



SOIL HEALTH
— INSTITUTE —

Enriching Soil, Enhancing Life

2023 BRAND GUIDELINES



MISSION

The Soil Health Institute is a global non-profit with a mission of safeguarding and enhancing the vitality and productivity of soils through scientific research and advancement. The Institute brings together leaders in soil health science and the industry to conduct research and empower farmers and other landowners with the knowledge to successfully adopt regenerative soil health systems that contribute economic and environmental benefits to agriculture and society.



VISION

Our Vision is a world where farmers and ranchers grow quality food, fiber, and fuel using soil health systems that sustain farms and rural landscapes, promote a stable climate and clean environment, and improve human health and well-being.



VALUES

The Soil Health Institute was established to serve as an umbrella for all individuals and organizations who desire to improve soil health by working together for the common good. We typically focus on how this work will benefit our environment, our farms and rural communities; but at its core is a commitment to people – a commitment to current and future generations so they will have clean water, a stable climate, and plentiful and nutritious food. Humanity. Looking out for one another. Treating each other equally, with courtesy and respect. Serving up honesty and demonstrating integrity not just when they are easy, but particularly when they are hard. This includes calling out affronts to our core values – affronts like racial injustice and discrimination on any basis. As stewards of your Soil Health Institute, we are committed to equality, honesty, integrity, diversity, courtesy, and respect for all.



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SECONDARY HORIZONTAL LOGO



ONE COLOR LOGOS

If necessary, the SHI logos may be reproduced in one color. Acceptable colors are:

- Forest Green
- Black
- White



BRAND COLOR PALETTE

PRIMARY COLORS

FOREST
PANTONE 3302 C
RGB 0 76 69
HEX 004C45
CMYK 95 12 56 64

BRONZE
PANTONE 7407 C
RGB 203 160 82
HEX CBA052
CMYK 8 29 71 9

FERN
PANTONE P 128-16
RGB 0 117 108
HEX 00756C
CMYK 100 0 53 34

SECONDARY COLORS

LICHEN
PANTONE 9544 C
RGB 229 239 218
HEX E5EFDA
CMYK 13 2 18 0

BUTTER
RGB 255 253 237
HEX FFFDED
CMYK 0 0 10 0

ACCENT COLORS

RGB 77 172 218
HEX 4DACDA
CMYK 90 0 10 0

RGB 217 226 111
HEX D9E26F
CMYK 17 2 73 0

RGB 109 81 54
HEX 6D5136
CMYK 40 63 80 33

RGB 199 135 55
HEX C78737
CMYK 9 57 91 1

CALLOUT

**Laccusam que omniscia
doles ut qua.**

Fic to velessum verum enda de verchil miliandae
dolorerum volore, nonseque la non cum quatur,
sinvendipsum ulpa sum exces maio voluptae prote
nihilig enisciis dolor.

Learn more at SoilHealthInstitute.org

CALLOUT

Gotham Bold, All caps

HEADLINE

Gotham Bold, Sentence case

BODY COPY

Gotham book

CALL TO ACTION

Gotham Light, All caps

Gotham Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Gotham Book

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

CALLOUT

**Laccusam que omniscia
doles ut qua.**

Fic to velessum verum endlorerum volore,
nonseque la non cum quatur, sinven exces
maio voluptae pro te nihilig enisciis dolor.

Explore

CALLOUT

Montserrat Black

HEADLINE

Montserrat Bold

BODY COPY

Montserrat Regular

CALL TO ACTION

Montserrat Regular

Montserrat Black

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Montserrat Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Montserrat Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

