SOIL HEALTH ACADEMY

2020 Annual Report

Soil Health Academy

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Soil Health Academy's Mission

The Soil Health Academy mission is to teach and assist farmers and ranchers in applying time-tested, ecological principles and biomimicry to regenerate our living and life-giving soil. In restoring the health of our soil's ecosystem, we will restore the health of our bodies, our farms, our communities, and our planet.

The Soil Health Academy Board of Directors, Secretary Kim Barrman (left), President David Brandt (center) and Treasurer Dawn Breitkreutz.

Letter from the President

Dear Soil Health Academy friends and graduates:

To say it's been an interesting year at the Soil Health Academy would be an understatement. COVID-19 has affected nearly every aspect of our lives and it has certainly had an impact on our ability to deliver our on-farm schools throughout 2020.

However, following the guidelines of state and local health officials, in 2020, we were able to conduct **six on-farm schools**, three of which focused specifically on helping regenerative farmers and ranchers more effectively market and monetize their regeneratively grown and pastured protein products through enterprise stacking and direct-to-consumer delivery strategies. At SHA, we recognize that a critical component in expanding the adoption of regenerative practices throughout the nation is ensuring that farmers and ranchers also harvest the economic benefits of regenerative agriculture—alongside the environmental and climate-improving benefits.

Following state and local health department guidance, SHA conducted six, on-farm schools in 2020.

Although COVID created challenges for SHA's on-farm school-delivery model, our team met those challenges with creativity and tenacity and by exploring new methods to deliver regenerative agricultural education virtually through numerous free webinars and articles.

REGEN AG 101

While it had been in development before the pandemic outbreak, production of SHA's on-line Regen Ag 101 was expedited and is now available to a worldwide audience. The potential impact of the nine-module, virtual course is enormous, providing practical regenerative farming principles and practices to far more people than would have ever been possible through our in-person schools. One of our key goals in the coming year is to find sponsors who can help underwrite the placement of this course in high schools, vo/ag community colleges, universities and other institutions. The course will soon be available in multiple languages, which will further extend its reach and impact.

NEXT GEN REGEN

Earlier this year, SHA also launched its "NextGen|Regen" scholarship donation portal, wherein individuals can support the regenerative agricultural movement through on-line contributions that provide scholarships to qualifying, historically underserved farmers, ranchers, educators and others.

Seen by millions world wide, the Netflix documentary, "Kiss the Ground," prominently featured SHA instructors Ray Archuleta and Gabe Brown.

But one of the most exciting highlights from the year was the release of the **Netflix documentary film, "Kiss the Ground,"** which prominently features SHA co-founders and school instructors, Ray Archuleta and Gabe Brown. The 85-minute movie explores key soil health and regenerative agricultural principles, featuring interviews with a wide range of authors, activists, scientists and celebrities, including SHA's two, in-house celebrities.

It is our sincere hope the movie continues to increase awareness regarding how and why all society should come together to work on biodiversity, water quality and quantity issues, poor farm profitability, the decline of rural America, climate change and human health. We believe all of these issues can be addressed, at least in some part, by increasing the number of regenerative agricultural producers who apply soil health-improving principles and practices on their land.

Within the following pages of our annual report, you can learn more about each of these exciting projects. I believe you'll also be inspired by some of the messages from our graduates, as well as learning about how SHA's work has helped them grow healthier soil, food, profits and futures.

Helping realize the transformative potential of regenerative agriculture is the reason SHA exists. The hope in healthy soil is why every member of the SHA team is devoted to this noble cause and we sincerely appreciate your continued partnership with us in that endeavor.

Long live the soil.

Sincerely,

David Brandt

David Brandt, President
Soil Health Academy

SOIL HEALTH ACADEMY 2020 NUMBERS AT A GLANCE

6
Number of 2020 Soil Health Academy schools

245
Number of farmer attendees

69
Total Soil Health Academy scholarships awarded

$47K
Scholarship funding

120K
Total visitors to the Soil Health Academy Website

10K
Number of Soil Health Academy YouTube video views

25MIL
Estimated acres farm and ranch land directly affected

Impact of scholarships beyond the schools

Following their school attendance, all SHA attendees participate in on-line surveys to help the organization more accurately assess the need for, and the impact of, the SHA teaching model. Here's what our 2020 graduates told us immediately after attending an SHA school:

- **97% Are "significantly more" or "more" confident** implementing regenerative agricultural principles on their farms or ranches.
- **96% Are "significantly more" or "more" optimistic** about their farming/ranching futures as a result of attending the SHA school.
- **99% "Definitely will" or "probably will" or participate** in of SHA's follow up Q&A teleconferences and webinars.
- **96% "Definitely will" talk to other farmers/ranchers** about making the transition from conventional agriculture to soil health-focused regenerative agriculture.
- **80% "Definitely will" participate** in soil health/regenerative agricultural groups or organizations within 1-3 years.

