



TNC staff and partners visit a no-till field in central Minnesota © Creative Fauna

## NORTH AMERICA

# Ag Retailer Equipment Cost Share

## Supporting equipment upgrades that enable regenerative agriculture services

The Nature Conservancy is launching a cost-share program in the Upper Mississippi River (UMR) Foodscape region to help service providers expand regenerative agriculture services. Providing retailers with the right tools can help accelerate the transition of thousands of farm acres to agricultural systems that improve soil health, safeguard water, and support climate resilience. For this reason, TNC will make up to \$20,000 of equipment cost-share available per retailer. Retailers will be expected to provide a minimum 1:1 match.

### Awardees must:

- Document and report acres serviced and farmer adoption
- Promote practices through at least one field day or outreach event
- Participate in TNC-led outreach (e.g., case studies, media spokesperson, etc.)
- Provide post-season feedback on challenges and successes

Preference will be given to proposals that demonstrate a clear plan for growth, measurable impact and commitment to expand regenerative practice adoption.

### Eligible Applicants

Agricultural retailers, custom applicators, and service providers operating within the UMR Foodscape region encompassing parts of Illinois, Iowa, Minnesota, and Wisconsin.

### Eligible Practices

- Cover crops
- No-till/strip-till
- Diversified crop rotations
- Precision nutrient

### Eligible Equipment

- Drills
- Seeders
- Planters
- Precision applicators
- GPS systems
- Modifications that directly support these practices.



UMR Foodscape © Alison Surdoyal/TNC

**APPLICATION DUE**  
**March 20, 2026, 5:00 PM CST**

**MAXIMUM AWARD**  
**Up to 50% of the total cost,**  
**not to exceed \$20,000**

**ONLINE APPLICATION**  
<https://forms.office.com/r/BbYWhy9Vmd>