Comprehensive Strategy to Increase Adoption of Soil Health Management Systems

**Education / Training**
- Soil Science Basics
- Soil Health Benefits, Principles, Practices
- Decision Support Tools and Other Resources
- Personalized Soil Health Management System for Farm

**Measurement**
- Key Indicators
- Interpretation
- C Sequestration Potential

**Business Case**
- Profitability
- Economic Risk
- Drought Resilience
- Land Valuation
- Input Requirements
- Ecosystem Service Markets

**Research and Development**
- Understand/Manage the Microbiome
- Decision Support Tool for C Sequestration, Drought Resilience, etc.
- Optimize Nutrient Use Efficiency
- Soil Health - Human Health Connections

**PRODUCER DECISION**

**ADOPTION**
Soil Health Management Systems that are Profitable, Resilient, and Provide Ecosystem Services

**Quantify Impacts and Additional Needs**
- C Sequestration
- Water Quality
- Water Quantity
- GHG Emissions
- Productivity

**Communications and Consumer Education**
- Environmental Benefits
- Productivity Benefits
- Food Nutrient Density Benefits (as determined)

**Informed Policies**
- Assess Impacts
- Evidence-Based Information
- Inform Policymakers