

Who's Eligible?

Farmers in a 100-mile radius of Des Moines who deliver soybeans to ADM are eligible to apply for cost-share funds to expand cover cropping.

Those counties are in key watersheds:

- East Nishnabotna
- West Nishnabotna
- North Raccoon
- Middle Cedar
- South Skunk
- Skunk

Farmers who already participate in Iowa Nutrient Reduction Strategy Practice Implementation and Demonstration Projects are not eligible for cost-share funds under the Unilever/ADM Sustainable Soy Continuous Improvement Program.

Contact information

For more details on the cover crop cost-share funds and to enroll in the Unilever/ADM Sustainable Soy Continuous Improvement Program, contact:

Maree Deventer at ADM at (515) 263-3266 or maree.deventer@adm.com

Sarah Carlson at Practical Farmers of Iowa at (515) 232-5661 or sarah@practicalfarmers.org

Details on the La Crosse Seed discount will be available from participating La Crosse Seed dealers.

For information on the Field to Market Fieldprint® Calculator, visit www.fieldtomarket.org/fieldprint-calculator/.

For tools on cover crop selection and management, visit the Conservation Technology Information Center's website at www.ctic.org/Cover Crops/.



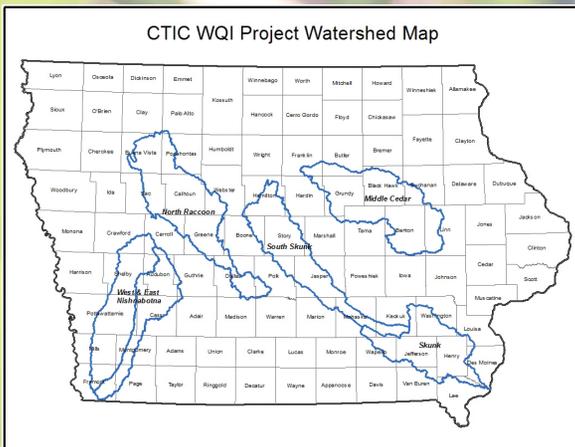
Apply Now for
Cost-Share Funding:
Cover Crops in Iowa Soybeans

Sustainable Soy
Continuous Improvement Program

Partners



Conservation Districts of Iowa



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Sustainable Soy

Continuous Improvement Program



Iowa soybean growers within a 100 mile radius of Des Moines may qualify for up to \$25 per acre in cost-share funding and also receive price discounts on Soil First™ brand cover crop seed to plant cover crops while joining the Unilever/ADM Sustainable Soy Continuous Improvement Program.

Cost-share from the Iowa Department of Agriculture and Land Stewardship can be used by farmers new to cover cropping, or by experienced cover croppers who are expanding their cover cropped acres or diversifying their cover crop planting.

PARTICIPATING GROWERS GAIN ACCESS TO A WIDE RANGE OF BENEFITS, INCLUDING:

- The Field to Market Fieldprint® Calculator, which manages data on key sustainability factors on each farm and allows growers to chart their progress against national and state benchmarks.
- One-on-one advice from experienced cover crop growers and staff of the Practical Farmers of Iowa.
- Discounts on Soil First™ brand cover crop seed sourced from La Crosse Seed resellers.
- Access to special field days and demonstration plots hosted by ADM, Unilever and partners DuPont Pioneer, Practical Farmers of Iowa, La Crosse Seed and the Conservation Technology Information Center (CTIC).

The program is designed to increase cover crop acreage in six key Iowa watersheds and expand the availability of sustainably grown soybeans for key markets. Unilever has announced a goal of sourcing sustainably grown soybeans from 1 million acres by the end of 2017. The company currently purchases oil from sustainably grown soybeans from Archer Daniels Midland (ADM) for use in its Hellmann's mayonnaise.

APPLY NOW: ACREAGE IS LIMITED

Cover crops seeded under this program need to protect fields through the winter. They may be grazed or harvested for hay or silage, but may not be harvested for grain. Farmers who have not used cover crops more than once in the past

three years will be eligible for cost-share of \$25 per acre plus the seed discount. Growers with more frequent or recent cover crop experience may receive \$25 per acre plus the seed discount if they plant new cover crop acres or diversify their cover crop mix. Experienced growers may receive \$15 per acre plus the seed discount to continue with current acreage and cover crop species. Acreage per applicant is capped at 160 acres.

To receive cost share and a seed discount, farmers must:

- enroll in the Fieldprint Calculator
- discuss cover crop options with Practical Farmers of Iowa and
- plant cover crops this fall.

Special requests for more acreage may be considered if the cover cropped field is larger than the limit, or a farmer wants to plant multiple fields to cover crops. Farmers who do not receive cost share funds may still take advantage of seed discounts from La Crosse Seed if they apply by August 28. Seed discounts will be higher for species other than cereal rye. Details are available from participating La Crosse Seed resellers.

BENEFITS OF COVER CROPS

Growers can choose among a broad selection of grasses, brassicas and legumes that offer an array of benefits, from increasing soil organic matter to reducing soil erosion, keeping nutrients in the root zone over the winter, loosening up hardpans and compaction layers in the soil, and suppressing weeds. Cover crops may be selected based on management preference—for instance, many cover crops are naturally killed by winter frosts, though others can grow through winter and early spring until the farmer decides to terminate them.

Regardless of the species or mix of cover crops that work for individual growers, the goal is to expand the practice. Currently, 23 percent of Iowa's corn producers plant cover crops, according to a December 2014 Datu Research survey, though most grow them on fewer than 100 acres. That means there is plenty of room to expand the practice, which can improve the economic and environmental sustainability of Iowa farms.

SHAPE OF THE INDUSTRY

“ADM and Unilever are at the cutting edge of a major trend—the growing demand for crops that have been produced sustainably. Consumers are interested in how their food is grown,” notes Stefani Millie Grant, senior manager, external affairs and sustainability for Unilever. “Measuring and tracking sustainability criteria allows farmers to document the practices they may already be following, and encourages continual improvement that can benefit the farm. It’s also a great story to share with consumers,” Grant adds.

SUSTAINABLE SOY CONTINUOUS IMPROVEMENT PROGRAM

“We’re delighted to have this incentive to bring more farmers into the Sustainable Soy Continuous Improvement Program, and to encourage more cover cropping,” says Maree Deventer, soy sustainability program coordinator for ADM in Des Moines. “If we see an overwhelming response to the cost share opportunity, the Iowa Department of Agriculture and Land Stewardship will work with us to shift funds from future years of the program to meet the immediate demand. It’s great commitment from the state, complementing the enthusiasm of ADM and Unilever for the program.”

New and Experienced Cover Crop Growers Welcome Deadline August 28

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| Planting new acres or diversifying cover crop mixes | \$25/acre + La Crosse Seed Discount | Maximum 160 acres for the cost share; seed discount available on all acres enrolled in the program. |
| Ongoing use of cover crops | \$15/acre + La Crosse Seed discount | Maximum 160 acres for the cost share; seed discount available on all acres enrolled in the program. |
| Enrolling in program, but not applying for cost-share | La Crosse Seed discount | Seed discount available on all acres enrolled in the program |