APPLICATION EXAMPLES - ICONS

STRATEGY



REGENERATIVE AGRICULTURE



CLIMATE CHANGE



WATER RESOURCES



FARMER EDUCATION



POLICY

OTHER



SOIL HEALTH PRINCIPLES



SOIL HEALTH PROMOTING PRACTICES



ENVIRONMENT



CARBON



SOIL TYPE



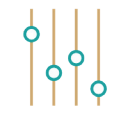
RESEARCH



ECONOMICS - BUSINESS



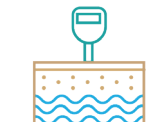
SOIL HEALTH MANAGEMENT SYSTEMS



INDICATORS



CROPS



MEASUREMENT



FARM SIZE



FARM NET INCOME

DAIRY



SOIL HEALTH



SOIL CARBON STOCKS



REDUCE GREENHOUSE GAS EMISSIONS



YIELD



IMPROVED WATER QUALITY & WATER USE EFFICIENCY

APPLICATION EXAMPLES - SOCIAL POSTS

EVENTS

SOIL HEALTH INSTITUTE

ARCHIE FLANDERS, PH.D. AGRICULTURAL ECONOMIST

ECONOMICS OF SOIL HEALTH: FARMER EXPERIENCES ACROSS SYSTEMS

FEBRUARY 1 12:00 PM ET

AMERICAN SOCIETY OF AGRONOMY LIVE WEBINARS

SPEAKER

Dr. Loutrina Staley
SOIL SCIENTIST & DIRECTOR OF DEI
AT SOIL HEALTH INSTITUTE

EVENT

3rd Annual National Latino Farmers & Ranchers Congress
ALBUQUERQUE, NEW MEXICO
OCTOBER 27-29, 2022

SOIL HEALTH INSTITUTE

ANNUAL MEETING

SOIL HEALTH INSTITUTE Annual Meeting

Scaling Up SOIL HEALTH

Register Now

2022 Annual Meeting Sessions

Scaling Up SOIL HEALTH

SESSION 1
Engaging Commodities for Scaling Regenerative Soil Health Systems in Cotton

WEBINARS

Professional Development Webinar #4

Branding U
February 23, 2023, 6:00 PM ET

Yai Vargas
Career & Diversity Consultant
The Latinista, Founder

MANRRS **SOIL HEALTH INSTITUTE**

Making Cover Crops Pay in Potatoes

SOIL HEALTH INSTITUTE **McCain**
Enriching Soil, Enhancing Life

WEBINAR: THURSDAY, JULY 20, 2023, 11:30AM - 1:00PM ET

RESOURCE PROMOTIONS

Top-Cited Article **Soil Science Society of America**

PEER-REVIEWED PUBLICATION

Selecting soil hydraulic properties as indicators of soil health: Measurement response to management and site characteristics

DIANNA BAGNALL, PH.D.

Recommended Measurements for Scaling Soil Health Assessment

SOIL HEALTH INSTITUTE
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Executive Summary

Economics of Soil Health on Eight Farms Across 30 States

National Department of Conservation **SOIL HEALTH INSTITUTE** **USDA**

COLLATERAL SAMPLES



Health Systems

increase nutrient availability, suppress soil health management systems (i.e., a suite of soil carbon, reducing greenhouse gas emissions, and management systems (SHMS) is also a business opportunity (SHI) and the National Association of Conservation Practices information they need when making

Crops for partial budget analysis included: canola, chickpeas, corn, cotton, dried bean, grain sorghum, millet, pea, peanut, soybean, sunflower, eye, walnut, and wheat. Cover crops were planted on 25 of the 30 farms, but not before every cash crop. Two farms produced organic crops in a management system, while four farms gained additional revenue by grazing their cover crops.

Recognizing that each farm is unique, and the specific economic information on each farm is provided in the corresponding fact sheet, the following generalizations were found:

- Cover crop seed costs averaged \$21/acre for corn, \$16/acre for soybean, and \$25/acre when used with other crops.
- Four farms grazed cover crops, allowing them to increase revenue by an average of \$26/acre.
- Additional reported benefits of adopting SHMS included decreased erosion and soil compaction, earlier access to fields in wet years, and increased resilience to extreme weather, among other benefits.

costs were less than for all other crops.

farm income by farm was excluded from the analysis.

ere reported for 42% of farms growing soybean, other crops.

SOIL & WATER REGENERATION

ing soil health to reduce greenhouse gases, improve water quality, and enable economic benefits

ENGAGING FARMERS

This project is engaging farmers in 5 states. In 2021, those states (below) produced more than 50% of milk in the USA.



PROJECT OUTCOMES

- 1 Soil Sampling to Provide a Scientific Baseline for Soil Carbon Sequestration and Soil Health
- 2 Field Research to Measure Environmental Benefits of Field Manure Use and Soil Health Practices
- 3 Share Results Broadly to Support Revenue-Generating Projects and Markets

MEASURING SOIL HEALTH AT SCALE

In a previous continental-scale project, SHI analyzed more than 30 soil health indicators from 124 long-term research sites. Four indicators were selected as a suite to assess soil health and are used in this dairy project. Soil health indicators are soil health promoting management data to understand differences between baseline and soil health promoting management systems.

