



Better  
farming  
for all

**The landscape of farming is changing forever** and we have a once in a generation opportunity to transform the UK's farming and land management practices. Changes to legislation and agricultural subsidies, a huge increase in sustainable financing opportunities, and growing public anger on climate change give us a rare moment to revolutionise UK farming and forestry – and make it more profitable in the process.

*“...a huge increase in sustainable financing opportunities...”*

**For over 75 years**, Soil Association has been leading the way in farming that's good for the climate, nature and health. And now we are launching Soil Association Exchange to help all farmers and land managers reap the rewards of regenerative land use. Working with farmers, exchanging our knowledge, and providing access to measurement tools and financial incentives so that you can realise the benefits of agroecological farming. And together, we can be a stronger force against the climate emergency.

# What Soil Association Exchange means for you...

## 1

### **Measure the ecological health of your farm**

Soil Association Exchange uses the best available technology to provide comprehensive and scientifically rigorous data to show the impact of your farming or forestry on the land. Through data modelling and low-cost testing, we do all the hard work to build a clear picture. Based on outcomes, such as soil carbon levels and NPK levels, our measurements look holistically at a farm and cover the following key areas:

- Healthy soils
- Biodiversity
- Water
- Animal welfare
- Social metrics
- Climate change

## 2

### **Improve the ecological health of your farm**

We know that many farmers and foresters want to manage their land more regeneratively, but just don't know how. Customised to your farm, Soil Association Exchange provides practical information on how to change your farm practices so they are better for the planet and profitable.

With over 75 years' experience in sustainable farming, Soil Association Exchange delivers practical learning - online and on-farm - that will make a real difference. We provide the knowledge and know-how to understand the cost of implementing agroecological practices most relevant to you, your expected financial return and the impact of your farm on the planet.

## 3

### **Get financial rewards for the ecological health of your farm**

It pays to farm more ecologically. Soil Association Exchange helps you access:

**Preferable financial products:** We work with the finance industry to secure preferential terms for regenerative farmers across products such as loans, equity investments and insurance

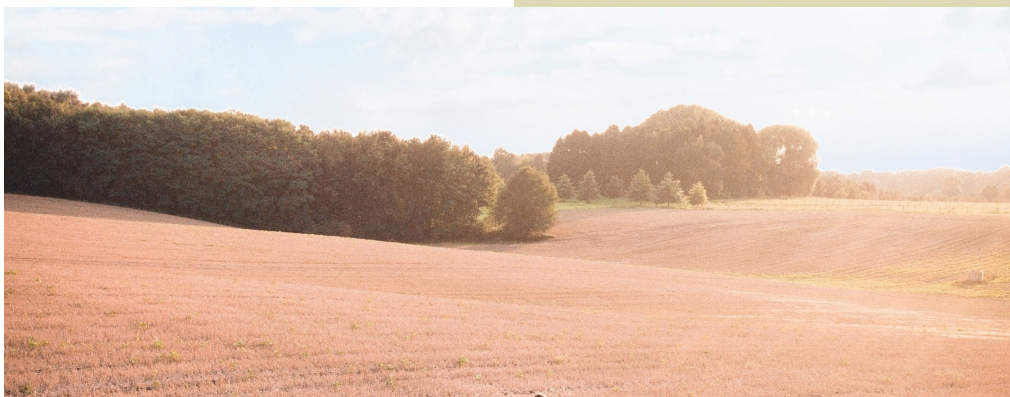
**Public money for public goods:** In the future, farmers and foresters will be able to use the Exchange to show the 'public goods' they are providing to access 'public money' through schemes like ELMS

**Private natural capital markets:** Farmers will be able to trade the natural capital

from their land – fairly and accurately. The Exchange covers all tradeable ecosystem services: carbon (both soils and vegetation), biodiversity, flood risk prevention and clean water

**Philanthropic money:** Numerous foundations and philanthropists are interested in accelerating agriculture's transition to sustainability and the Exchange will help ensure funds are distributed to the farmers and foresters making positive changes

**Cost savings:** Farming agroecologically can save considerable money, such as using less diesel and reducing agricultural inputs, and the Exchange will help quantify these savings for farmers







*“...the industry standard for measuring and rewarding regenerative farming...”*

# Setting new standards in farming

Our vision for Soil Association Exchange is that it becomes the industry standard for measuring and rewarding regenerative farming and forestry practices. Soil Association helped set the international standards for organic 50 years ago and today Soil Association Exchange is focussed on the future for all farmers – and the planet.

## Exchange for good

Soil Association represents a coalition of many key partners including: Sainsburys, Marks & Spencer, Arla, OMSCO, ADM Capital, Wheatsheaf Group and Nando's – not to mention the input of hundreds of farmers.

The Exchange will launch as a Beta version later in 2022 and we are always looking for collaborators with a similar vision to help bring this project to life, so please do not hesitate to contact us:  
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