

# FIXING THE SOIL HEALTH TECH STACK: Gathering for Action

A TWO-DAY VIRTUAL CONFERENCE  
AUGUST 23-24, 2022



PRECEDED BY A SOIL SAMPLING  
CAMPAIGN TO PREPARE FOR A  
SOIL DATA HACKATHON

## Conference Event Details

The “Fixing the Soil Health Tech Stack” activities will gather people committed to taking collective action to bridge soil data interoperability, calibration, and standardization to ease the movement of soil-centric data between those collecting, analyzing, and taking action upon presented soil-centric data in order to have a thriving marketplace to reward farmers and ranchers for taking actions and delivering outcomes that result in healthier soils and carbon sequestration.

SEE WEBSITE FOR MORE INFO →

<https://bit.ly/3FHGqSB>

“Fixing the Soil Health Tech Stack” is comprised of three interwoven activities:

- *The Soil Sampling Campaign*
- *The Soil Data Hackathon*
- *The “Fixing the Soil Health Tech Stack” Virtual Conference*

### GROUNDWORK: PART ONE

LEAD UP  
EVENT!

## The Soil Sampling Campaign

A robust soil sampling effort will occur in spring/summer 2022 at TomKat Ranch in Pescadero, California. Point Blue Conservation Science and the Soil Inventory Project will collect thousands of soil samples that will have soil carbon percentage and bulk density analyzed by several soil labs to create a robust data layer across multiple pastures where TomKat has applied treatment regimes. Collecting results in different formats will set the stage for the Soil Data Hackathon.

### GROUNDWORK: PART TWO

LEAD UP  
EVENT!

## The Soil Data Hackathon

By having different tools analyzing similar soil samples across pastures, we can help to ground-truth the accuracy and cost of different soil analysis measurement and mapping tools and the variance that occurs between methods while writing code to standardize and calibrate results in any format. The Purdue Open Agriculture Technology Systems (OATS) Center will take the data results at the beginning of August from the Soil Sampling Campaign to create a publicly available data set to serve as the data foundation for the Soil Data Hackathon.

# Fixing The Soil Health Tech Stack Virtual Conference

A four-hour virtual conference on Tuesday, August 23rd, and Wednesday, August 24th.

## Agenda Preview:

- *Why we need to fix the soil health tech stack*
- *What benefits can interoperable, calibrated soil-related data unlock*
- *Thinking beyond carbon*
- *Multiple opportunities for breakout discussions with industry leaders*

Participants will be charged \$40 for virtual attendance and provided with a published post-conference summary. Should an in-person option become available, an appropriate registration fee will be charged. Farm Foundation looks to cover event-related costs through sponsorship.

## Who Will Attend the Fixing the Soil Health Tech Stack Event?

We expect at least 100 participants to take part in the two-day event. Among the participants will be:

- *Sustainability Experts*
- *Corporate Officers*
- *Software Developers*
- *Researchers*
- *Soil Scientists*
- *Non-profit Program Managers*

# Sponsorship Opportunities

Four event sponsorship levels are available for the August conference.

## Platinum Level—\$25,000 and Above

Platinum Level sponsors' names and logos will be featured prominently on all promotional materials and the event website, as well as during and after the event. Platinum sponsors will also be given the opportunity to speak during the event, either during the program or via a dedicated message to all participants.

## Gold Level—\$15,000 - \$24,999

Gold Level sponsors' names and logos will be featured prominently on promotional materials, the event website, and during the event. Gold sponsors will also be given the opportunity to speak during the program.

## Silver Level—\$10,000 - \$14,999

Silver level sponsors' names will be featured on promotional materials, website, and during the event.

## Bronze Level—\$5,000 - \$9,999

Bronze sponsors will be recognized during the event.

To sponsor this very important gathering or partner with us during the sampling phase, please contact Timothy Brennan, vice president of external relations at Farm Foundation, at [tim@farmfoundation.org](mailto:tim@farmfoundation.org).



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## ABOUT FARM FOUNDATION

*Farm Foundation is an accelerator of practical solutions for agriculture. Our mission is to build trust and understanding at the intersections of agriculture and society. For more than eight decades, Farm Foundation has brought wide range of people to the table to tackle some of the most pressing issues in food and agriculture. From issues like soil health, clean water and antimicrobial stewardship to farm structure, food pricing and trade, Farm Foundation has been behind the scenes, assisting leaders in the private sector and government make thoughtful, informed decisions.*