

LANDSCAPE-LEVEL COLLECTIVE ACTION: PRACTICAL STRATEGIES FOR SCALABLE REGENERATIVE IMPACT

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TERION

Quantia
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ACKNOWLEDGEMENTS

This white paper was produced through a collaboration between Terion and Quantis to explore how collective action models can accelerate landscape-scale environmental outcomes while strengthening agricultural supply chain resilience.

We would like to thank the farmers, corporate sustainability leaders, agribusiness partners, government stakeholders, and project participants whose perspectives helped inform the examples and recommendations featured throughout this paper. Their ongoing commitment to innovative approaches for regenerative agriculture demonstrates the power of collaboration in driving meaningful change across agricultural landscapes.

Finally, we thank the organizations whose case studies are highlighted in this paper for their leadership in advancing scalable models of collective action.



ABOUT TERION

Terion is the leading digital infrastructure company for agriculture, connecting farmers, enterprises, and governments through a trusted intelligence layer that transforms how agricultural outcomes are measured, verified, optimized, and monetized. Terion enables verification, sustainability programs, enterprise compliance, and AI-powered decision-making at scale, helping stakeholders translate on-farm actions into measurable economic and environmental value. Part of the Flagship Pioneering ecosystem, Terion is building the digital backbone for the future of agriculture.



ABOUT QUANTIS

Quantis helps organizations connect sustainability ambition to real business outcomes by bridging science-based insight with practical action. We accelerate adoption and broaden enterprise impact through our partnership with BCG.



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A SCIENCE-LED AND PRAGMATIC APPROACH TO REGENERATING LANDSCAPES

Spring planting of major U.S. row crops was completed across the U.S. Farm Belt, but conditions were far from favorable. In May 2026, more than 60% of the country was experiencing some level of drought, according to NOAA's Palmer Drought Severity Index. March registered the driest national conditions on record, surpassing the Dust Bowl era and all previously recorded single-month droughts.

As climate volatility and resource scarcity intensify, corporations are paying more attention to how environmental risks like severe droughts impact their operations and supply chains—forcing them to reassess resilience at a systems level. These risks are not confined to food, beverage, and animal feed sectors. Fashion companies, for instance, rely on natural fibers from the same stressed acres that often rotate with food and feed crops. Technology companies with physical infrastructure depend on the same depleted landscapes, with interconnected risks for watersheds and soil systems.

To date, business leaders looking to address environmental risks have often invested in individual pilots and bespoke programs to address their organization's specific needs. But managing these risks at the scale they actually occur—across entire landscapes—demands collective action. And while pilots are valuable for testing and building trust, collective action initiatives connect the dots across diverse players to scale up impact. By focusing on specific regions, i.e., landscapes, corporations can tap into an ecosystem where the cost of implementation is distributed among multiple stakeholders such as governments, agribusinesses, and industry peers.

In this white paper, we discuss collective action frameworks as mechanisms for landscape-level impact. We focus on the outcomes for corporations: reducing costs and unnecessary duplication of efforts while increasing scalability of necessary environmental action. In other words, these frameworks allow corporates to either pursue the same environmental impact with a smaller budget, or maximize their existing budget to scale impact across significantly more acres. Structured frameworks such as formal co-investment agreements between parties can serve as a critically important tool to bolster relationships and commit to action. But they're just one tool in the toolbox. We suggest additional landscape-based frameworks to help companies get out of the pilot program-level mentality and into a systems-level mentality.



DEFINING A LANDSCAPE-LED COLLECTIVE ACTION MODEL

Landscapes are defined by the natural alignment of ecological boundaries and corporate sourcing regions (also known as supply sheds). Environmental risks like water scarcity and soil degradation do not respect corporate boundaries. Therefore, landscape-led co-investment models align localized incentives among stakeholders. Vertical collaboration, such as partnerships between a company and its direct suppliers, is the fundamental starting point for any impactful strategy. While this type of collaboration can begin to spread costs and bring together relevant stakeholders, it is the addition of cross-sector and public-private collaboration that creates landscape-level change.

Stacking benefits further advances the success of these models. In this approach, multiple companies and organizations fund distinct outcomes (e.g., for different products or different claims) within the same landscape, lowering the entry cost for everyone.

STAKEHOLDER CATEGORY		ROLE	STRATEGIC INCENTIVE
	Farmers & Ranchers	Adoption of locally-relevant management practices	Increased operational efficiency and farm profitability; long-term soil health and resilience; lower cost of regenerative transition.
	Governments	Conservation of natural capital (water/soil)	Conservation of local economies and resource security via financial and extension support.
	Corporates (Both Ag Value Chain & Non-Ag)	Market access for farmers and ranchers as key off-takers	Supply security and long-term resilience; progress against Scope 3 and water-positive targets, and distributed MRV costs.
	Agribusinesses (E.g., ag retailers, agronomists, input providers)	Trusted advisor that drives practice change by providing agronomic solutions and advisory; leads farmer relationships and supports data capture	Development and expansion of the market for regenerative inputs and nature-based solutions; relationship strengthening with farmer-customer.
	Project Developers	Large-scale implementation of regenerative protocols	Realization of economies of scale and streamlined project deployment.
	Academic institutions	Provision of high-quality landscape-scale data	Creation of a positive feedback loop for science-based verification and practice refinement.
	Financial Institutions	Provision of capital and Insurance products	De-risking of loan portfolios by improving borrower resilience to climate shocks

A well-developed landscape initiative will quantify the beneficial outcomes in a way that supports tracking progress against dual goals of productivity and stewardship. Critically, the expectation is that a single corporation would not be asked to foot the full bill (as they have historically been asked to do) of an initiative. Not only are there many corporations interested in investing in the same landscapes, but also other stakeholders like governments are incentivized to contribute. No one company has to be the first mover. And critically, these initiatives can be implemented through a neutral third-party to limit the sharing of confidential information or the drafting of complex contracts across major corporations.

