1: Who do we need to reach to facilitate collaboration? Who are the stakeholders?

1. **Government:** NRCS, Representatives, Environmental Officers, Municipalities
2. **Agriculture:** Farmers, Crop Management Groups, Private Sector
3. **Conservation Groups:** Local, Grassroots Organizations & Leaders
4. **International Organizations:** UN Rep.'s, FAO, IFAD, CGIAR, AFSA, & Donor Groups.
5. **Indigenous Leaders:** National & Community
6. **Media:** Journalists, Influencers, Artists, Content Creators
7. **Scientists:** Researchers from Universities and other Institutions

farmers
organizations
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example
africa
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companies
grass
environmental
influencers
officers
level
ngos
subcultures
climate
midwest
goals
food
america
human
advertise
officials
fund
public
agriculture
know
mines
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need
mining
village
journalists
management
research
watershed
soil
geography
india
legacy
small
councils
focus
funds
activities
link
local
major
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connect
economic
bee
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upper
better
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solutions
dealing
state
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machinery
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populations
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sovereignty
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alliance
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activity
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farming
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networks
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content
getting
challenges
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helpful
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government
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leader
efforts
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counseling
aspirations
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left
ngos
connection
polluters
bezos
water
southeast
green
acre
difficult
area
parks
resources
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cause
buy
donors
grassroot
approaches
translation
aspects
private
needs
players
areas
affecting
stakeholders
contaminated
domestic
individual
operate
capacity
country's
staffers
reaching
made
changing
barrier
conservationists

2: What are the barriers to engagement & communication with stakeholders?

1. **Economic:** Low value on soil.
2. **Trust & Respect:** Farmers mistrust of Universities & condescending attitudes.
3. **Incentives:** Have not moved beyond monetary rewards.
4. **Accessibility:** Geographic Reach
5. **Misinformation:** Confusion & Misunderstanding
6. **Communication Channels:** Disconnect
7. **Language & Cultural:** Messaging often not inclusive.
8. **Carbon Markets:** Misguided Farmers & Public
9. **Relationship Building:** The belief that the responsibility is for someone else.
10. **Power Dynamics:** Divergent Goals & Agendas

3: What activities can Soil for Society Network create to engage & communicate with stakeholders?

1. **Online Platform for Farmers & Community Leaders to Connect:** Have Farmers Tell Their Stories.
2. **Publish & Disseminate Success Stories:** For Inspiration & Motivation
3. **Localized Communication:** Local Language & Communication Tools
4. **Curiosity & Relationship Building:** Build Trust over Time to Facilitate Change
5. **Inspirational Interaction:** Engage Students & Grassroots Leaders