



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, 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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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



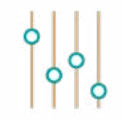
RESEARCH



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



AMERICAN SOCIETY OF AGRONOMY
LIVE WEBINARS



ARCHIE FLANDERS, PH.D.
AGRICULTURAL ECONOMIST

**ECONOMICS OF SOIL HEALTH:
FARMER EXPERIENCES ACROSS
SYSTEMS**

FEBRUARY 1 12:00 PM ET



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



SOIL HEALTH INSTITUTE

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

ANNUAL MEETING



SOIL HEALTH INSTITUTE
Annual Meeting

Scaling Up SOIL HEALTH

Register Now



2022 Annual Meeting Sessions



SOIL HEALTH INSTITUTE

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



Yal Vargas
Career & Diversity Consultant
The Latinista, Founder



**Making Cover Crops
Pay in Potatoes**



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

RESOURCE PROMOTIONS



Top-Cited Article 

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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**Economics of
Soil Health on
Eight Farms
Across 30 States**




Executive Summary



COLLATERAL SAMPLES




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RESEARCH REPORTS



Health Systems

increase nutrient availability, suppress soil erosion, reduce greenhouse gas emissions, and improve soil health. The National Association of Conservation Officers (NACO) is also a business partner of the Soil Health Institute (SHI) and the National Association of Conservation Officers (NACO).

Crops for partial budget analysis included corn, soybean, cotton, wheat, grain sorghum, millet, pea, peanut, soybean, sunflower, rye, 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 soil health 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 this corresponding fact sheet, the following generalizations were found:

- Cover crop seed costs averaged \$21/acre for corn, \$16/acre for soybean, and \$22/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.

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

RY SOIL & WATER REGENERATION

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

PROJECT OUTCOMES

ENGAGING FARMERS

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



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 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 store carbon & nutrients, resist erosion & water infiltration, and support beneficial soil organisms.

ECONOMICS of Soil Health Systems

Lower Pee Dee Watershed of South Carolina

FARM SIZE	65 acres
CROPS GROWN	Corn Soybean Soybean Soybean Soybean
SOIL TEXTURE	Sandy loam Fine sand
SOIL HEALTH MANAGEMENT SYSTEM	No-till production Cover crops Monitoring of soil moisture levels
NET INCOME INCREASE	Corn: \$42.44/acre Soybean: \$43.09/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
- INCREASED RESILIENCE TO EXTREME WEATHER CONDITIONS
- IMPROVED RESILIENCE TO EXTREME WEATHER CONDITIONS

ADDITIONAL INFORMATION ON THE FARM IS AVAILABLE IN A REPORT AND VIDEO PRESENTATION AT soilhealthinstitute.org

METHODS

The Soil Health Institute conducted an interview to obtain production information for evaluating the economics of the 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 soilhealthinstitute.org

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 traps were each reduced by 25% for corn and potassium was reduced by 35% for soybean.
- Phosphorus and potassium were each reduced by 25% for corn and potassium was reduced by 35% for soybean.
- Total reduced expenses were \$23.67/acre for corn and \$45.88/acre for soybean.

5 and 6 are available at soilhealthinstitute.org. The National Association of Conservation Officers (NACO) is a 501(c)(3) nonprofit organization. The National Association of Conservation Officers (NACO) is a 501(c)(3) nonprofit organization. The National Association of Conservation Officers (NACO) is a 501(c)(3) nonprofit organization.