Ultimately, the most successful programs are those that position farmers as strategic partners in building a more resilient food system. Trust plays a critical role, with farmers responding more positively to programs delivered through established supply-chain relationships and local agronomic networks.

THE BUSINESS CASE: WHY COMPANIES ARE ENGAGING

Landscape-led initiatives take shape where three key factors intersect: inherent environmental risk, committed producers, and shared sourcing regions.

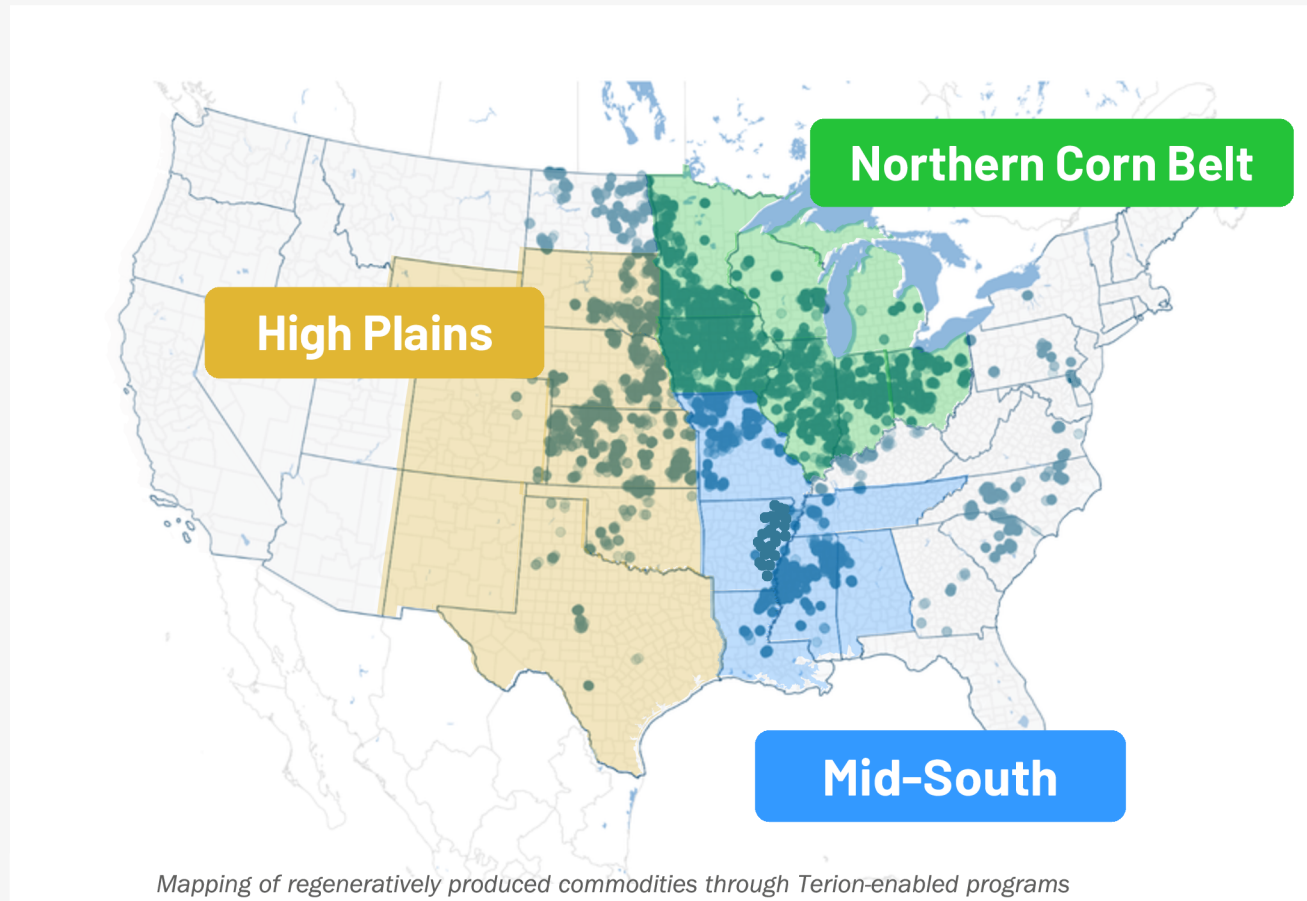
- 1. Inherent environmental risk:** A resilient agrifood supply chain starts with a clear understanding of underlying risks, and companies are increasingly prioritizing agriculture investments as hedges against production risk, in addition to the commonly cited soil carbon sequestration benefits that can emerge from some regenerative practices. A critical first step for any CPG is to assess its commodity-level risk exposure and vulnerability so that every dollar invested alongside suppliers and partners is directed toward the highest-priority landscapes.
- 2. Committed producers:** Successful landscape-led co-investment initiatives depend on local producers and land managers who are ready to transition their practices as stewards of the land, air, and water. By identifying regions with high likelihood of grower engagement, we minimize the risk that farmers will opt out of adopting these incentivized practices, ensuring that the transition to regenerative practices is rooted in local expertise and long-term commitment.
- 3. Shared sourcing regions:** We leverage existing corporate presence to identify natural co-investment opportunities. This involves mapping areas where multiple corporate partners already share a manufacturing hub, a sourcing footprint, or a physical watershed. By launching projects where collective action is already possible, we maximize the speed of deployment and minimize duplication of efforts.