Commitment to Action

A six-month, follow-up survey was also conducted to determine to what extent SHA graduates actually applied regenerative practices in their operations and whether they were experiencing noticeable results in their operations as a result.

Since attending SHA last year, which of the following principles/practices have you implemented in your operation?

- **77%** planted **cover crops**
- **60%** increased **cropping rotations/diverse species**
- **55%** began or improved **adaptive stewardship/grazing**
- **60% eliminated** or further **reduced tillage**
- **26%** began or expanded **direct marketing/enterprise stacking**

Since attending SHA last year, which of the following have you seen in your farming or ranching operation?

- **47%** had improved **water infiltration**
- **40%** had improved **nutrient cycling**
- **42%** had increased **insect species/diversity**
- **22%** had improved **animal health**
- **35%** had less **weed/pest pressure**
- **44%** had lower **input costs**

The follow up survey also confirmed that graduates followed through with their intentions to speak with other farmers about regenerative agriculture and participate in soil health or regenerative farming organizations.

- **95%** of graduates reported **speaking with other farmers about regenerative agriculture**
- **23%** of graduates reported **speaking to more than 50 farmers** (including at conferences)
- **73%** of graduates reported **participating in soil health or regenerative farming organizations**

SHA introduces 'Regen Ag 101'

Their three-day Soil Health Academy regenerative agriculture schools have improved the lives, profits and futures of hundreds of farmers and ranchers throughout North America.

But Ray Archuleta, Gabe Brown, Shane New and Allen Williams, Ph.D. want to do even more. To teach the transformational power of regeneration to tens of thousands of producers, as well as educators, chefs, gardeners, policy makers and others—across the globe—these four "Soil Whisperers" have created "Regen Ag 101."

"Regen Ag 101 provides a virtual platform to deliver the rich content from our on-farm schools to everyone who wants to attend them," Williams says. "We also plan to have the course translated into multiple languages, which will further extend its reach and impact."

An online course that's designed to be a self-paced, interactive media experience, Regen Ag 101 is chock-full of video lectures, case studies, and supporting research gleaned from the very best of Soil Health Academy live workshops across the U.S., according to Williams.

"This course will provide users with the virtual experience of attending an in-person school, but with all of the convenience of doing so at a time and place of their choosing," he says. "Through Regen Ag 101, we provide the foundational knowledge and understanding of regenerative principles and practices that will allow our fellow farmers and ranchers to practically and profitably make the transition from chemical and tillage-dependent conventional agriculture to soil health-focused regenerative agriculture," Williams says. "In addition, the course provides a comprehensive look at how regenerative agricultural principles and practices affect ecosystem function, the nutrient density of food and other wide-ranging benefits."

Ray Archuleta (lower left) and Gabe Brown (upper right), are seen here on a Kiss the Ground-hosted webinar promoting the

The course consists of nine documentary instruction modules featuring Archuleta, Brown, New and Williams, who teach the core principles of regenerative agriculture that they have pioneered over the past 30 years. Regen Ag 101 represents an enormous opportunity to reach and teach far more people than would ever be possible through the in-person, on-farm schools.

"Through Regen Ag 101, each student gets 'ebook' control over the video and supplemental media to search, read, watch and interact with all of the content," Williams says. **"Best of all, through this platform, we can reach a vast, world-wide audience."**

"Increasing interest in regenerative agriculture during the past several years, combined with the popularity of the Netflix movie 'Kiss the Ground,' has generated a groundswell of interest that we never could have imagined," Williams says. "Regen Ag 101 comes along at just the right time and provides the perfect platform to meet this long-term demand—and to seize the opportunity to deliver quality education to those who want to regenerate our soil, our farms, our ecosystems and our future."

