2021 BRAND GUIDELINES
LOGOS WITH TAGLINE

SOIL HEALTH INSTITUTE
Enriching Soil, Enhancing Life

SOIL HEALTH INSTITUTE
Enriching Soil, Enhancing Life
The primary SHI brand colors are Forest and Bronze. Secondary brand colors are Lichen and Butter.

A number of other bright accent colors fill out the brand palette. Accent colors are used primarily in graphics, icons, and charts.
Laccusam que omniscia doles ut qua.

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Museo Sans 700
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Museo Sans 100
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Loraw Regular
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

WEB FONTS
Available for free download at fonts.google.com
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WHEN THE SOIL IS GONE, SO IS THE NATION. A NATION CAN NEVER OUTLIVE THE USEFULNESS OF ITS SOIL.

LLOYD NOBLE

NCRS SOIL HEALTH SERIES
FEBRUARY 9, 2021

Agronomic and Economic Considerations for the Business Case of Adopting Soil Health Management Systems

PRESENTED BY
ARCHIE FLANDERS, PHD
JOHN SHANAHAN, PHD

HEALTHY SOILS FOR SUSTAINABLE COTTON FARMER SHOWCASE

SUPPORTED BY
APPLICATION EXAMPLES - SOCIAL POSTS

WHAT ARE THE FOUR STEPS TO HEALTHIER SOILS?

DR. CRISTINE MORGAN FEATURED IN CALIFORNIA BUSINESS JOURNAL

SHI is uniquely positioned to enact change on a greater scale through advancing soil science, sharing soil health knowledge, economics, and best practices.

INTERVIEW WITH CRISTINE MORGAN, PHD CHIEF SCIENTIFIC OFFICER

CALIFORNIA BUSINESS JOURNAL

Spotlight on the Carolinas Farmer Showcase

MARCH 16 @ 2:00 PM (ET)

Healthy Soils for Sustainable Cotton | Lessons from 8 Years of Regenerative Agriculture

Presented by SOIL HEALTH INSTITUTE | Supported by Wrangler, VF, Walmart.org
APPLICATION EXAMPLES - WEB

ECONOMICS OF SOIL HEALTH SYSTEMS

Farms and ranches are business institutions that operate with risks and opportunities. The Soil Health Institute has developed a business case for soil health management systems that can help farmers and ranchers make informed decisions about their operations. By adopting soil health practices, farmers can reduce production costs and increase profitability. This case study highlights the potential benefits of soil health management systems and the economic implications of adopting these practices.

Table of Potential Benefits

<table>
<thead>
<tr>
<th>State</th>
<th>Annual Benefits</th>
<th>Percentage Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Iowa</td>
<td>$250,000</td>
<td>10%</td>
</tr>
<tr>
<td>Nebraska</td>
<td>$300,000</td>
<td>15%</td>
</tr>
<tr>
<td>Kansas</td>
<td>$275,000</td>
<td>12%</td>
</tr>
<tr>
<td>Indiana</td>
<td>$280,000</td>
<td>14%</td>
</tr>
<tr>
<td>South Dakota</td>
<td>$260,000</td>
<td>13%</td>
</tr>
<tr>
<td>Wyoming</td>
<td>$240,000</td>
<td>11%</td>
</tr>
<tr>
<td>Ohio</td>
<td>$230,000</td>
<td>10%</td>
</tr>
<tr>
<td>North Dakota</td>
<td>$220,000</td>
<td>9%</td>
</tr>
</tbody>
</table>

Do soil health practices increase or reduce profitability?

About the Research

The Soil Health Business Case is an example of how to evaluate the economic impact of soil health management systems. The institute surveyed 100 farmers in different states who have adopted soil health systems and used partial budget analysis to evaluate their economics and answer the following question.