TARGETING LANDSCAPE-LED COLLECTIVE ACTION

Terion and Quantis have identified several US landscapes that meet these criteria.



A detailed analysis of each region (the Mid-South, Northern Corn Belt, High Plains) and the supporting criteria are outlined on the next three pages.

LANDSCAPE DETAIL: MID-SOUTH



Priority Commodities



Rice



Soybeans



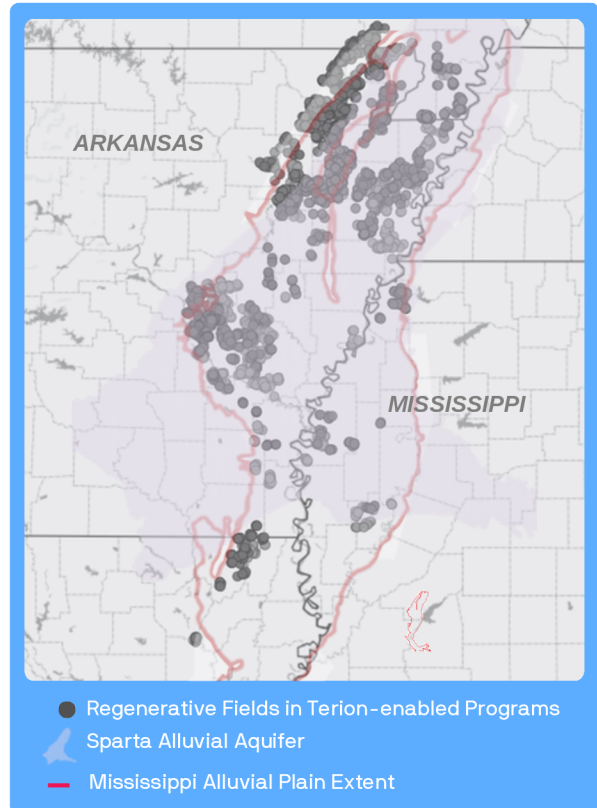
Cotton

Regional Risks

- Soil degradation and erosion
- Aquifer depletion and rising water stress
- Greater yield volatility and crop loss
- Vulnerability of farmer livelihoods

Risk Mitigation Strategy

- Improved rice irrigation management, including AWD, reduces water use, emissions, and nutrient loss
- Reduced tillage maintains soil structure and limits erosion from heavy rainfall
- Cover crops stabilize soils and improve moisture retention
- Extended crop rotations, including rice, manage pests and diversify income



Inherent Environmental Risk

The US Mid-South remains a highly productive agricultural region, yet it faces mounting pressure. Rice, cotton, and soybeans are key commodities, but their dependence on increasingly stressed aquifers exposes the region to significant supply risk. Water insecurity means supply insecurity. But it also shows up as crop quality risk: cotton with weaker color, leaf, staple, micronaire, strength, or uniformity price materially below base quality. Similarly, grain with moisture, low test weight or heat damage faces discounts and rejection risk.

Committed Producers

Mid-South farmers are driven by an immediate need to de-risk their operations. They view regenerative practices as critical levers to build more resilience, especially given current per-acre profit margins. For example, rice farmers across the Mid-South—especially in Arkansas, which typically accounts for nearly half of all U.S. rice production—are facing unprecedented economic pressures that threaten the future of the industry. With rice production costs often exceeding \$1,100 per acre, sharp increases in fertilizer, fuel, seed, and chemical inputs combined with historically low commodity prices have left many growers facing losses of \$200–\$500 per acre. These financial pressures have contributed to a significant reduction in planted rice acres, weakening not only farm profitability but also the broader regional economy that depends on rice milling, exporting, packaging, transportation, and agricultural supply networks. As acres shift to lower-input crops like soybeans, the downstream impacts extend across equipment dealers, seed and fertilizer providers, processors, and rural communities throughout the Mid-South. Regenerative agriculture programs can help address financial shortfalls by putting value on long-term soil health and ecosystem services.

Shared Sourcing Regions

Given the geographic concentration of U.S. rice production in the Mid-South, multiple corporate partners inevitably source from the same areas. This overlapping footprint makes the region a natural place for co-investment; the cost of regenerative agriculture programs that de-risk the landscape can be distributed across multiple companies.

