

## **DEVELOPING NEW BUSINESSES AROUND COVER CROPS**

*Developed by Rob Myers\**

### **Business Opportunities for Ag Retailers**

Sell cover crop seed to their farm customers

Provide management advice on cover crops, including adjustments in fertility management

Seed cover crops with high clearance rigs or other equipment

Provide cover crop termination service

Offer soil health testing service, including impact of cover crops on soil health

### **Business Opportunities for Seed Companies**

Sell cover crop seed both wholesale and retail

Procure cover crop seed supplies

Advise farmers on seed choices

Evaluate new germplasm and species, developing and releasing new varieties for specific regions and uses

### **Business Opportunities for Equipment Companies**

High clearance seeding equipment

Planters that can precisely plant multiple seed types

More and better options for minimizing trips over the field for cover crop seeding

Fall incorporation tools (manure, fertilizer) that minimize cover crop disturbance

Cover crop termination equipment

Tools to improve success of cash crop planting into cover crop residue

Wild and crazy ideas that might be the future – robots?

### **Business Opportunities for Farmland Managers and Information Providers**

Advising farmland owners on options and benefits with cover crops

Better connect conservation-minded landowners with conservation-oriented farmers

Assist landowners with methods of accomplishing conservation plantings, such as helping them line up companies that can plant cover crop seed for them

Help landowners and farmers match the conservation approach to their land resource, navigating the “jungle” of federal and state conservation programs and information

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\*This information was publicly presented by Rob Myers for the first time at the Green Lands Blue Waters Conference in Minneapolis, MN, on November 21, 2013. This list of 20 business opportunities was developed during 2013 while Myers was serving in the School of Agriculture – University of Minnesota Endowed Chair in Agricultural Systems (aka the MISA Endowed Chair.) These opportunities are based, in part, on interviews and meetings conducted by Myers with industry and organization leaders in Minnesota and Iowa.

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