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 soil erosion, and reduce nutrient losses. Many soil health management systems (i.e., a suite of practices) benefit the environment by storing soil carbon, reducing greenhouse gas emissions, and improving water quality. The Soil Health Institute (SHI) and the National Association of Conservation Officers (NACO) are working with the economics information they need when making

Economics of Soil Health Systems

PARENT REPORT

RELEASED MAY 2023

ECONOMICS of Soil Health

Lower Pee Dee Watershed of South Carolina

FARM #18

Soil Health Institute

National Association of Conservation Officers

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National Association of Conservation Officers

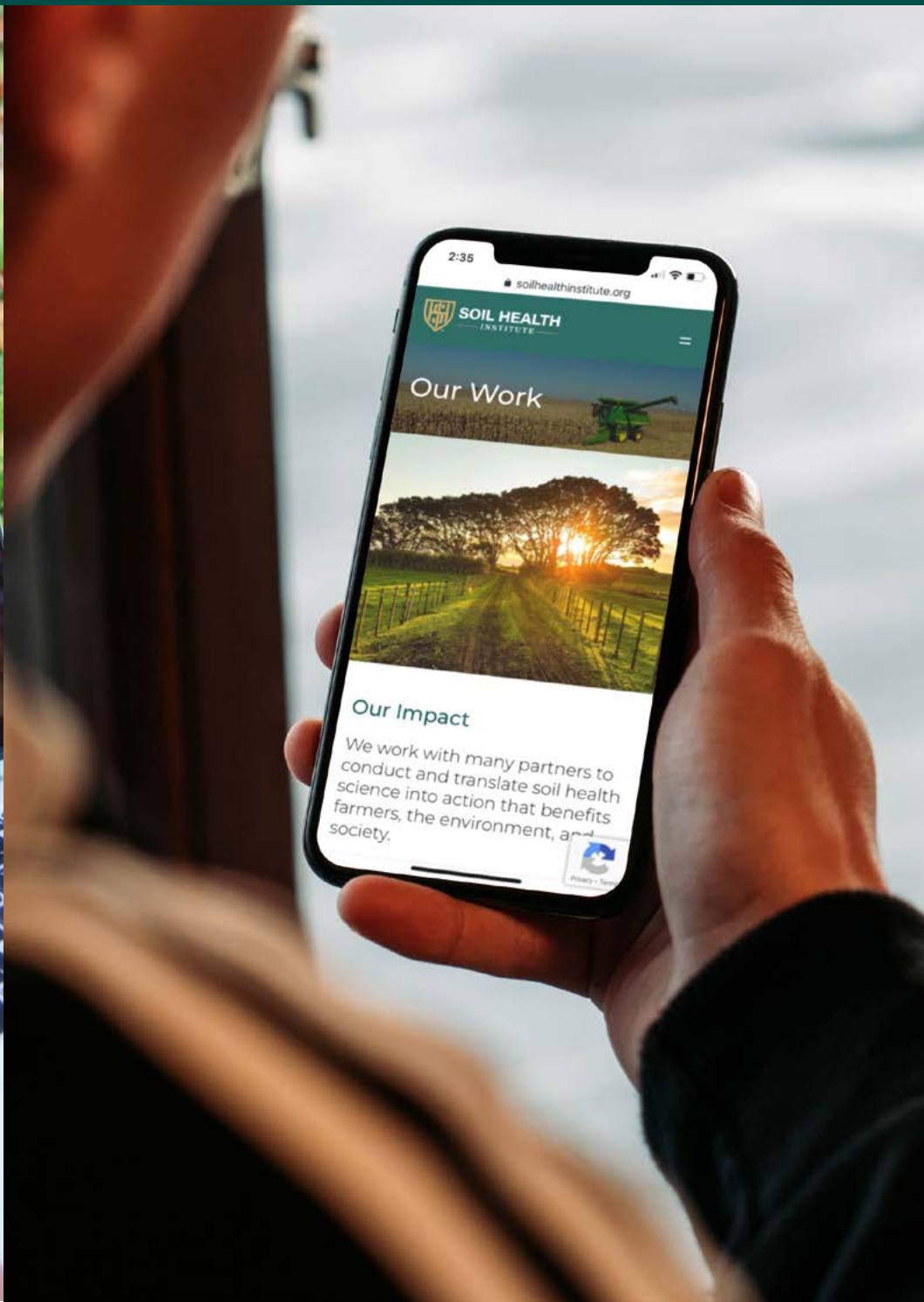
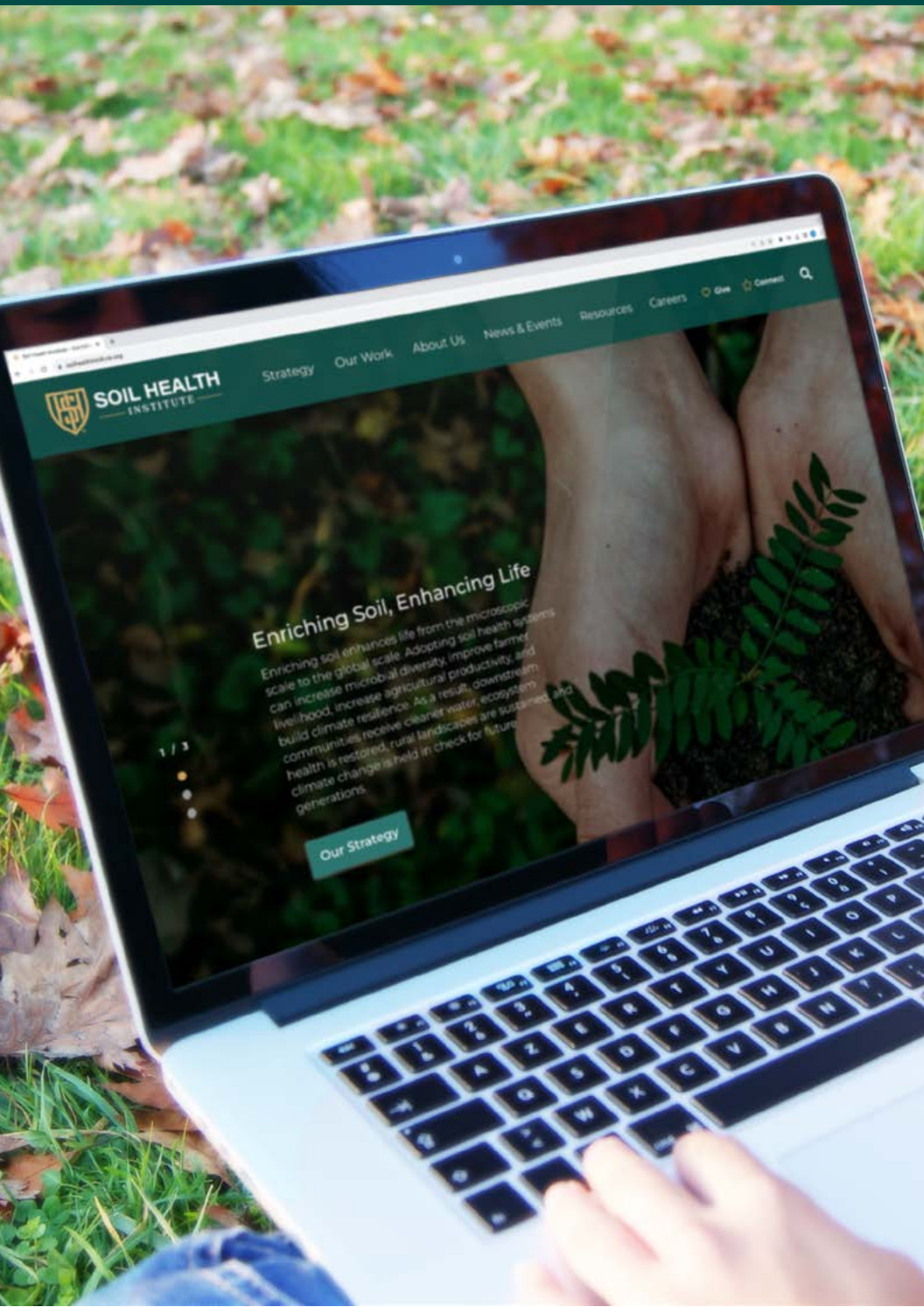
Soil Health Institute

National Association of Conservation Officers

Soil Health Institute

National Association of Conservation Officers

APPLICATION EXAMPLES - WEB





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