those regular members present at a duly called meeting.

## ARTICLE VI - BOARD OF DIRECTORS

Section 1. The role of the Board of Directors shall encompass such areas as:

1. Developing policy and direction of the Coalition.
2. Managing the annual work plan of the Coalition in conformance with the provisions of these Bylaws.
3. Representing the interests of the membership in operational matters, including Coalition meetings, public events and forums, dissemination of information, coordination of activities, and actions to advance the interests and purpose of the Coalition.
4. Developing an annual budget and work plan and approving all expenditures according to the budget and work plan. Major changes in the budget must be approved by the Board of Directors. The Board of Directors will appoint an officiate to complete the annual fiscal reporting requirements.
5. Setting annual dues.

Section 2. The Board of Directors of the Coalition shall consist of seven or nine (but not eight) Directors. The number of board members shall be determined by the Board of Directors. Directors shall be regular members in good standing elected from the regular membership by majority vote of the regular membership present at the annual meeting (see Article 5, Section 5). The Board of Directors shall select a slate of at least one nominee for each open position. Nominations may also be made from the floor. Voting on nominations for directors of

the Board of Directors shall be by written ballot except in the case of motions to accept by acclamation. Vacancies shall be posted in meeting minutes, on the Minnesota Soil Health Coalition website, and partner websites if accepted.

Section 3. Directors shall serve staggered three-year terms beginning January 1 and following the annual meeting unless appointed by the board of directors to fill an unexpired director's term. Directors shall be allowed to serve 2 consecutive terms and unlimited non-consecutive terms.

Section 4. Members of the Board of Directors who miss three or more consecutive regular meetings may be removed by majority vote of the Board of Directors.

Section 5. Directors do not receive compensation unless the Board authorizes reimbursement of reasonable expenses incurred in the performance of their duties.

Section 6. Board of Directors meetings.

1. May be called at such times and places deemed appropriate by the Chairman or a majority of the Board of Directors with a recommendation of meeting at least monthly.
2. Any action required or permitted by the Articles of Incorporation or Bylaws or any provision of law to be taken by the Board of Directors or a committee of the Board of Directors at a meeting or by resolution may be taken in a meeting through the use of any means of communication by which (a) all participating directors may simultaneously hear each other during the meeting, or (b) all communication during the meeting is immediately transmitted to each participating director and each participating director is able to immediately send messages to all other participating directors. Correspondence by facsimile or other means of wireless communication shall conclusively be deemed to comply with this Section of these Bylaws.

Section 7. The Board of Directors shall annually elect from the members of the Board of Directors a chair, vice-chair, and a secretary/treasurer at the first Board of Directors' meeting after January 1 and following the annual meeting.

Section 8. A quorum shall consist of board members present at the time of a meeting.

## ARTICLE VII - COMMITTEES

Section 1. Committees may be established by the Chairperson of the Board of Directors as needed to accomplish specific objectives. The Committee chairperson and Committee members may be appointed by the Board of Director's Chairperson from either the regular or associate membership bodies.

Section 2. Committees will serve until their defined assignments have been completed.

Section 3. Committees may expend funds only as authorized by the Board of Directors.

## ARTICLE VIII - FINANCING

Section 1. The Coalition is authorized to accept grants, gifts, and bequeaths providing such are limited to the stated purpose of the Coalition.



## ARTICLE IX - RULES OF ORDER

Section 1. Meetings of the Coalition and Board of Directors shall be conducted in accordance with Robert's Rules of Order Newly Revised and shall govern the Coalition in all cases to which they are applicable and in which they are not inconsistent with these bylaws and any special rules of order the Coalition may adopt.

## ARTICLE X - INDEMNIFICATION OF OFFICERS

Section 1. Each director or officer now or hereafter serving the Coalition, and each person acting at the request of or on behalf of the Coalition's Board of Directors, shall be indemnified to the fullest extent provided by law against all judgments, penalties, fines, settlements, and liabilities, including reasonable expenses actually incurred by or imposed upon such person in connection with or resulting from any action, suit, or proceedings, civil or criminal, in which they are or may be a party by reason of any action alleged to have been taken or omitted by them as such director, officer or appointee; provided no indemnification shall be made by the Coalition unless authorized in the specific case after a determination that indemnification is permissible. Such determination shall be made in accordance with the statutory law of the state of Minnesota applicable to such determinations.