LANDSCAPE DETAIL: NORTHERN CORN BELT



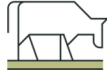
Priority Commodities



Corn



Soybeans



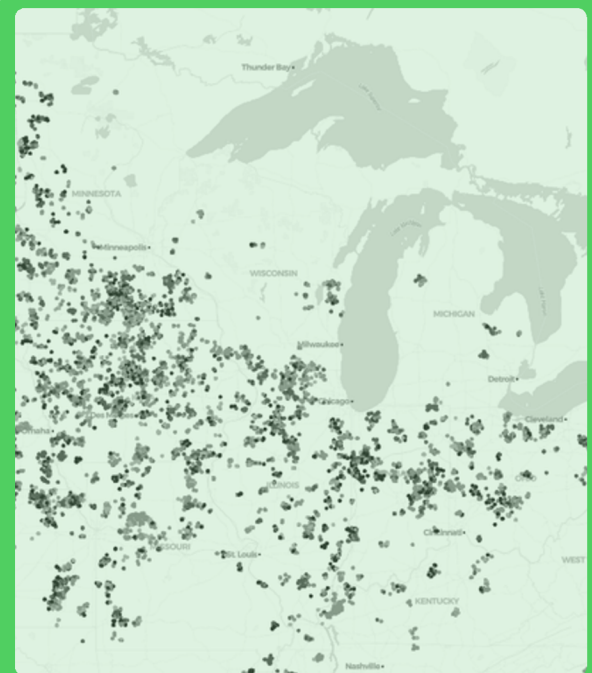
Livestock

Regional Risks

- Groundwater depletion
- Warmer, drier conditions, severe droughts
- Vulnerability of farmer livelihoods
- Fragmented governance of interstate aquifer

Risk Mitigation Strategy

- Reduced tillage maintains soil structure and protects erosion-prone areas
- Cover crops keep living roots in the ground to stabilize soil
- Extended crop rotations break pest cycles, support biodiversity, and diversify income
- Smarter nutrient management reduces N₂O emissions and nutrient loss to waterways



● Regenerative Fields in Terion-enabled Programs

Inherent Environmental Risk

It is estimated that a third of all topsoil in the corn belt has already been lost, resulting in nearly \$3 billion in annual economic losses.¹ The Corn Belt faces mounting pressure from soil degradation and erosion, and stakeholders reliant on this region need practical ways to collaborate with farmers to address these shared challenges.

Committed Producers

Enrolled growers in Terion-enabled programs confirm that by transitioning to no-till and cover crops, they not only reduce critical erosion but also achieve stronger yield consistency and resilience to variable weather. But adding these practices presents additional upfront costs to the farm budget, including the cost of the cover crop seed, fuel and equipment for applying the seed, and herbicide for terminating the cover crop. Growers in the Northern Corn Belt therefore rely on funding, available through both public and private programs, to aid in the transition to no-till and cover crop systems. This requires farmers to evaluate a complex menu of options to successfully stack funding. Ongoing public and private investments to reduce the initial costs of on-farm practices will be critical for continued producer adoption across the region.

Shared Sourcing Regions

With Iowa and Illinois producing roughly one-third of the nation's corn, the Midwest features a dense overlap of corporate supply sheds.² Major livestock, dairy, food, and fuel producers all draw from the same concentrated network of grain elevators. This shared footprint means that a single project at the farm level can deliver impact to multiple supply chains simultaneously.

LANDSCAPE DETAIL: HIGH PLAINS



Priority Commodities



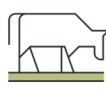
Corn



Wheat



Soybeans



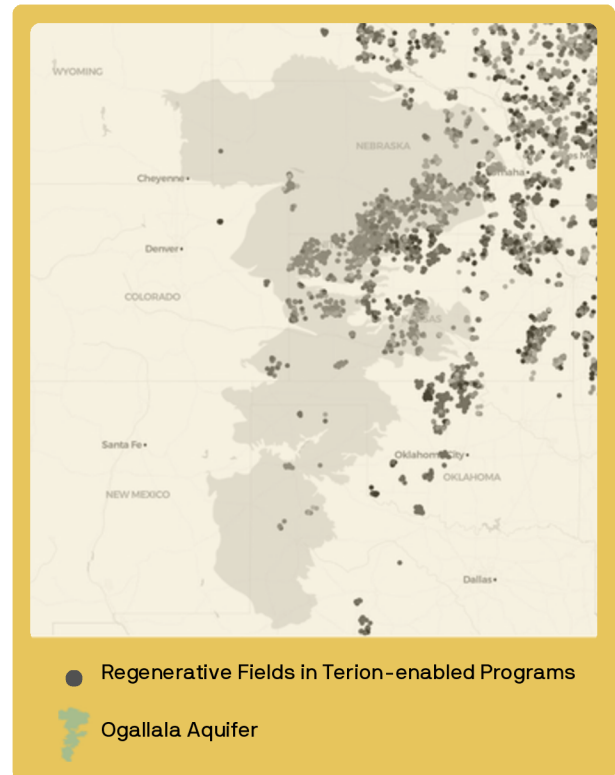
Livestock

Regional Risks

- Groundwater depletion
- Warmer, drier conditions, severe droughts
- Vulnerability of farmer livelihoods
- Fragmented governance of interstate aquifer

Risk Mitigation Strategy

- Regen practices improve soil structure and water retention
- Increased water infiltration supports critical groundwater recharge
- Improved water holding capacity reduces runoff during heavy rainfall
- Healthier soils increase resilience to drought and heat stress



Inherent Environmental Risk

Water stress is a critical issue in the High Plains. The Ogallala Aquifer, which supports more than 30% of all U.S. crop and animal production,³ is being depleted at rates far exceeding natural recharge. Since irrigated agricultural development began over the aquifer in the mid 20th century, aquifer water levels have dropped by over 150 feet in parts of Texas and Kansas.⁴ In the short term, as water levels drop, irrigation reliability declines and more acreage becomes exposed to yield loss and crop failures. This results in greater crop abandonment and more prevented plant insurance claims,⁵ especially during severe drought years. Longer term, farmers could be forced to switch crops or abandon production altogether.