‘Kiss the Ground:’ Netflix movie features soil health pioneers Ray Archuleta, Gabe Brown

The movie features a lineup of some of Hollywood’s most recognizable names and faces, but two of its stars fly a little closer to the ground. In fact, newly minted movie stars, Ray Archuleta and Gabe Brown make their living *from* the ground, teaching other farmers how to successfully transition to regenerative agriculture in order to restore healthy food, soil, farms and profits.

According to Kiss the Ground’s directors Josh and Rebecca Tickell, Archuleta and Brown’s leadership and pioneering roles in the soil health and regenerative agriculture movement are among the reasons they were selected to appear in the new, feature-length documentary. Archuleta and Brown are co-founders of the non-profit Soil Health Academy.

Seven years in the making, the new film features Woody Harrelson, Gisele Bundchen, Jason Mraz, Ian Somerhalder and others. In Archuleta and Brown, the husband-wife directing team knew they had something special.

“From the moment we met Ray and Gabe we knew that they had the right stuff to teach millions and hopefully billions of people about a new way to think about food, farming and ranching,” Josh Tickell says. “Their knowledge doesn’t come from textbooks, it comes from real-world experience and their ability to teach comes through on camera.”

Rebecca Tickell agrees. “Ray and Gabe are two of the real heroes of this movement. No movie about regenerative agriculture would be worth its weight in dirt without them.”

For his part, Brown hopes the movie will be a catalyst for positive change.

“I hope the movie increases awareness as to how and why all society should come together to work on the 80 percent of the things we can agree on such as loss of biodiversity, water quality and quantity issues, poor farm profitability, the decline of rural America, climate change and human health,” Brown says. “All of these issues and more can be addressed, at least partially, by regenerative ag.”

The 85-minute movie explores key soil health and regenerative agricultural principles, featuring interviews with a wide range of authors, celebrities, farmers, researchers and scientists.

The movie’s thesis proposes that by regenerating the world’s soils, humans can rapidly stabilize Earth’s climate, restore lost ecosystems and create abundant food supplies. The film uses creative graphics and visuals, along with NASA and NOAA footage, and illustrates how, by drawing down atmospheric carbon many of humankind’s most pressing climate and environmental problems can be solved. Until recently, however, the role of soil and of grazing animals have been the two missing pieces of the climate puzzle.

The movie can be viewed on Netflix and a preview of the movie can be viewed at **kissthegroundmovie.com.**

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— Josh Tickell, Director, Kiss the Ground

“As I learned more about regenerative agriculture, I felt it was the right direction we needed to push this farm. But ours is a family farm, and it’s important to have Jessie on board. If we’re going to make some of these changes and there’s any financial pain along the way, the rest of the family needs to understand why.”

—Brandon Bock, Foxholm, North Dakota

SHA Graduate Feature

‘God, I could really use a little help here.’

For Soil Health Academy graduate Brandon Bock, it was a crisis of conscience.

“I saw all of those grasshoppers at the edge of my spring wheat field. I knew I shouldn’t apply an insecticide, but it ran counter to everything I had done before,” the 37-year-old farmer from Foxholm, North Dakota, says. “The spring wheat was starting to flower and normally would get sprayed with a fungicide and insecticide in one pass around this stage. I was basically fighting with my ‘old brain,’” he says.

Earlier in the day his 11-year-old son, Lyle, who often accompanies Brandon on his field scouting agreed. “Dad, you can’t just spray an insecticide,” he insisted.

Despite his son’s admonition, Brandon was having a difficult time resisting the urge to “control the situation,” tempted to deploy the oft-used “insecticide solution.”

Searching for a potential biological fix, Lyle asked, “So what eats grasshoppers, dad?”

“I don’t know. Chickens?” Brandon replied.

Instantly, Lyle proposed they purchase chickens to solve the problem. Regenerative logic notwithstanding, chickens weren’t a practical or immediate option for the Bocks.

Still agonizing over his decision, Brandon walked into the field, knelt down and prayed.

“I said, ‘God, please give me a sign if you do not want me to spray this field. I could really use some help here,’” Brandon says.

While sitting in the field, he began to observe all of the beneficial insects around him, realizing that using an insecticide to kill the grasshoppers would also result in the death of the insects that could help him keep other potential infestations in check.

