



KANSAS
Soil Health
ALLIANCE

Strategic Plan 2026–2030

Farmer-led.
Practical.
Educational.

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Presented By
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Why This Plan Exists

Kansas farmers and ranchers are facing tighter margins, weather extremes, changing markets, and growing pressure from policy and land ownership shifts. The Kansas Soil Health Alliance (KSHA) exists to help producers adapt — on their own terms — using proven, practical soil health strategies that work in Kansas.

This strategic plan outlines where KSHA will focus over the next 3–5 years, what we will prioritize, and just as importantly, what we will say no to.

Who We Are

During the strategic planning process, KSHA board members reviewed and updated their mission and vision to the following. These suggestions have not been approved officially by the board and can still be amended where necessary.

Our Mission

To improve and protect Kansas soils by providing farmer-led, practical soil health resources for Kansas farms and ranches.

Our Vision

Kansas farmers and ranchers lead in adaptive stewardship, preserving and enhancing their land and Kansas natural resources for generations to come.

Our Guardrails

The Kansas Soil Health Alliance is intentional about where it invests time, energy, and resources. Staying focused protects our farmer-first mission and ensures we deliver high-quality, practical education without overextending staff or board capacity. KSHA will pursue work that meets the following criteria:

- Farmer-Led – Built by producers, for producers
- Practical – Field-tested in Kansas landscapes, not theoretical
- Educational – Focused on learning and peer exchange, not mandates

In addition, KSHA applies a capacity and independent lens to all new opportunities. Before taking on new projects, the organization considers whether the work can be delivered well with available staff, funding, and governance structures—and whether KSHA can remain connected to the program design and delivery. Opportunities that dilute focus, strain capacity, or pull KSHA away from its core strengths will be declined.



Who We Serve

KSHA exists to serve Kansas farmers and ranchers first, while working with funders and partners when those relationships help producers succeed. By clearly defining these audiences, KSHA stays focused on producer needs while building the partnerships necessary to sustain and scale its work across Kansas.

Farmers & Ranchers

The Kansas Soil Health Alliance exists first and foremost to serve Kansas farmers and ranchers. Everything KSHA does is designed to support producers who are working the land, making day-to-day management decisions, and carrying operations forward for the next generation.

What they need:

- Practical education and real-world examples
- Peer support and mentoring
- Confidence to try something different
- Trusted resources
- Farmer-led research and supportive cooperative extension

What KSHA provides:

- A farmer network that says “you’re not alone”
- Kansas-specific experience and credibility
- A trusted hub for what works here

Funders & Partners

KSHA works with funders and partners—including agencies, companies, universities and non-profit organizations—when those relationships help deliver practical education, expand access to resources, and support long-term soil health outcomes for producers.

What they need:

- Access to farmers
- Measurable outcomes
- Trusted education delivery

What KSHA provides:

- Education without acreage quotas
- Sustained adoption over time
- Credible relationships with producers
- Long-term storage of resources developed by funders and partners for short-term projects
- Curated, actionable scientific resources from research and conservation partners

Strategic Priorities (2026–2030)

In order for the Kansas Soil Health Alliance to pursue their mission and vision, farmers and ranchers must increase adoption of practices that support healthy soil across Kansas. Farmers and ranchers often need financial and technical assistance to adopt and maintain new practices and to use water resources efficiently. KSHA will focus on providing trusted resources and peer coaching to support technical assistance, and will help growers navigate financial assistance through partnerships.

The following strategic priorities will guide KSHA's efforts in the next five years.

Priority 1: Increase Adoption of Soil Health Practices

KSHA will focus on steadily growing its reach among Kansas farmers and ranchers by attracting new producers, supporting those already engaged, and helping more operations take the next step in adopting soil health practices. As this work grows, KSHA will become the trusted home for what works in Kansas landscapes — a central hub where producers, partners, and advisors come for practical, field-tested information. Engagement will show up through increased participation at events, stronger use of KSHA resources, and a wider network of experienced farmers serving as coaches and mentors.

Over time, this expanding footprint will be visible across the countryside in healthier fields, more year-round cover, and less eroding soil, strengthening farm profitability and supporting the long-term vitality of Kansas's rural communities.

Goal: Expand the number and diversity of Kansas farmers and ranchers using KSHA resources.

What success looks like:

- More producers engaged across regions and systems
- Stronger peer-to-peer coaching
- More covered fields, less blowing soil
- More convenings with research and conservation partners
- KSHA recognized as *the* Kansas source for what works

Why it matters:

- Adoption drives real soil, water, and economic outcomes
- Without growth, KSHA loses relevance and funding appeal

Priority 2: Strengthen & Expand the KSHA Resource Hub

KSHA will continue to grow and refine its resource hub as a trusted, go-to source for practical soil health information tailored to Kansas farms and ranches. The hub will evolve to include timely, relevant tools, farmer experiences, farmer-led research, and educational materials that support producers at different stages of adoption. Rather than duplicating work, KSHA will intentionally curate and connect existing soil health resources, making it easier for farmers and ranchers to find what they need in one place. Through collaboration and complementarity, the resource hub will strengthen Kansas's soil health ecosystem while reinforcing KSHA's role as a neutral, trusted guide.

Goal: Make KSHA's tools easier to find, easier to use, and more visible.

