



Great Lakes
Protection Fund



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

WATERSHED GOALS



\$ Cost

Nature

Desired
"Sustainable"
Condition

Current
Condition

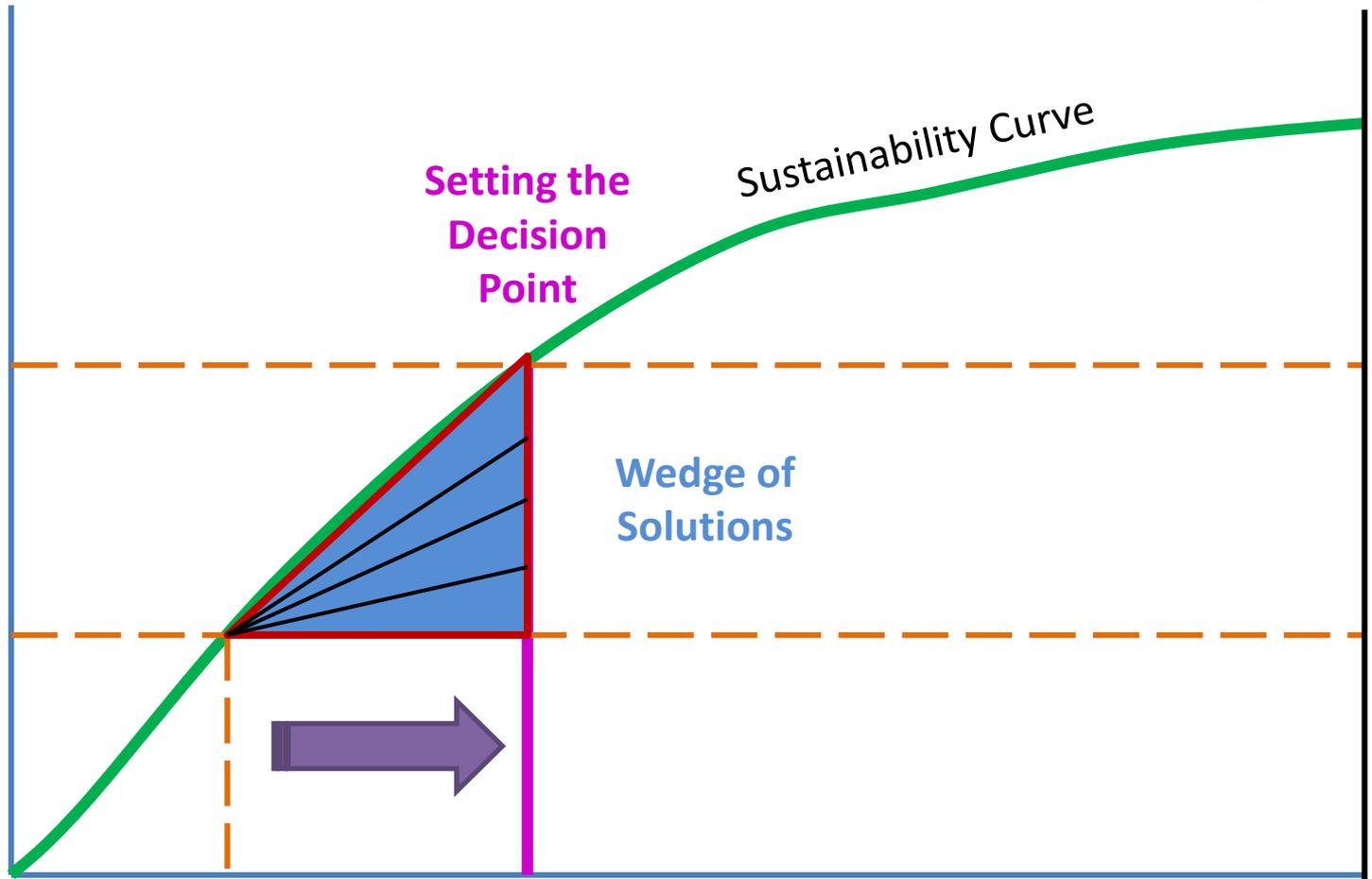
Setting the
Decision
Point

Sustainability Curve

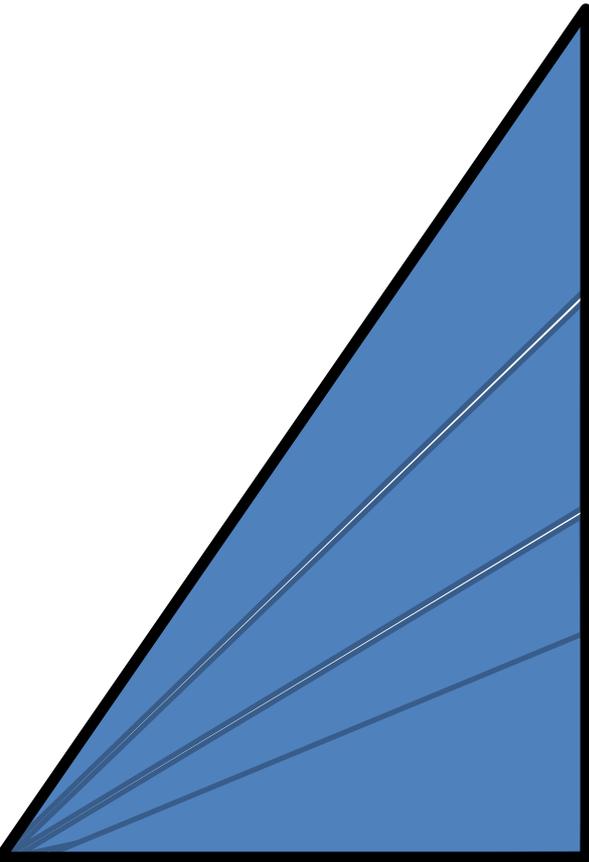
Wedge of
Solutions

Ag Management Practices

Tools/Calculator



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