After a few minutes of contemplation without resolution, Brandon walked over and hopped on the motorcycle he uses to scout their fields, motoring off to check the crops on the neighboring fields.

About 15 minutes later, as he returned to the grasshopper-infested field, Brandon was astonished by the sight before him.

“Right there was the biggest flock of seagulls I had ever seen—eating grasshoppers off that crop,” he says. “I sat there on the motorcycle thinking, ‘This is as obvious as it gets,’ because up to that point I had not seen any seagulls in my wheat fields. Those seagulls hung around the rest of the year eating grasshoppers—and off of our harvested pea fields, too.”

The lesson for Brandon is not just one of faith but also of the inner connectivity between biology and farming—and that through regenerative agriculture, the Bocks are heading down the right path.

“At times like that you start to realize how much we farmers do to impact the big picture—in this case, affecting a food source for another set of animals,” he says.

Brandon’s regenerative journey began as many others: Watching YouTube videos of presentations by Gabe Brown, Ray Archuleta and other soil health pioneers. Although he grew up on a farm that utilized conventional agricultural practices, something clicked in Brandon as he learned more about regenerative agriculture.

“At the end of one of Gabe’s presentations, he included his phone number, so I called it. And Gabe answered the phone,” Brandon says, still astonished that he was able to connect directly with the well-known regenerative farming pioneer.

Shortly thereafter, Brandon bought some cover crop radish seeds from Gabe and later talked with him at a soil health summit in Bismarck, where Brandon was urged to attend a three-day, Soil Health Academy to learn more about the principles and practices of soil health-focused regenerative agriculture.

Along with his wife, Jessie, and his farming neighbors Marlo and Kelly Stromberg, the four drove more than 1,000 miles to Ray Archuleta’s farm in Seymour, Missouri, where the next Soil Health Academy school was being held.

SHA Graduate Feature continued

Brandon knew it was important to have Jessie come along so she could better understand why he was committed to transitioning from conventional to regenerative agriculture.

"As I learned more about regenerative agriculture, I felt it was the right direction we needed to push this farm," he says, "But ours is a family farm, and it's important to have Jessie on board. If we're going to make some of these changes and there's any financial pain along the way, the rest of the family needs to understand why."

Brandon says one of the key aspects of regenerative farming that he's learned is it's a long-term commitment that requires a change in thinking and how you see everything. "Whenever you see a problem, look closely around and you will see so much that is good and functioning properly," Brandon says.

It was the contrast between conventional farming's "We'll sell you a solution to your problem, and if that solution creates another problem, we have a fix for that too," and the regenerative agriculture approach of farming in nature's image that became abundantly clear to Brandon.

"Gabe and Ray aren't in this to get rich," he says "They're not trying to make a bunch of money off of you. They want to improve the environment, our communities, and see you succeed in a way that doesn't require a ton of capital."

In just two short years, the Bocks have put all of the 4,500 acres of cropland they farm under a diverse mix of covers, seeding clover with spring wheat, diversifying their cropping rotations and using the Haney Soil Test throughout their farming operation. In addition, they no longer "blanket spray" or "just-in-case" spray any insecticides or fungicides.

"Looking back, I'm ashamed at our spray program before, as some of the insecticide and fungicide applications were a preventative precaution." Brandon says. "Many herbicide applications have been converted to spot spraying as well and only used where absolutely necessary."

A significant reduction of inputs was apparent in their first year, Brandon says, and the Haney Soil Test, for which his wife and 13-year-old daughter Grace collect samples, is a "no-brainer" for generating savings on fertility.

"Still Mother Nature had the final say in it, and between hail and drought our crop wasn't very good in many fields in 2019," he says. "But had we put the typical inputs in that crop, it would have been very difficult."

The Bocks are also benefiting from improved soil function and soil resiliency thanks to their regenerative practices. Following a summer-long drought, the fall of 2019 brought 30 inches to central North Dakota, where the average annual precipitation is 18 inches. Fortunately, the Bocks had established multiple cover crop mixes of oats, barley, radishes, peas, rye, and winter wheat on 3,000 of their 4,500 acres, and despite the inundating rains, Brandon said they were able to seed every acre that was under covers the following spring.

"Land that too wet to seed and didn't have a cover crop on," he says, "ended up being 'Prevent Planted' because it was too wet in the spring." This was turned into an unexpected opportunity to seed a 13 species cover crop the end of July on those acres. Winter wheat was then green seeded on those acres in the fall.