Committed Producers

Unpredictable weather patterns mean that growers increasingly face a reliance on crop insurance payouts rather than successful harvest revenue. For example, the McClain family farms in north-central Kansas and south-central Nebraska, in what they call “the part of the map that gets neglected by annual precip.” It’s where a single inch of rainfall determines the line between a viable harvest and an insurance claim. Despite the McClain family’s success transitioning to regenerative practices for yield gains, Josh McClain notes, “As I see it, there is currently a gap between the CPG and the farmgate. We can make a significant difference in the environment if we work together to bridge the gap and achieve our shared outcome.” Clearly, in the High Plains, the desire for change at the farmgate already exists.

Shared Sourcing Regions

The Ogallala Aquifer spans beneath South Dakota all the way to Texas, which represents a massive percentage of U.S. beef and dairy production. Cattle in this region are fed on corn and sorghum grown locally with Ogallala water, so companies sourcing beef, dairy, or wheat in the U.S. have a high likelihood of drawing from this shrinking source of water.

³ Dobrowolski, "NIFA Impacts."

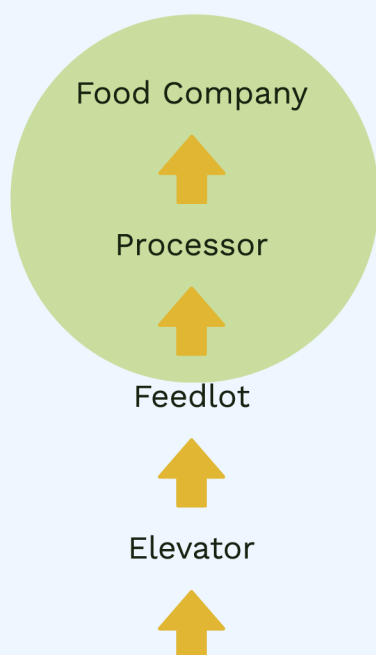
⁴ Stover and Buchanan, "Groundwork," 44–45.

⁵ See the USDA Risk Management Agency's [Prevented Planting](#) provisions to understand more about these policies.

ARCHETYPES FOR COLLECTIVE ACTION

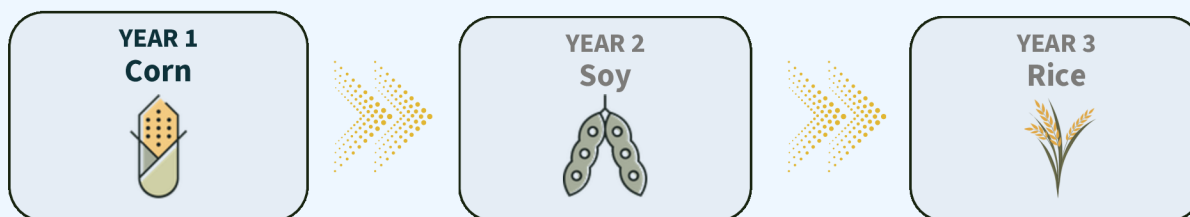
A VERTICAL FRAMEWORK

The most common collective action frameworks are vertical (i.e., focused on collaboration within a value chain). Buyers and suppliers should be motivated to coordinate their investment within the value chain so that impact outcomes are generated once and claimed consistently, rather than through duplicative programs. These partnerships are typically formalized through cost-sharing agreements or integrated directly into procurement contracts, leveraging existing commercial relationships to scale impact.



CASE STUDY

A leading U.S. beef processor and global food company shared in the costs of a corn feed program. The program incentivized farmers to adopt regenerative practices, such as reduced tillage, cover cropping, and optimized nitrogen management, across a defined acreage footprint tied to the companies' shared supply chain. Costs were jointly funded, with the downstream buyer helping underwrite grower incentives and program delivery, while the processor integrated the program into its feed sourcing strategy. Importantly, the partners aligned on consistent measurement, reporting, and allocation of environmental outcomes, ensuring that impacts were generated once at the farm level and transparently apportioned across the value chain.



Conceptual illustration only. Relationships depicted are simplified for explanatory purposes and are not intended to represent actual or official stakeholder relationships among the entities referenced in this case study.

A HORIZONTAL FRAMEWORK

In horizontal frameworks, companies collaborate across co-products that come from the same crop to avoid stranded assets and unlock additional cost savings of sustainably sourced products for customers. These collaborations often involve structured agreements to share program costs.

CASE STUDY

In 2025, Walmart and Kellanova sourced more sustainably grown rice by jointly supporting the same acres that generate multiple rice co-products. This collaboration focuses on Arkansas rice farmers, utilizing a shared acre approach, where both companies co-invest in the same land base to drive systemic change. Because Kellanova (now part of Mars, Incorporated) and Walmart purchase different products (i.e., retail-ready whole grain rice vs. ingredients for snacks) from the same geography and supplier, the co-investment unlocks additional cost savings and supports program scalability that neither company could achieve as effectively alone.

By jointly supporting the same acres that supply multiple rice co-products, both companies can claim verified environmental outcomes while splitting the financial burden of program implementation. The program builds on a four-year partnership between Terion (formerly Source by Indigo) and Walmart that has already successfully reduced emissions by over 37,000 metric tons of CO₂e and conserved over 11 billion gallons of water.