Key focus areas:

- Improved website and Search Engine Optimization
- Short videos, farmer stories, and other content
- Curated resources from Kansas and beyond

Why it matters:

- Producers need trusted information fast
- Visibility strengthens partnerships and funding



Priority 3: Engage Non-Operating Landowners & Lenders

KSHA will work to build understanding and alignment among non-operating landowners, lenders, and other key decision-makers whose choices shape on-the-ground management. As awareness grows, landowners will actively seek out soil health-minded producers and practitioners for long-term leases, and lenders will readily support operations using proven soil health strategies. Adoption will accelerate as these stakeholders recognize the agronomic, economic, and family benefits that come with healthier soils.

KSHA will become a trusted voice for these audiences, with increasing requests to speak, advise, and provide guidance. Over time, this alignment will lead to widespread use of soil health practices across Kansas landscapes, strengthening farm viability and improving quality of life for producers and their families.

Goal: Help landowners, bankers, and advisors better understand soil health and support long-term management.

Focus areas:

- Guidance for talking with lenders and landowners
- Inviting lenders to KSHA events
- Long-term education and training

Why it matters:

- Decisions are often made by people not in the field
- Soil health adoption depends on aligned incentives



Priority 4: Secure Long-Term, Stable Funding

KSHA will build reliable, long-term funding that allows the organization to focus more time and energy on serving farmers and ranchers, rather than chasing short-term dollars. With stable support in place, staff will spend less time tracking grants and reporting and more time in the field, at events, and developing new initiatives that respond to producer needs.

As part of this goal, KSHA will aim for state funding to become a core part of KSHA's financial foundation, providing greater staff security and ensuring continuity of programs and relationships. As KSHA's role strengthens, public programs will increasingly recognize and reward like-minded producers for outcomes already achieved, helping secure the long-term future of both Kansas agriculture and the Alliance itself.

Goal: Build sustainable funding for core operations.

Strategies include:

- State funding and public support
- Diversified revenue streams, including corporate support
- Clear funding "portfolio" priorities

Why it matters:

- Stable funding frees staff time for farmers
- Reduces administrative burden
- Secures KSHA's future

Implementation Roadmap (2026–2030)

This roadmap translates KSHA’s strategic priorities into a clear framework for action over the next 3–5 years. It is intentionally high-level, allowing staff and the board to adapt tactics as conditions change while staying aligned with KSHA’s mission, guardrails, and farmer-first focus.



Goal 1: Expand Farmer Engagement and Adoption

Goal 2: Expand and Strengthen the KSHA Resource Hub

Goal 3: Align Landowners, Lenders, and Advisors to Support Soil Health

Goal 4: Secure Long-Term, Stable Funding for KSHA

Using This Roadmap

This roadmap provides the structure for annual work planning, board oversight, and external communication. Detailed actions, timelines, and ownership will be maintained in a complementary implementation spreadsheet and reviewed regularly to ensure alignment with KSHA’s mission and guardrails.

Goal 1: Expand Farmer Engagement and Adoption

What We'll Do	Grow KSHA's reach by engaging more farmers and ranchers across Kansas, supporting continued adoption of soil health practices, and strengthening peer-to-peer learning and coaching.
Timeline Focus	Near-term emphasis on expanding engagement, improving tracking systems, and leveraging partnerships with continued growth and geographic expansion over time.
Resource Considerations	Staff and board time for outreach and engagement; strategic use of partnerships to extend reach without overextending capacity.
How We'll Track Progress	Growth in producer engagement, participation in events, use of KSHA resources, and evidence of increased adoption across regions and systems.

Goal 2: Expand and Strengthen the KSHA Resource Hub

What We'll Do	Maintain and grow a practical, Kansas-specific resource hub that curates and connects soil health information, farmer experiences, and educational tools.
Timeline Focus	Initial focus on refreshing and strengthening core resources, followed by continued expansion and refinement over time.
Resource Considerations	Staff time for content curation and coordination; moderate investment in digital tools and communications as capacity allows.
How We'll Track Progress	Use and visibility of KSHA resources, engagement with content, partner collaboration, and feedback from producers on usefulness and relevance.

Goal 3: Align Landowners, Lenders, and Advisors to Support Soil Health

What We'll Do	Build understanding and alignment among non-operating landowners, lenders, and advisors so management, leasing, and financing decisions support soil health adoption.
Timeline Focus	Relationship-building and learning in the near term, followed by targeted guidance and engagement as understanding grows.
Resource Considerations	Staff and board time for relationship development; limited upfront costs with gradual expansion as opportunities emerge.
How We'll Track Progress	Increased engagement from landowners, lenders and advisors; requests for KSHA guidance; and producer feedback on improved support for soil health practices.

Goal 4: Secure Long-Term, Stable Funding for KSHA

What We'll Do	Build a diversified and sustainable funding base that supports core operations and reduces reliance on short-term or project-specific funding.
Timeline Focus	Near-term relationship-building and strategy development, with long-term emphasis on stability and continuity.
Resource Considerations	Strong board leadership and advocacy; staff focuses on fewer, more strategic funding opportunities.
How We'll Track Progress	Stability and diversity of funding sources, progress toward sustained funding, and improved staff capacity to focus on farmer-facing work.