A lack of fencing and watering infrastructure preclude the Bock's from currently integrating animals into their farming operations, along with more of a desire to farm than work with animals. Even so, the implementation of the other regenerative principles is bringing about remarkable changes in just a short period of time—from exploding earthworm populations, to beneficial insect populations.

"We're seeing things happen faster than we ever thought possible," Brandon says. "If you build it, they will come."

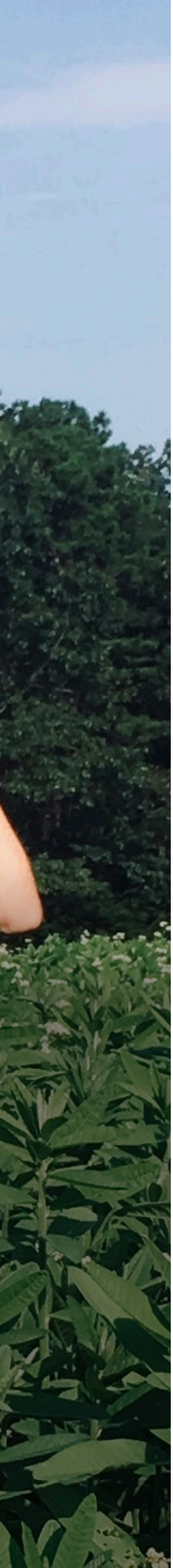
Including apparently, a timely (if not divinely inspired) visit from a flock of grasshopper-eating seagulls.

Looking back, I'm ashamed at our spray program before, as some of the insecticide and fungicide applications were a preventative precaution. Many herbicide applications have been converted to spot spraying as well and only used where absolutely necessary."

—Brandon Bock, Foxholm, North Dakota

“I was very encouraged in my personal farming journey and in the potential for the operation I help lead. I felt very impacted by the heart and knowledge shared with us at the school, and thankful for the opportunity the scholarship program gave me. Regenerating soil, animals, economies, towns, families, people’s health, and people’s hearts seems like one of my primary callings as a man and SHA has affirmed that and invested in my story and other’s, through what they are doing. Thank you SHA Team!”

—Brent Halderman, Mentone, AL



SHA Scholarship Fund Established to Honor Regenerative Ag Pioneer Kendra Brandt

Late in the year, the Soil Health Academy (SHA) announced the establishment of a new scholarship fund in memory of soil health and regenerative agriculture pioneer, Kendra Brandt of Carroll, Ohio, who passed away recently.

In memory of Kendra's legacy, Understanding Ag, LLC (UA), provided an initial endowment to establish the SHA scholarship fund, which is targeted to women and/or new and beginning farmers who are committed to growing the regenerative agriculture movement by implementing regenerative principles in their own operations or through regenerative agriculture education, outreach or policy advocacy.

"Kendra, alongside her husband SHA President David Brandt, formed a magnificent team that raised children with respect and honor, were vital members of their community and beyond, and stood as pioneers in helping others regenerate our soils, our ecosystems and ultimately our health,"

—Soil Health Academy instructor and UA partner Allen Williams, Ph.D.

"Kendra's contributions to regenerative agriculture, while behind the scenes, were as consequential as any of the world's higher-profile leaders of the movement and her recent passing leaves a void that will be impossible to fill," Williams said. "However, with the granting of each scholarship, her legacy will flourish and further advance the cause of soil health-focused regenerative agriculture."

The year ahead: Growing on… regeneratively

If this past year has taught us anything, it's that we can't plan for every contingency. It has also taught us that regenerative agriculture, on a landscape scale, is needed now more than ever. From helping ensure our food security, to increasing the nutrient density of our food, to helping make our farms and ranches more resilient to climate change, to the need to restore the carbon cycle—regenerative agriculture continues to represent a largely untapped solution to many of the problems facing all of us on planet Earth. And while we are proud of our past year's accomplishments, we know that so much more needs to be done.

The window of opportunity is closing. The time for action is now. Here are our top-line goals for action in the coming year.

