

Soil Health Situational Analysis

Resources

Lack of User-friendly Materials	Lacks Time to Implement	Can't Afford Technology or Equipment	Economics of Production
Lack of Good Science & Data	Need Better Solutions	Can't Afford to Implement BMPs	Land Users are Not Land Owners

Motivation

Operator Unhelpable	Aging Operator	Uncertainty
Lacks Understanding	Economic Incentive to Sell Out	
Lacks Value to the Operator	Lack of Awareness (Having an Impact)	

Trust

Doesn't Trust the Solution	Doesn't Trust Messenger	Doesn't Trust Message (having an impact)
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Animal Husbandry Practices

Farming Practices

Soil Health

EPA's Goals in Advancing Soil Health

- Clean Water
- Clean Air
- Resilience to Climate Change

Human Welfare Considerations

- Economic Livelihoods of Farmers, Ranchers & their Communities.
- Food, Fiber & Energy for a Growing Population
- Human Health

