

# Monetizing Regenerative Agriculture



**Brenda Tjaden**

*Saskatchewan Soil Conservation Association  
February 6, 2020*

# Introduction

- \* **BSc. and MSc., Ag Economics, UManitoba**
- \* **Pesticide-Free Production Farm Marketing Co-op**
- \* **Grain merchant and farm marketing pioneer**
- \* **Serial entrepreneur: FarmLink, Sustainable Grain, The Tjaden Group, and Climate Action in Food Systems**
- \* **New farmer**

# Outline: Where is the Money?

- \* **Risk mitigation**
- \* **Market protection and development**
- \* **Land and environmental tourism**
- \* **Data**
- \* **Consulting**

# Financial Risk Mitigation in Regenerative

- \* **Weather**

**Healthy soils manage water and reduce crop loss**

**Multispecies crops are more resilient to weeds and disease**

- \* **Overspending**

**Lower herbicide, fungicide, insecticide, seed and fertilizer**

- \* **Cash flow diversity**

**Livestock and crops, agritourism**

# Market Protection and Development

- \* **Export market access is a problem for all grain farms**

**Post-CWB market protection efforts have failed**

- \* **Economic growth strongest in small, local markets**

**Niche food brands, farm-to-plate restaurants, farmers markets, 'free-from' crops, direct sales & e-commerce**

- \* **Shepherd's Grain → 'GrainCraft' flour**

# Food Brands' Interest in Regenerative

- \* Citizenship towards carbon drawdown and connection to food
  - Activist + millennial buying patterns = **mega food demand shift**
- \* **Living soils** is a highly engaging and positive story
  - Likely to be the first-to-monetize 'ecosystems service'

It always, ultimately comes down to price. Regenerative is expected to be:

- \* Lower priced compared to organic grains
- \* Higher priced compared to CAFO meat

# Land Valuations & Environmental Tourism

Multiple effects of focusing the farm on **food and soil**

- \* Improved water filtration and retention
- \* Strengthened connection and consciousness of all operators
- \* Public goods created: carbon capture, reduced NO<sub>2</sub> emissions, pollinators and wildlife habitats
- \* Youth, immigrant engagement: potential labour solution?
- \* People want to see it, feel it, smell it, hear it, taste it

# Regenerative Data

- \* Indigo Ag, General Mills, Danone, Applegate
- \* Open source platforms
  - GOAT: gathering for open ag tech
- \* Field activities, history, bin inventories and sales

## **It's time to digitize farm records**

- \* Carbon sequestration – eastern vs. western Canada



# Consulting: Risks and Opportunities

- \* **Helping a neighbor? Know the liability risks.**

Rarely enforced, but still risky.

Third party errors and omissions insurance is hard to obtain.

- \* Sales agronomy with product revenue: **cover crop seed, bio-stimulants**

- \* Sustainable Grain's approach:

**Regenerative Food Community:** Network for knowledge, referrals

**Transition Planning:** 5-year plan, not prescriptive - illustrative

**THANK YOU**

**Brenda Tjaden**

**Founder**

**[brenda@sustainablegrain.ca](mailto:brenda@sustainablegrain.ca)**

---

**[sustainablegrain.ca](http://sustainablegrain.ca)**