1. **Provide educational and technical assistance to help conventional agriculture farmers and ranchers convert five million acres of farmland and ranchland to regenerative agriculture.** From its inception in 2017, SHA's goal was to increase by 10-fold the number of acres farmed using regenerative agricultural systems by the year 2023. We continue to believe this ambitious goal is not just a dream, it's an imperative for our farms, our communities and our planet. To realize this goal, we hope to build on our 2019 success by partnering with other regenerative agriculture-minded organizations and funders to greatly expand SHA's teaching cadre, its schools and its educational reach through multi-media platforms, student curricula and expanded educational venues. You've seen in this report how we are making those goals achievable.

2. **Expand SHA's on-line and in-person curricula offerings.** After launching Regen Ag 101, our vision is to continue to work with SHA's regenerative agriculture experts to offer more, in-depth, virtual learning opportunities. While this requires a great deal of time and resources, we believe these efforts have the highest potential to reach a maximum number of farmers, ranchers, educators and policy makers who can make a positive change on the land.

   As SHA develops new courses and virtual learning opportunities, we will continue to expand both the number of schools offered and the core curriculum topics of those academies. SHA's ever-expanding teaching team allows us to offer the basic Soil Health Academies, as well as specific curriculum such as Nutrient Management, Alternative Marketing, Adaptive Grazing, Effective and Efficient Irrigation and other topics.

3. **Increase educational opportunities for historically disadvantaged groups, including but not limited to; African Americans, women, Native Americans and other historically underserved farmers.** Interest in regenerative agriculture remains high among all farming and ranching demographics but it's increasingly clear more financial assistance for historically underserved groups is needed. One of our goals in 2021 is to significantly increase the number of scholarships that we can offer to individuals who meet these criteria.

The Soil Health Academy experience was very inspirational and encouraged me to push for regenerative ag here on the Navajo Nation. Thanks to what I learned at SHA, I can work on bringing life back to my soil and will teach our youth and others in our community to do the same."

—Lyle Yazzie, Lead Gardener/Farm Technician, Tolani Lake Enterprise

4. **Support and further educate graduates of the Soil Health Academy.** We recognize that attending an academy is just the start of our graduates' education, so follow-up support is crucial to further development and success. Due to the fact that the learning and discovery process for regenerative agriculture is continuous, there is a need for a viable method to effectively communicate the newest information and practices to our former graduates in an on-going manner.

   Based on our experience, we believe the best methods to accomplish this are:

   1. How-to, informational videos
   2. Online curriculum development
   3. Frequent webinars
   4. Book series on regenerative ag

   We will continue to further the education of graduates of our Soil Health Academies, who will, in turn, multiply our efforts by educating others in their communities.

5. **Provide a platform to showcase SHA graduates' regeneratively grown products**.
   The popularity of the Netflix documentary, "Kiss the Ground," has triggered a groundswell of interest from consumers who want to purchase regeneratively grown, pasture-raised products both for the nutrient value of these products but also to support the farmers and ranchers whose soil health-focused practices help address a wide range of biodiversity and climate issues. In the coming year, SHA will develop an on-line showcase wherein visitors will have, in one location, access to the location of the websites of SHA graduates offering on-line purchases of their products. Because increasing farm profitability is a critical component in expanding the adoption of regenerative practices throughout the nation, this feature will provide our graduates with additional exposure to more effectively market and monetize their regeneratively grown and pastured protein products through enterprise stacking and direct-to-consumer delivery strategies.

6. **Secure funding to develop a new Soil Health Academy broadcast video documentary series to educate society on the importance of healthy soils – healthy plants – healthy animals - healthy people – healthy climate.**
   While the Netflix movie, "Kiss the Ground," continues to educate the broader public about the basics and benefits of regenerative agriculture, SHA is seeking to develop a broadcast series through which more, in-depth, sustained information about the regenerative ag movement can be conveyed. Using a documentary film-making approach, the series will feature SHA instructors, nutrition and medical experts, as well as researchers and scientists at the forefront of the regenerative ag movement.

“In my experience, limited though it may be, one of the most profound interactions for a student to encounter, is an instructor who truly believes in the message they are transmitting and the SHA has this in spades. This was an inspiring experience that I will return to as often as opportunity allows and I hope to increase my involvement in any way I can.”