These indicators reflect how management practices affect a soil's ability to:

- Resist wind & water erosion
- Store & cycle water, carbon, & nutrients



ECONOMICS of Soil Health Systems

Lower Pee Dee Watershed of South Carolina

FARM SIZE
65 acres

CROPS GROWN
Corn, 50% Crop rotation
Soybean, 50% Crop rotation

SOIL TEXTURE
Sandy loam
Fine sand

SOIL HEALTH MANAGEMENT SYSTEM
No-till production
Cover crops
Monitoring of soil nutrient levels

NET INCOME INCREASE
Corn: \$82.44/acre
Soybean: \$43.06/acre

INTRODUCTION

The Rupert Burrows farm in the Lower Pee Dee Watershed of South Carolina increased profitability by decreasing costs of production for corn and soybean with a soil health management system (SHMS) of no-till production and cover crops. The farm initiated no-till production and planting cover crops in 2008.

Benefits of the SHMS reported by the farmer:

- IMPROVED WATER INFILTRATION
- IMPROVED SOIL STRUCTURE
- REDUCED COMPACTION
- INCREASED BIODIVERSITY AND BENEFICIAL INSECTS
- INCREASED SOIL ORGANIC MATTER
- IMPROVED RESILIENCE TO EXTREME WEATHER CONDITIONS

ADDITIONAL INFORMATION ON THE FARM IS AVAILABLE IN A REPORT AND VIDEO PRESENTATION AT <https://soilhealthinstitute.org/peedeewatershed>

METHODS

The Soil Health Institute conducted an interview to obtain production information for evaluating economics and costs of a soil health system based on partial budget analysis. In this approach, the benefits and costs of a soil health system are assessed by calculating changes in revenue and expenses before and after adoption of that system. The change in net farm income associated with adopting a SHMS is calculated as shown below and presented in Table 1.

$$\text{Net change in farm income} = \text{Benefits} - \text{Costs, where:}$$

$$\text{Benefits} = \text{Reduced Expenses} + \text{Additional Revenue}$$

$$\text{Costs} = \text{Additional Expenses} + \text{Reduced Revenue}$$

A DETAILED DESCRIPTION OF THE METHODOLOGY FOR PARTIAL BUDGET ANALYSIS CAN BE FOUND AT <https://soilhealthinstitute.org/peedeewatershed>

FINDINGS

- Initial Management System and Reduced Expenses**
- The initial management system was conventional tillage production.
 - Post-plant weed management was exclusively with herbicide in conventional tillage.
 - A field trip with a disc and a field cultivator were eliminated for corn and soybean.
 - Two insecticide spray trips were each reduced by 25% for corn, and potassium was reduced by 35% for soybean.
 - Phosphorous and potassium were each reduced by 25% for corn, and potassium was reduced by 35% for soybean.
 - Total reduced expenses were \$123.67/acre for corn and \$85.88/acre for soybean.

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FARM #18



ECONOMICS of Soil Health Systems on 30 U.S. Farms

EXECUTIVE SUMMARY

Soil health can help farmers build drought resilience, increase nutrient availability, suppress erosion, and reduce nutrient losses. Many soil health management systems (i.e., a suite of practices that benefit the environment by storing soil carbon, reducing greenhouse gas emissions, and supporting biodiversity) are used in this dairy project. Soil health indicators are soil health promoting management data to understand differences between baseline and soil health promoting management systems.



MEASURING SOIL HEALTH AT SCALE

In a previous continental-scale project, SHI analyzed more than 30 soil health indicators from 124 long-term research sites. Four indicators were selected as a minimum suite to assess soil health and are used in this dairy project. Soil health indicators are combined with management data to understand differences between baseline and soil health promoting management systems.



These indicators reflect how management practices affect a soil's ability to:

- Resist wind & water erosion
- Store & cycle water, carbon, & nutrients
- Support biomass production
- Host biodiversity

INFORMING FARMER DECISIONS

- Provide data to illustrate how a field's soil health and carbon stock compare to other fields in the region
- Demonstrate how management practices impact the expression of soil health indicators
- Share concepts on building soil health through adopting management practices



Fields sampled represent a broad range of tillage practices, days with heavy roots, and grazing management.



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RELEASED MAY 2023

Economics of Soil Health Systems PARENT REPORT



ECONOMICS of Soil Health

Lower Pee Dee Watershed of South Carolina

FARM #18



APPLICATION EXAMPLES - WEB





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