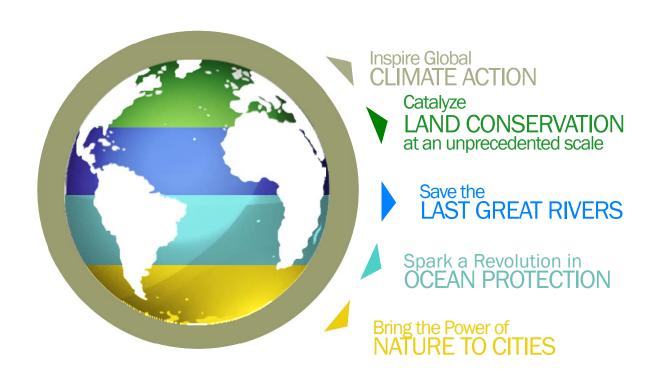


THE NATURE CONSERVANCY HELPS SOLVE THE WORLD'S BIGGEST CHALLENGES







Impact in 69 countries



120
M acres of land protected

HOW WE WORK WITH COMPANIES

TRANSFORMING
BUSINESS PRACTICES
Nature is a smart investment

RAISING
AWARENESS
Inspiring individual action

INVESTING TO PROTECT NATURE

Philanthropic support saves lands and water

ADVANCING POLICY
Developing public policies
that are good for nature

What makes a collaboration successful?

- Compelling Business Case
- Common Vision
- Web of Relationships
- Trust, Buy-In, and Communication
- Set Expectations
- Evolve Partnership
- -- "Transformative NGO-Corporate Partnerships 6 Keys to Success" Yale Center for Business and the Environment, 2016

MIDWEST ROW CROP COLLABORATIVE (MRCC)

Working with farmers to improve soil health and water quality



© Midwest Row Crop Collaborative

- Farmers and agricultural producers need to meet the demands of a growing population, while protecting our water, lands, and other natural resources for future generations.
- New partnership aims to address this challenge, by collaborating with key players of the agriculture supply chain: Cargill, Environmental Defense Fund, General Mills, Kellogg Company, Monsanto, PepsiCo, The Nature Conservancy, Walmart and World Wildlife Fund.
- Goals focus on improving soil health outcomes, reducing nitrogen and phosphorous loading in the Gulf of Mexico, and maximizing water conservation.

MRCC Policy Principles



 ALIGN - Align agricultural program requirements to conservation objectives



 ACCESS - Increase availability and access to financial and other incentives



SCIENCE - Ensure programs are science driven



 PARTNERSHIP - Foster public-private partnerships



 SUPPORT - Couple farmer incentives with technical assistance



INFORMATION - Access to information

