



DRIVING CONSERVATION IMPACT IN MISSOURI

HOW THE CENTER FOR REGENERATIVE AGRICULTURE AT THE UNIVERSITY OF MISSOURI
SCALED THE ADVANCING MARKETS FOR PRODUCERS PROGRAM WITH FARMRAISE

OVERVIEW

In 2023, the Center for Regenerative Agriculture at the University of Missouri launched the Missouri Conservation Resilient Crop and Livestock (CRCL) Project, a five-year, \$25 million initiative funded through the USDA Partnerships for Advancing Markets for Producers (AMP) program. The goal: empower farmers to adopt conservation practices that build healthier soils, sequester carbon, and improve climate resilience.

By partnering with FarmRaise and leveraging our Program Management Solution, the Missouri Center for Regenerative Agriculture streamlined farmer enrollment, incentive payments, and reporting requirements. In just two years, the CRCL Project has become a top-performing AMP initiative nationwide, supported by digital tools in scaling conservation efforts.

CHALLENGE

Before FarmRaise, many Missouri farmers faced challenges accessing conservation programs:

- **Complex applications** deterred participation, especially among producers new to conservation.
- **Limited digital tools** made data collection and reporting time-intensive.
- **Reaching new producers** required simplifying enrollment and delivering accessible resources.

The Missouri Center for Regenerative Agriculture needed a centralized, easy-to-use platform to manage applications, guide farmers through incentives, and scale conservation efforts efficiently.

Objective

To empower farmers to adopt conservation practices that build healthier soils, sequester carbon, and improve climate resilience.

Approach

A custom digital platform designed to simplify and scale the CRCL Project:

- Centralized Applications
- Tailored Incentive Management
- Data & Reporting Tools

Conclusion

The Missouri CRCL Project's success demonstrates the power of pairing innovative conservation practices with intuitive digital tools. By partnering with FarmRaise, they have scaled their impact, enrolling more producers and acres than nearly any other AMP project in the nation. Together, we are proving that accessible technology can drive measurable environmental change while empowering farmers to build more resilient operations.



SOLUTION: FARMRAISE PROGRAM MANAGEMENT

FarmRaise provided the Missouri Center for Regenerative Agriculture with a custom digital platform designed to simplify and scale their CRCL Project:

- **Centralized Applications**

Farmers applied directly through a web-based Missouri CRCL portal, powered by FarmRaise. The platform allows users to securely and effortlessly track application statuses and receive program updates.

- **Tailored Incentive Management**

Eight specialized payment programs supported practices like cover cropping, regenerative grazing, silvopasture, and nutrient management. FarmRaise automates tracking for payment eligibility, acreage enrollment, and practice verification.

- **Data & Reporting Tools**

FarmRaise's platform enabled MO-CRCL to track adoption metrics in real time and generate compliance-ready reports for USDA NRCS.

This collaboration helped bridge the gap between innovative conservation practices and accessible, user-friendly technology for Missouri farmers.

"FarmRaise developed a custom enrollment app that has allowed farmers to easily sign up for our \$25 million project through a phone, tablet, or computer. The staff at FarmRaise have been very creative and responsive in meeting our needs for an easy-to-use platform, bringing extensive knowledge of both farm conservation programs and app development to our project."

- Dr. Rob Meyers, Director, Missouri Center for Regenerative Agriculture

RESULTS AFTER TWO YEARS

Massive Conservation Impact

- 117,000+ acres enrolled in practices that sequester carbon and improve soil health.
- Practices include cover cropping, nutrient management, regenerative grazing, and silvopasture.

National Leadership

- The University of Missouri CRCL Project has one of the highest farmer enrollments of any AMP projects in the country, assisted by the online enrollment platform developed by FarmRaise

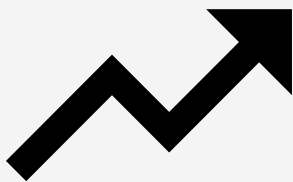
Expanded Access to Underserved Producers

- Nearly 50% of participants were first-time conservation program enrollees, helping bring regenerative practices to new landscapes and communities.

Income Opportunities for Farmers

- Through CRCL incentives and educational resources, producers are learning how to participate in emerging carbon markets, turning sequestration into new revenue streams.

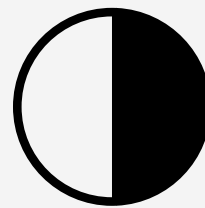




117,000+ acres enrolled in practices that sequester carbon and improve soil health.



One of the highest farmer enrollments for AMP projects nationwide, **reaching over 1,000 producers.**



Nearly 50% of participants were **first-time** conservation program enrollees.

LOOKING AHEAD

With three years remaining in the CRCL Project, the Center for Regenerative Agriculture plans to build on its momentum:

- Launch additional incentive sign-up windows for tailored conservation practices.
- Expand outreach to more producers.
- Continue using FarmRaise's Program Management Solution to streamline reporting and maximize enrollment.

KEY TAKEAWAYS

- Missouri producers are driving meaningful environmental change, with more than 117,000 acres under practices that improve soil health, water quality, and carbon storage.
- Nearly half of the participants are engaging in a conservation program for the first time, broadening the reach of these practices into new landscapes and farm communities.
- FarmRaise enables scalable, data-driven program management, empowering partners like the Center for Regenerative Agriculture to exceed enrollment goals.

ABOUT THE CENTER FOR REGENERATIVE AGRICULTURE

The Center for Regenerative Agriculture leads the Missouri CRCL Project in partnership with 14 organizations statewide. Its mission is to help farmers adopt regenerative practices that improve soil health, water quality, and long-term farm resilience.

ABOUT FARMRAISE

FarmRaise connects farmers with funding opportunities and equips organizations with tools to scale conservation programs, streamline reporting, and deliver real-world environmental impact.

Ready to take your agricultural incentive program to the next level? Reach out today!



www.farmraise.com