This program encourages and enables farmers to produce rice using regenerative methods that are cost effective through whole crop utilization. Through this program, farmers implement practices such as improving water management and stewardship, optimizing fertilizer application, and rotating crops to enhance soil quality and biodiversity.

"By joining forces...we're creating agricultural resiliency that increases farmer revenues, advances climate-smart practices, and drives long-term, systemic impact across the value chain."

— Anna Turrell, Chief Sustainability Officer, Mars Snacking



Conceptual illustration only. Relationships depicted are simplified for explanatory purposes and are not intended to represent actual or official stakeholder relationships among the entities referenced in this case study.

STACKED IMPACT

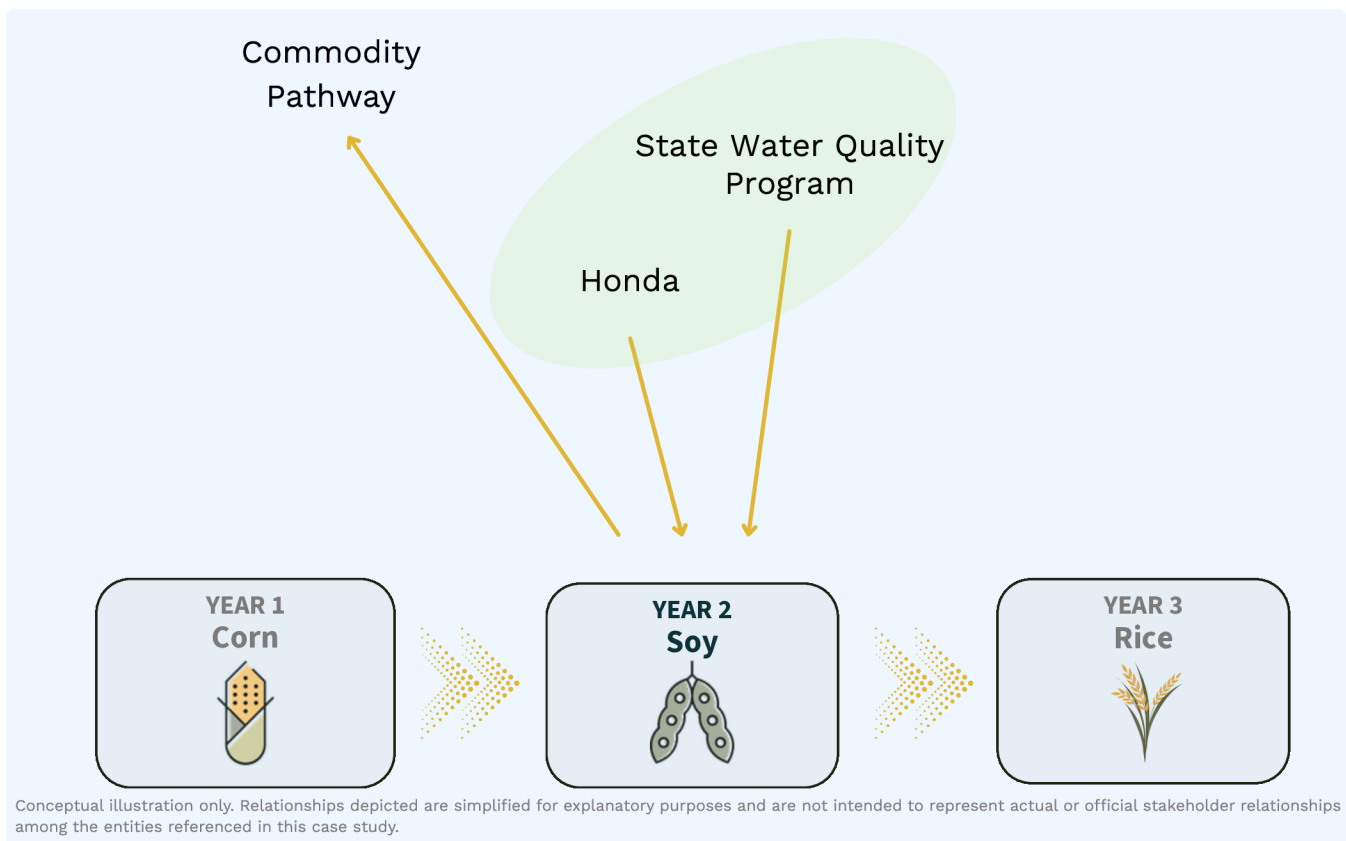
In a stacked impact model, multiple environmental outcomes, such as greenhouse gas reductions and water conservation, are quantified and claimed in parallel to reflect the full ecosystem value of interventions.

CASE STUDY

In 2025, farmers in Ohio received support for their regenerative practice adoption from both American Honda Motor Co., Inc. and a state program, H2Ohio Water Quality Program. Honda's private investment through Indigo Carbon* created a unique stack with Ohio's premier water quality initiative. Although born from a coincidental overlap in the natural landscape rather than a formal co-investment contract, this collaboration between Honda and the State of Ohio represents a highly efficient model of shared investment into the same geography, where independent goals drive a collective outcome: Honda invests in carbon/GHG outcomes to meet corporate sustainability goals, while the state provides funding for and benefits from public water improvements.