## ARTICLE XI - AMENDMENTS

Section 1. Amendments to these By-Laws may be proposed at any meeting of the Coalition.

Section 2. Amendments to these By-Laws may be voted on at any meeting of the Coalition. Membership must be given 30 days written notice prior to the meeting. Amendments must be adopted by two-thirds affirmative vote of the regular members present at said meeting, or amendments may be referred to the entire membership for majority vote by letter ballot.

## ARTICLES OF INCORPORATION

### OF **Minnesota Soil Health Coalition**

The undersigned incorporator is an individual 18 years of age or older and adopt the following articles of incorporation to form a nonprofit corporation (Chapter 317A).

#### ARTICLE I — NAME

The name of this corporation shall be **Minnesota Soil Health Coalition**

#### ARTICLE II — REGISTERED OFFICE ADDRESS

The place in Minnesota where the principal office of the corporation is to be located at **720 South Payne St, New Ulm, MN 56073**

#### ARTICLE III — PURPOSE

This corporation is organized exclusively for charitable and educational as specified in Section 501(c)(3) of the Internal Revenue Code, including for such purposes, the making of distributions to organizations that qualify as exempt organizations under Section 501(c)(3) of the Internal Revenue Code, or the corresponding section of any future federal tax code.

**The purpose of this corporation is:**

- **to support and conduct non-partisan research, education, and informational activities to increase public awareness of increasing soil health;**
- **to provide a network of farmer to farmer contact; and**
- **to provide educational information to enable farmers of Minnesota to increase their soil health.**

#### ARTICLE IV — EXEMPTION REQUIREMENTS

At all times the following shall operate as conditions restricting the operations and activities of the corporation:

1. No part of the net earnings of the corporation shall inure to the benefit of, or be distributable to its members, trustees, officers or other private persons, except that the corporation shall be authorized and empowered to pay reasonable compensation for services rendered and to make payments and distributions in furtherance of the purpose set forth in the purpose clause hereof.
2. No substantial part of the activities of the corporation shall constitute the carrying on of propaganda or otherwise attempting to influence legislation, or any initiative or referendum before the public, and the corporation shall not participate in, or intervene in (including by publication or distribution of statements), any political campaign on behalf of, or in opposition to, any candidate for public office.
3. Notwithstanding any other provisions of this document, the corporation shall not carry on any other activities not permitted to be carried on by an organization exempt from federal income tax under Section 501(c)(3) of the Internal Revenue Code or corresponding section of any future tax code, or by an organization, contributions to which are deductible under section 170(c)(2) of the Internal Revenue Code, or corresponding section of any future tax code.

#### ARTICLE V — MEMBERSHIP/BOARD OF DIRECTORS

This corporation shall have members. The eligibility, rights and obligations of the members will be determined by the corporation's bylaws.

The management of the affairs of the corporation shall be vested in a board of directors, as defined by the corporation's bylaws. No director shall have any right, title or interest in or to any property of the corporation.

Members of the initial board of directors shall serve until the first annual meeting, at which their successors will be duly elected and qualified, or removed as provided in the bylaws.

Any action required or permitted to be taken at a meeting of the board of directors may be taken by written action signed by the number of board members that would be required to take the same action at a meeting of the board at which all board members were present.

## ARTICLE VI — PERSONAL LIABILITY

No member, officer or director of this corporation shall be personally liable for the debts or obligations of this corporation of any nature whatsoever, nor shall any of the property of the members, officers or directors be subject to the payment of the debts or obligations of this corporation.

## ARTICLE VII - DURATION/DISSOLUTION

The duration of the corporate existence shall be perpetual until dissolution.

Upon the dissolution of the corporation, assets of the corporation shall be distributed for one or more exempt purposes within the meaning of Section 501(c)(3) of the Internal Revenue Code, or corresponding section of any future federal tax code, or shall be distributed to the federal government, or to a state or local government, for a public purpose.

## ARTICLE VIII - INCORPORATORS

In witness whereof, we, the undersigned, have hereunto subscribed my name for the purpose of forming the corporation under the laws of the State of Minnesota and certify I have executed these Articles of Incorporation this \_\_\_\_ day of \_\_\_\_\_, 20\_\_.