—Connor Newman, Farm Manager

Hodges Family Farm, Charlotte, NC

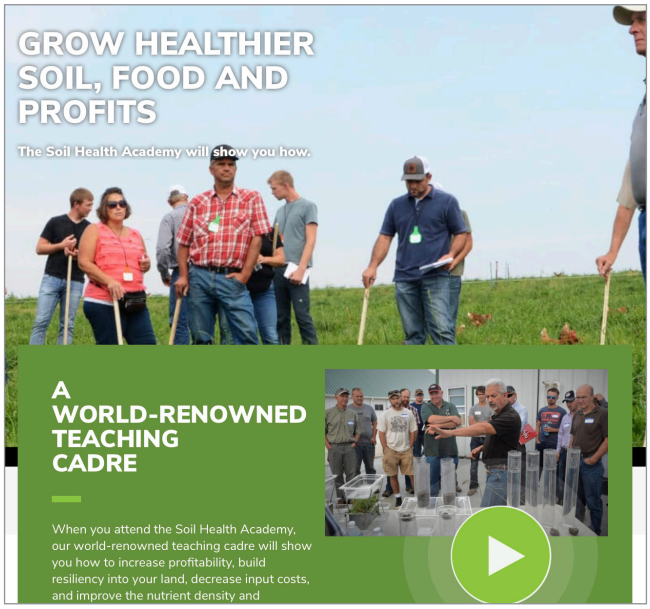
SHA expands, refines its outreach and marketing efforts

Due to the importance of maintaining on-going communications with its graduates, as well as reaching new and diverse audiences with an interest in regenerative agriculture, SHA utilizes a wide range of communications strategies and social media tactics. SHA maintains an active presence on-line and through traditional and social media channels in order to highlight school offerings and to amplify important regenerative agriculture messages. Following are some of the highlights of those efforts in 2020.

New website launched

In the fall, SHA unveiled a new website, which allows greater accessibility and features a more visually engaging platform, incorporating a wide range of content for visitors to explore and learn from. SHA garnered more than 40,000 visitors to the new website throughout the year, with more than 70 percent representing first-time visitors.

SHA's world-class cadre of instructors and technical advisors penned numerous blog posts, memes and videos on regenerative agricultural topics throughout the year, driving additional traffic to the website and cultivating a broad following among farmers, ranchers, gardeners, consumers, policy makers and others.

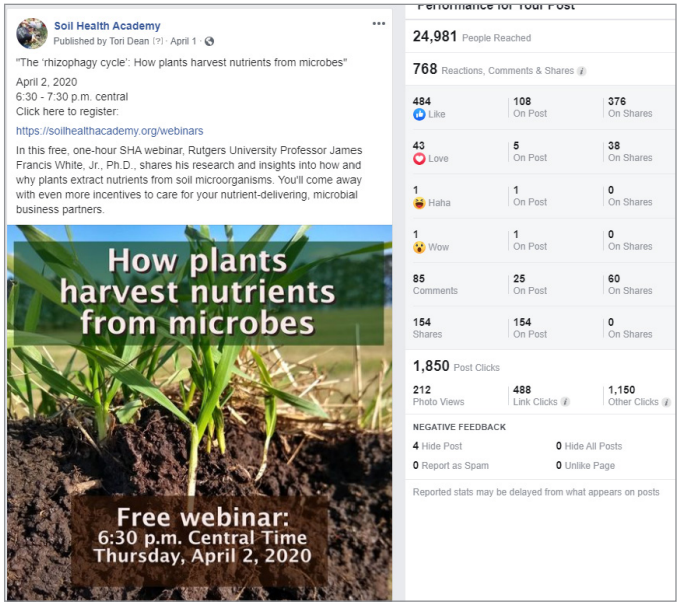


Social media efforts boosted by new coordinator

Maintaining and growing audience engagement through social media is especially important in today's communications environment. As SHA has grown, so too has the need to focus resources on developing appropriate and engaging content to ensure that SHA maintains a consistent presence in the social media arena. In addition to topical blogs, content for social media amplification includes the development of videos, memes and shared content from other regenerative agriculture-focused organizations.

In early 2020, SHA graduate Tori Dean was hired as a part-time social media coordinator to help SHA achieve its marketing communications and outreach goals via Facebook, Twitter and on its website. In addition, Tori also serves as SHA's newsletter coordinator, which allows Kathy Richburg, SHA's Director of Operations, more time to focus on operations and management activities.

In just the first year with Tori serving as coordinator, SHA has more than doubled its audience of Facebook followers (now more than 5,600) and also doubling audience engagement and likes, while reaching more than 120,000 viewers.