Honda's investment in farmer-driven carbon removals supports a good neighbor strategy and their broader carbon neutrality goals. The H2Ohio initiative layers in funding and technical support to mitigate nutrient runoff into critical waterways. With support from Terion and Indigo Carbon, the state can identify growers who have adopted regenerative practices like cover cropping and ensure these acres contribute to the state's goal of protecting 1.8 million acres and its natural resources. As public budgets for conservation face pressure, this collaboration demonstrates how private carbon credits can augment state incentives.

*Program Note: Terion enables Indigo Carbon's project by providing MRV services.



WHOLE ROTATION INVESTMENT

In a whole rotation investment model, participation and funding span crop cycles rather than single-season interventions. This often provides growers with multi-year financial certainty while spreading incentives and costs across diverse crops and growing seasons, mirroring the biological reality of regenerative agriculture.

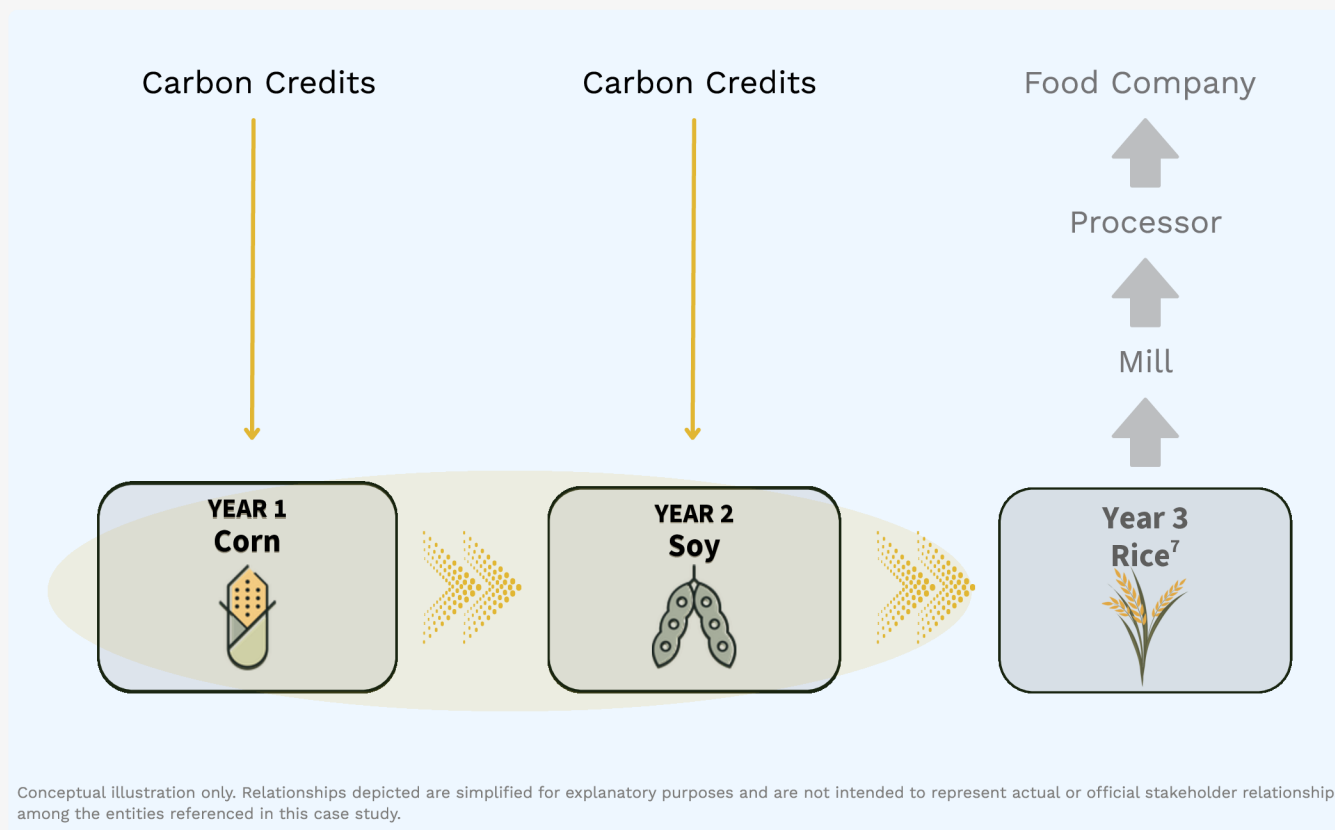
CASE STUDY

Indigo Carbon's offtake agreement* with Microsoft to purchase 2.85 million tons of soil carbon removals over 12 years anchors long-term grower engagement. Because the Indigo Carbon program is crop-agnostic, this offtake effectively enables co-investment across whole farm rotations, providing farmers with multi-year financial support regardless of seasonal crop choices.

This flexibility then opens the door for other value-chain actors to layer in targeted investments tied to their own procurement priorities. For example, a food or biofuel company seeking to reduce their supply chain emissions could secure low-carbon corn from farmers participating in the Indigo program, thereby securing emission reduction claims tailored specifically to their priority crop.⁶

Because regenerative practices like cover cropping and diverse rotations take years to yield maximum soil health benefits, Microsoft's 12-year commitment has given thousands of American farmers the confidence to adopt complex, multi-crop systems without fearing a sudden loss of private-sector funding. Under this model, 75% of the net credit revenue goes directly to the growers, providing a vital, non-government revenue stream that helps stabilize farm income against market and climate volatility.

* Program Note: Terion enables Indigo Carbon's project by providing MRV services.



OVERCOMING IMPLEMENTATION CHALLENGES.