Incorporator Name Jennifer Hahn

Incorporator Address, City, State, ZIP 720 S Payne St, New Ulm, MN 56073

Incorporator Signature \_\_\_\_\_

## Minnesota Soil Health Coalition's Conflict of Interest Policy

It is in the best interest of the Minnesota Soil Health Coalition to be aware of and properly manage all conflicts of interest and appearances of a conflict of interest. This conflict of interest policy is designed to help directors, officers, employees and volunteers of the Minnesota Soil Health Coalition identify situations that present potential conflicts of interest and to provide the Minnesota Soil Health Coalition with a procedure to appropriately manage conflicts in accordance with legal requirements and the goals of accountability and transparency in the Minnesota Soil Health Coalition's operations.

1. **Conflict of Interest Defined.** In this policy, a person with a conflict of interest is referred to as an "interested person." For purposes of this policy, the following circumstances shall be deemed to create a Conflict of Interest:
  - a. A director, officer, employee or volunteer, including a board member (or family member of any of the foregoing) is a party to a contract, or involved in a transaction with the Minnesota Soil Health Coalition for goods or services.
  - b. A director, officer, employee or volunteer, (or a family member of any of the foregoing) has a material financial interest in a transaction between the Minnesota Soil Health Coalition and an entity in which the director, officer, employee or volunteer, or a family member of the foregoing, is a director, officer, agent, partner, associate, employee, trustee, personal representative, receiver, guardian, custodian, or other legal representative.
  - c. A director, officer, employee or volunteer, (or a family member of the foregoing) is engaged in some capacity or has a material financial interest in a business or enterprise that competes with the Minnesota Soil Health Coalition.

Other situations may create the *appearance of a conflict*, or present a *duality of interests* in connection with a person who has influence over the activities or finances of the nonprofit. All such circumstances should be disclosed to the board or staff, as appropriate, and a decision made as to what course of action the organization or individuals should take so that the best interests of the nonprofit are not compromised by the personal interests of stakeholders in the nonprofit.

Gifts, Gratuities and Entertainment. Accepting gifts, entertainment or other favors from individuals or entities can also result in a conflict or duality of interest when the party providing the gift/entertainment/favor does so under circumstances where it might be inferred that such action was intended to influence or possibly would influence the interested person in the performance of his or her duties. This does not preclude the acceptance of items of nominal or insignificant value or entertainment of nominal or insignificant value which are not related to any particular transaction or activity of the Minnesota Soil Health Coalition.

## **2. Definitions.**

- a. A "Conflict of Interest" is any circumstance described in Part 1 of this Policy.
- b. An "Interested Person" is any person serving as an officer, employee or member of the Board of Directors of the Minnesota Soil Health Coalition or a major donor to the Minnesota Soil Health Coalition or anyone else who is in a position of control over the Minnesota Soil Health Coalition who has a personal interest that is in conflict with the interests of the Minnesota Soil Health Coalition.
- c. A "Family Member" is a spouse, parent, child or spouse of a child, brother, sister, or spouse of a brother or sister, of an interested person.
- d. A "Material Financial Interest" in an entity is a financial interest of any kind, which, in view of all the circumstances, is substantial enough that it would, or reasonably could, affect an Interested Person's or Family Member's judgment with respect to transactions to which the entity is a party.
- e. A "Contract or Transaction" is any agreement or relationship involving the sale or purchase of goods or services, the providing or receipt of a loan or grant, the establishment of any other type of financial relationship, or the exercise of control over another organization. The making of a gift to the Minnesota Soil Health Coalition is not a Contract or Transaction.

