



## Value of Sustainability Workshop

### Quarterly Alphabet Soup meeting and ISAP event

January 28, 2019 8:30am-4pm  
Decatur Conference Center, Decatur, Illinois

#### Agenda

- 8:30 am **Coffee and Networking**
- 9:00 am **Welcome and Introductions**
- 9:20 am **The Value of Sustainability – In the Field**
- Learn more about the latest research around soil health, productivity, and profitability through this discussion of research results from Soil Health Partnership and Precision Conservation Management programs with Jim Isermann, SHP; Laura Gentry, PCM; and Gary Schnitkey, University of Illinois
- 10:20 am **The Value of Sustainability – (Less) Risky Business!**
- More sustainable practices may reduce business risks, so we'll explore how crop insurance rewards, conservation focused lease arrangements, and better relationships with non-operator landowners and farm managers can enable conservation adoption with Ben Gramig and Gary Schnitkey, University of Illinois; Emily Bruner, American Farmland Trust; and Rob Woodrow and Barry Houmes, Illinois Society of Professional Farm Managers and Rural Appraisers
- 11:20 pm **Break**
- 11:30 pm **Brainstorming Breakout groups – select a topic and dive into how this information can be used in conservation education, outreach and implementation**
- **Communications – Translating and messaging of the data**
  - **Programs – Edge of Field benefits**
  - **Partnering with Scientists, Researchers and Universities**
- Noon **Lunch and Networking**
- 1:00 pm **The Value of Sustainability – In the Marketplace**
- The supply chain has the potential to catalyze and amplify conservation efforts by relaying messages and transferring value between consumers and farmers. We'll hear about current efforts and tracking tools used in this space with Caroline Wade, The Nature Conservancy; Todd Gleason, University of Illinois Extension; and Michelle Bubniak, Archer Daniels Midland.

- 1:45 pm **The Value of Sustainability – Show me the Money!**
- **Farmers will need to identify direct value or incentives for practice adoption to spur implementation, but traditional cost share has challenges and limitations. New approaches to creating value through financial tools will be discussed along with a new program that provides the roadmap to sustainability and value - S.T.A.R., with Dave Fulton, PCM; Seth Harden, TNC; Elliot Legacy, IDOA; Bruce Henrikson, S.T.A.R.; and Steve Steirwalt, AISWCD.**
- 2:45 pm **Brainstorming Breakout groups – select a topic and dive into how this information can be used in conservation education, outreach and implementation**
- **Communications – Promotion and middle adopters**
  - **Programs - 5 Year Soil Health Transition programs**
  - **Partnering with Industry and Supply Chain partners**
- 3:15 pm **Brainstorming Breakout group wrap ups – our goal is to send you home with new ideas and strategies for promoting, implementing, and partnering around sustainability and conservation programs**
- **Communications**
  - **Programs**
  - **Partners**
- 3:45 pm **Wrap Up**
- 4:00 pm **Adjourn**

**Optional social time at the hotel grill immediately following**