The examples above show that collective action is possible, but it doesn't happen overnight. Companies at all stages of the value chain still face barriers to collaboration.

Challenge: Financing

Regenerative agriculture requires upfront investments (in cover crop seed, new or retrofitted equipment, etc.) while the financial and environmental benefits of soil health accrue over time. Growers bear the initial transition risk, while downstream corporations capture the resulting Scope 3 benefits.

Solution

Mechanisms that engage multiple stakeholders to share risk and reward, such as co-investment agreements, multi-year offtake agreements, price premiums, bundled crop insurance, or blended finance structures, enable collaboration beyond the pilot stage by allowing participants to justify scaling on shared budgets.

Challenge: Opaqueness Across the Supply Chain

While consumer brands typically have visibility into their Tier 1 suppliers, they often lack the granular data needed to identify which specific aggregators or processors, let alone farmers, supply the ingredients for their products. This lack of transparency makes it difficult for companies to verify overlapping sourcing regions and supply chains with their peers or to claim benefits in their Scope 3 inventory aligned to Greenhouse Gas Protocol (GHGP) and SBTi guidelines. Furthermore, even when companies recognize the potential for collective action, the need to navigate competition laws and maintain appropriate commercial boundaries can constrain direct collaboration. Without upstream supply chain transparency, firms are challenged to identify the partners needed to unlock on-farm investment at scale.

Solution

Third parties like Terion and Quantis solve this by serving as neutral matchmakers that provide a path for pre-competitive collaboration. Third parties can map supply chain nodes to identify hidden areas of overlap where multiple companies share the same processors or agribusiness aggregators.

Terion leverages its network of on-the-ground partnerships to connect the dots between CPGs and relevant aggregators that deliver into their supply chains, and ultimately growers in the relevant supply sheds. This approach allows companies to share their sourcing dynamics with a confidential audience and have appropriate safeguards to participate in a pre-competitive environment.

Quantis has supported several companies to translate farm-level outcomes to measurable greenhouse gas reductions within their broader Scope 3 footprint. This includes integrating directly measured or modeled practice-change data into carbon accounting workflows to quantify emission reductions associated with regenerative sourcing. More broadly, this helps companies establish a repeatable pathway for converting supplier and field-level regenerative agriculture data into scalable Scope 3 accounting inputs that can be integrated into corporate reporting systems.

OVERCOMING IMPLEMENTATION CHALLENGES, CONT'D.

Challenge: Allocation and Attribution

Even when supply chain challenges are overcome, there is added friction when it comes to allocating GHG and other environmental outcomes across crop systems and co-products. Regenerative systems are not single-output—they produce primary crops across diverse multi-season rotations (corn–soy–wheat), and result in diverse downstream co-products (soy oil and meal, liquid milk and whey).

The question becomes: how do you allocate emissions reductions or soil carbon gains, or any environmental benefit, across these outputs? Two companies buying different fractions of the same crop system can end up reporting materially different carbon intensities from identical fields. That makes it very hard to agree on who can claim the benefit of regenerative practices, especially when multiple off takers are involved.

Solution

In the design phase, it is critical for co-investment partners to align early on both the approach to chain of custody for claims and impact reporting (e.g., mass-balance to comply with GHGP or a looser supply shed traceability approach) and how claims will be allocated across companies and products.

External advisors who have robust understandings of policy and standards frameworks can help companies navigate options and determine which approaches are the most fit-for-purpose while still aligning with each corporate's requirements.

- A sustainable grain production program enabled by Terion illustrates how attributional accounting can enable shared investment across the value chain. A company may be interested in funding a sustainable grains program even if only a small share of the grain's embedded emissions appears in its final products.
- Under attributional accounting approaches, that company can account for the portion of program benefits associated with the grain volumes represented in its inventory, while another downstream off taker may account for benefits tied to related co-products. By capturing stranded assets via co-investment with off takers of other co-products, companies can distribute both costs and environmental claims, which ultimately makes investments more viable.
- In parallel, Quantis is currently partnering with several CPGs to build data systems that credibly quantify and allocate environmental outcomes across multiple by-products from the same crop, allowing emissions to be traced and distributed across business units and products with commercial differentiation.



LOOKING AHEAD – EXPANDING THE ECOSYSTEM

Landscape-level action requires treating sustainability programs like joint ventures—aligning ambition with shared incentives, governance, and execution.

1. Assess investments through a dual lens by targeting geographies and value chains with the highest climate and nature risk, while also focusing capital where decarbonization potential is greatest: This allows companies to balance resilience with scalable emissions reduction impact. For example, Quantis has led multiple environmental risk assessments that integrate modeling of climate- and nature-related hazards across different scenarios and time horizons, quantifying the financial impacts of physical risks.
2. Align incentives explicitly: Use multi-year contracts, co-investment vehicles, and payments so growers, intermediaries, and buyers all have skin in the game and a line of sight to value.
3. Standardize what matters (and be pragmatic about the rest): Agree upfront on a common MRV framework, core metrics, and data governance rules, even if imperfect; consistency and simplicity are key.
4. Build trusted data ecosystems: Leverage neutral or third-party platforms that protect grower data, enable interoperability, and define clear rights on who can use what, for which purpose.
5. Design for scale, aggregation and flexibility: Programs should pool demand across buyers, work across crop rotations, and allow multiple pathways to achieve outcomes rather than prescribing rigid practices.

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to get started on your collective action journey

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