## **3. Procedures.**

- a. Prior to board or committee action on a Contract or Transaction involving a Conflict of Interest, a director or committee member having a Conflict of Interest and who is in attendance at the meeting shall disclose all facts material to the Conflict of Interest. Such disclosure shall be reflected in the minutes of the meeting. If board members are aware that staff or other volunteers have a conflict of interest, relevant facts should be disclosed by the board member or by the interested person him/herself if invited to the board meeting as a guest for purposes of disclosure.
- b. A director or committee member who plans not to attend a meeting at which he or she has reason to believe that the board or committee will act on a matter in which the person has a Conflict of Interest shall disclose to the chair of the meeting all facts material to the Conflict of Interest. The chair shall report the disclosure at the meeting and the disclosure shall be reflected in the minutes of the meeting.
- c. A person who has a Conflict of Interest shall not participate in or be permitted to hear the board's or committee's discussion of the matter except to disclose material facts and to respond to questions. Such person shall not attempt to exert his or her personal influence with respect to the matter, either at or outside the meeting.
- d. A person who has a Conflict of Interest with respect to a Contract or Transaction that will be voted on at a meeting shall not be counted in determining the presence of a quorum for purposes of the vote.

e. The person having a conflict of interest may not vote on the Contract or Transaction and shall not be present in the meeting room when the vote is taken, unless the vote is by secret ballot. Such person's ineligibility to vote shall be reflected in the minutes of the meeting. For purposes of this paragraph, a member of the Board of Directors of the Minnesota Soil Health Coalition has a Conflict of Interest when he or she stands for election as an officer or for re-election as a member of the Board of Directors.

f. Interested Persons who are not members of the Board of Directors of the Minnesota Soil Health Coalition, or who have a Conflict of Interest with respect to a Contract or Transaction that is not the subject of Board or committee action, shall disclose to their supervisor, or the Chair, or the Chair's designee, any Conflict of Interest that such Interested Person has with respect to a Contract or Transaction. Such disclosure shall be made as soon as the Conflict of Interest is known to the Interested Person. The Interested Person shall refrain from any action that may affect the Minnesota Soil Health Coalition's participation in such Contract or Transaction.

In the event it is not entirely clear that a Conflict of Interest exists, the individual with the potential conflict shall disclose the circumstances to his or her supervisor or the Chair or the Chair's designee, who shall determine whether full board discussion is warranted or whether there exists a Conflict of Interest that is subject to this policy.

4. **Confidentiality.** Each director, officer, employee and volunteer shall exercise care not to disclose confidential information acquired in connection with disclosures of conflicts of interest or potential conflicts, which might be adverse to the interests of the Minnesota Soil Health Coalition. Furthermore, directors, officers, employees and volunteers shall not disclose or use information relating to the business of the Minnesota Soil Health Coalition for their personal profit or advantage or the personal profit or advantage of their Family Member(s).

5. **Review of policy.**

a. Each director, officer, employee and volunteer shall be provided with and asked to review a copy of this Policy and to acknowledge in writing that he or she has done so.

b. Annually each director, officer, employee and volunteer shall complete a disclosure form identifying any relationships, positions or circumstances in which s/he is involved that he or she believes could contribute to a Conflict of Interest. Such relationships, positions or circumstances might include service as a director of or consultant to another nonprofit organization, or ownership of a business that might provide goods or services to the Minnesota Soil Health Coalition. Any such information regarding the business interests of a director, officer, employee or volunteer, or a Family Member thereof, shall be treated as confidential and shall generally be made available only to the Chair, the Executive Director, and any committee appointed to address Conflicts of Interest, except to the extent additional disclosure is necessary in connection with the implementation of this Policy.

c. This policy shall be reviewed annually by each member of the Board of Directors. Any changes to the policy shall be communicated to all staff and volunteers

## Basic Conflict of Interest Disclosure Form 5\_19\_2019

Date: \_\_\_\_\_

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

Position (employee/volunteer/board member): \_\_\_\_\_

Please describe below any relationships, transactions, positions you hold (volunteer or otherwise), or circumstances that you believe could contribute to a conflict of interest between the Minnesota Soil Health Coalition and your personal interests, financial or otherwise:

\_\_\_\_\_ I have no conflict of interest to report

\_\_\_\_\_ I have the following conflict of interest to report (please specify other nonprofit and for-profit boards you (and your spouse) sit on, any for-profit businesses for which you or an immediate family member are an officer or director, or a majority shareholder, and the name of your employer and any businesses you or a family member own):

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

I hereby certify that the information set forth above is true and complete to the best of my knowledge. I have reviewed, and agree to abide by, the Policy of Conflict of Interest of the Minnesota Soil Health Coalition.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

# Minnesota Soil Health Coalition Board Member Roles and Responsibilities

**Position Title:** Member of the Board of Directors

**Length of Term:** Three year term limits

**Reports To:** Entire Board of Directors

## **Mission**

The Minnesota Soil Health Coalition's mission is producer driven education, outreach, and adoption utilizing information exchange to promote the principles of soil health practices.

