Farming in America’s Breadbasket

A **SHIFT**

Paradigm
Performance Farming for Water

• We have built a watershed management product for the agricultural supply chain, especially the producer and his/her suppliers and customers.
• It is based in the practice of medicine and health management (dose/response).
• Outcome-driven and enables shared goals.
• Informs management decisions toward the goal.
• Quantifies practice impact against the goal.
• Scale-able and easy to use.
• Built on decades of science data and information.
• Provides year over year record keeping.
Two Major Features of the Product

1. Watershed **Goals**
   Set realistic watershed nutrient goals for farmers, other water users and nature

2. Farm-field and Watershed **Management**
   Quantifies BMP contribution toward the goals
Management Practice Options:
Right Practice, Amount, Time, Scale

Surface Management

Drainage

Natural

Engineered
Application

• Outcome-based conservation payments (Farm Bill)
• Farm Certification
• Sustainability Claims
• Public Drain Management
• Watershed Management and Governance