Traditional media outlets continue to reach wide audience

To promote its schools, scholarships and new course offerings in 2020, SHA distributed 11 news releases that reached than an estimated 1 million readers through the *Morning Ag Clips* news release service alone—and reaching thousands of additional readers other news publications and organizational venues. In coordination with General Mills, several SHA news releases reached other key audience groups including food processors, retailers and distributors through GM's 3BL news distribution service.


Morning AgClips America's #1 Daily Ag News Source

HOME | Upcoming EVENTS | Browse By TOPIC | Trends in WEATHER | Search JOBS | Just Me KATE | Browse By STATE

/ NATIONAL / FROM 'PRICE TAKERS TO PRICE MAKERS'

UPCOMING SCHOOL 0 COMMENTS

From 'price takers to price makers'

Marketing insights, opportunities for diversification, increased profits focus of reg

PUBLISHED ON SEPTEMBER 17, 2020

New Brochure

Also, in 2020, a new brochure, featuring a similar look-and-feel of SHA's other print publications was developed for distribution to potential students and other organizations that support regenerative agriculture.

The publication provides a quick overview of SHA's schools, programs and benefits to those interested in making the transition from conventional agricultural practices to soil health-focused regenerative agriculture—or for those supporting efforts to expand the adoption of regenerative agriculture throughout the nation and across the globe.


SOIL HEALTH ACADEMY

Grow Healthier Soil, Food and Profits

The Soil Health Academy will show you how

SOIL HEALTH ACADEMY

Learn more about the Soil Health Academy, its graduates and their success at:
www.soilhealthacademy.org | 256-996-3142

A World-Renowned Teaching Cadre

Practical, Profitable Results

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Additional Benefits

In a recent poll, Soil Health Academy graduates indicated they're putting what they've learned to use on their farms and ranches AND are confident those practices will lead to greater profitability.

91% STRONGLY AGREED
9% AGREED

80% STRONGLY AGREED
20% AGREED

SHA's Board of Directors

David Brandt, President

David farms 1,150 acres in central Ohio's Fairfield County. He began no-till farming in 1971 and has been using cover crops since 1978. He has participated in yield plots for corn, soybeans and wheat into various covers. This information has been used by seed growers as well as county agents and universities to encourage other farmers to adapt no-till practices in their farming operations. He has also been planting various blends of cover crops to find out what benefits they provide to improve soil. David has received numerous awards for conservation practices, including the Ohio Conservation Educator Award from the Ohio No-Till Council, Ohio State University South Center's Supporter of the Year, Ohio Agriculture's Man of the Year, the Ohio Farm Bureau Federation Distinguished Service to Agriculture Award, and Ohio NRCS Soil Conservationist Partnership and State Volunteer Awards. David is a U.S. Marine Corps veteran.

Kim Barmann, Secretary

One of six siblings raised on the CS Ranch located in northeastern New Mexico, Kim is part of a family owned and operated ranch that spans five generations. The main business is beef cattle and the CS also raises quality Quarter Horses. In 1982 Kim began managing the south end of the ranch. A desire to improve the drought-prone prairie ecosystem led her to the study and implementation of Holistic Management and the fascinating promise of regenerative agriculture. To this day Kim is a long-time soil health champion who is dedicated to bringing pioneers/advocates of regenerative agriculture principles to New Mexico. After a decade away from the ranch, Kim returned to her roots in 2017. She is excited to continue her passion of regenerative agriculture practices, which she believes is a must to sustain the CS legacy and surrounding rural communities.

Dawn Breitkreutz, Treasurer

Dawn, along with her husband Grant, run Stoney Creek Farm along the bluff of the Minnesota River near Redwood Falls, MN. Over the past 21 years they have converted a conventional crop and cow/calf operation into a multi-enterprise regenerative family business. They run at least a three-crop rotation, with cover crops incorporated whenever and where ever possible in their 100% no-till cropping system. They use managed, intensive grazing throughout their pasture systems and their farm fields. Their overall goal is to heal the land, create a successful and enjoyable multi-generational family business, and ensure that future generations have a beautiful legacy to carry on. They strive to help educate others about regenerative agriculture through on-farm tours and classes. Dawn is a U.S. Air Force veteran.

For More Information

Kathy Richburg, Director of Operations, (256) 996-3142

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