For more information, please see the Minnesota Soil Health Coalition's website at [www.mnsoilhealth.org](http://www.mnsoilhealth.org)

## **Position**

The Board will support the work of the Minnesota Soil Health Coalition and provide mission-based leadership and strategic governance. While day-to-day operations are led by the Minnesota Soil Health Coalition Coordinator, the Board-Chair relationship is a partnership, and the appropriate involvement of the Board is both critical and expected. Specific Board Member responsibilities include:

## **Primary legal duties**

- Duty of Care: Take care of the nonprofit by ensuring prudent use of all assets, including facility, people, and good will.
- Duty of Loyalty: Ensure that the nonprofit's activities and transactions are, first and foremost, advancing its mission; Recognize and disclose conflicts of interest; Make decisions that are in the best interest of the nonprofit corporation; not in the best interest of the individual board member (or any other individual or for-profit entity).
- Duty of Obedience: Ensure that the nonprofit obeys applicable laws and regulations; follows its own bylaws; and that the nonprofit adheres to its stated corporate purposes/mission.

## **Leadership, governance and oversight**

- Serving as a trusted advisor to the Coalition Coordinator as s/he develops and implements the Minnesota Soil Health Coalition's mission and strategic plan and evaluates its performance and overall performance of the organization in achieving the mission
- Reviewing outcomes and metrics created by the Minnesota Soil Health Coalition for evaluating its impact, and regularly measuring its performance and effectiveness using those metrics; reviewing agenda and supporting materials prior to board and committee meetings
- Approving the Minnesota Soil Health Coalition's annual budget, audit reports, and material business decisions; being informed of, and meeting all, legal and fiduciary responsibilities
- Hires and contributes to an annual performance evaluation of the Coalition Coordinator
- Assisting the Coalition Coordinator and board chair in identifying and recruiting other Board Members
- Partnering with the Coalition Coordinator and other board members to ensure that board resolutions are carried out
- Serving on committees or task forces and taking on special assignments
- Representing the Minnesota Soil Health Coalition to stakeholders; acting as an ambassador for the organization



- Ensuring the Minnesota Soil Health Coalition’s commitment to a diverse board and staff that reflects the communities the Minnesota Soil Health Coalition serves

### **Fundraising**

Provide leadership and representation of the Minnesota Soil Health Coalition to build financial resources to support the mission and strategic plan.

- Participate in fund raising activities and special events
- Recruit sponsors as needed
- Identify and cultivate potential donors

### **Board terms/participation**

The Minnesota Soil Health Coalition’s Board Members will serve a three-year term to be eligible for re-appointment for one additional term for two consecutive terms. Board meetings will be held monthly, and committee meetings will be held in coordination with full board meetings.

- Attend and participate in Board Meetings not missing three or more consecutive meetings
- Actively serve on at least one committee and offer to take on special assignments
- Attend and participate in the annual planning meeting
- Attend special events such as fundraisers and ground-breaking ceremonies
- Participate in podcasts, social media, and provide information to Coalition Coordinator to share stories and experiences to promote the mission and strategic plan
- Participate in economic analysis, management tracking, and soil health testing
- Agree to be a farmer mentor and provide mentoring activities outlined in mentor agreement
- Meet with potential donors/funders to make a case for funding the organization, answer questions, etc.

### **Qualifications**

This is an extraordinary opportunity for an individual who is passionate about the Minnesota Soil Health Coalition’s mission and who has a track record of board leadership. Selected Board Members will have achieved leadership stature in the agriculture sector. His/her accomplishments will allow him/her to attract other well-qualified, high-performing Board Members.

Ideal candidates will have the following qualifications:

- A commitment to and understanding of the Minnesota Soil Health Coalition’s beneficiaries, preferably based on experience
- Savvy diplomatic skills and a natural affinity for cultivating relationships and persuading, convening, facilitating, and building consensus among diverse individuals
- Personal qualities of integrity, credibility, and a passion for improving the lives of the Minnesota Soil Health Coalition’s beneficiaries

**Job Summary:**

The Coalition Coordinator will report to the Board of Directors. He or she will perform administrative duties related to fundraising, marketing and public relations and will gain firsthand experience in strategic planning to increase the capacity of a growing non-profit organization. Additionally, the Coalition Coordinator will be involved with stewardship activities related to non-profit fundraising and relationship management, including working with a team to create and implement the fundraising, development and communications strategy for Minnesota Soil Health Coalition, as well as donor and grant research and tracking.

**Essential Functions:**

General

Responsible for assisting the MN Soil Health Coalition in a manner that supports and guides the organization's mission as defined by the Board of Directors.

Responsible for communicating effectively with the Board and providing, in a timely and accurate manner, all information necessary for the Board to function properly and to make informed decisions.

Assist with the creation and implementation of the Strategic Plan that incorporates a range of strategies including the planning and implementation of goals, finances, social media, and special events.

Outreach and Education

Work with committees and Board of Directors in establishing and adhering to event budget, assist with event preparation, and attend events to assist in set up, implementation, and clean up.

Coordinate affiliate social media outputs including event outreach and visibility strategy. Assist in managing the Minnesota Soil Health Coalition website and Facebook page, outreach and educational material.

Attend networking events to increase professional network, refine relationship management skills, and enhance the Minnesota Soil Health Coalition's outreach and capacity.

Financial

Assist in grant research, applications, submissions, and tracking.

Assist with outreach, collaboration, and tracking of donations.

Assist with the production and implementation of campaigns and other fundraising communications and strategies.

Assist Treasurer with financial tracking and reporting.

Record finances on an ongoing basis in the financial database, generate, file, and provide copies of receipts. Design and run reports and assist with database maintenance.

### Membership

Manage memberships by accepting, tracking, and updating form.

### Administrative

Perform administrative duties as needed including filing, copying, sorting, mailing, etc.

Support committees and board, including taking meeting minutes and sending them to members in a timely fashion.

Complete and submit required documents for maintaining the Minnesota Soil Health Coalition as a tax exempt 501(3)C.

Establish and maintain relationships with various organizations throughout the state and utilize those relationships to strategically enhance the MN Soil Health Coalition's Mission.

Report to and work closely with the Board of Directors to seek their involvement in policy decisions, fundraising and to increase the overall visibility of the Foundation throughout the State.

Serving as the MN Soil Health Coalition's primary spokesperson to the organization's constituents, the media and the general public with the board members as spokespeople as well.

Other duties upon request.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Please provide the steps in your soil health journey, how you started, why, and what results you've witnessed

---

---

---

---

---

---

---

---

Please describe what compels you to be a mentor

---

---

---

---

---

---

---

---

---

---

List education, training, and/or experience you've received in soil health and leadership

---

---

---

---

---

Please list your mentors or primary influencers and why

---

---

---

Mentors will not benefit by promoting products, services, or business for personal gains.



## Mentor Agreement

I, \_\_\_\_\_, agree to provide helpful, unbiased feedback and support through the Minnesota Soil Health Coalition's mentor program. I will not promote services, products, or business for personal gains. I believe in the benefits of utilizing soil health practices and will provide support in the areas I am familiar with. I agree to have my name, biography, Coalition email, and county location available to Minnesota Soil Health Coalition members utilizing the mentor network. The Coalition agrees to not share personally identifiable information with others without consent from the mentor. This agreement may be cancelled by either party with notification of this action to the other party. Mentors must have willingness to take time to communicate and meet with other farmers without the expectation of compensation. Board approval and an onsite visit is required prior to becoming a mentor.

Please list 3 references that are familiar with your operation that we can contact:

Name \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_ Phone \_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Brian Pfarr, Chairman

\_\_\_\_\_  
Date

Agreements will be renewed annually

# Coalition Goals for 2021

## Strategic Goals for 2021

1. Expand the farmer mentor network with meetings and outreach and build the network to reach all regions in the state
2. Meetings with ag lenders providing education from farmers implementing soil health practices
3. Provide training and education to technical staff from farmers implementing soil health practices

## Additional Goals for 2021

- Meetings
- Field days
- Meet with influential potential partners
- Expand technical info and reach beyond traditional ag
- Expand youth education
- Provide outreach and education to consumers

