

The Continuous Living Cover Market Builders Program



Be a leader in new crops advancing regenerative agriculture!

Hosted by the University of Minnesota Forever Green Initiative, the **Continuous Living Cover (CLC) Market Builders Program** offers companies across the food and beverage, feed, and renewable fuels sectors learning and market opportunities for new ingredients and feedstocks that contribute to regenerative agriculture and resiliency goals.

Forever Green is launching the CLC Market Builders Program to expand innovation pathways for diversified crop solutions, with a specific focus on a portfolio of over 15 CLC crops.

CLC crops **build soil health, prevent nitrate leaching, improve water quality, support wildlife and reduce erosion**, all while providing profitable new crop options to farmers and new innovation opportunities for industry.



What is 'Continuous Living Cover'?

Continuous living cover crops and cropping systems advance soil health and regenerative agriculture. In CLC systems, perennial and winter annual crops are added to existing crop rotations to cover the soil during times it would otherwise be bare in Midwestern agricultural systems.

- **Perennials** like hybrid hazelnuts, American elderberries, Kernza® perennial grain, perennial flax, and silflower live for multiple years after one planting.
- **Winter annuals** like winter barley, winter camelina, domesticated pennycress, hybrid winter rye, and winter durum wheat are planted in the fall and harvested in early summer. When added to crop rotations, winter annuals allow for three crops in two years and keep a living root in the ground year-round.

Essential Role of Industry Leadership

New product launches and supply chain expansions directly create market demand for growers, which in turn allows acreage of these crops to expand. Investments in CLC products support climate resilience, regenerative agriculture, water stewardship, soil health, and economic opportunity. Read on to see how companies can explore these opportunities.



The University of Minnesota Forever Green Initiative

The Continuous Living Cover Market Builders Program is hosted by the University of Minnesota Forever Green Initiative. Forever Green was founded to develop powerful solutions to grand challenges in Upper Midwest agriculture, uniting crop development, grower risk-sharing, market development, and policy support. Forever Green's platform offers a powerful set of tools for impact:

Innovation in Diversified Crop Rotations



- Focuses uniquely on new crop options that both diversify crop rotations for environmental impact and support farmers with new economic opportunities.
- Cultivates a strong and expanding grower risk mitigation program for CLC crops and numerous partnerships across agricultural value chains.
- Leads market development partnerships and pilot projects with companies of all sizes.

Breadth and Depth of R&D



- Uses an interdisciplinary model of research collaboration including plant breeders, food scientists, agronomists, environmental scientists, animal scientists, marketing specialists, sociologists, and soil scientists at the University of Minnesota and beyond.
- Leverages R&D assets including a pilot food manufacturing plant, lab equipment across analytical chemistry, soil science, animal nutrition, and much more.

Collaborative Ecosystem



- Forever Green receives funding through the State of Minnesota, federal research projects, philanthropic funders, corporate foundations, and individual giving.
- Works closely with the Minnesota Department of Agriculture, farmer organizations, business coalitions, and environmental non-profit groups on supportive programs and policy measures.



The CLC Market Builders Program is built upon Forever Green's **ongoing and impactful industry-university partnerships** and represents a more structured way for corporations to collaborate with Forever Green on the unique solutions offered by CLC crops.



The CLC Market Builders Program: Two Levels of Participation

The Market Builders Program offers options for companies at all stages of CLC knowledge.

DISCOVERY LEVEL

Accessible to all and focused on learning the basics of continuous living cover crops, value chains, ingredients, and market opportunities.

Free Learning Opportunities

- Virtual introductory sessions on continuous living cover crops and Forever Green's theory of change
- FGI Fridays seminar series, a weekly CLC crops research update (virtual or in-person)
- One free sample of a CLC input, feedstock, or ingredient, as available

Low-Cost Workshops

- In-person food, feed, or renewable fuels-themed workshops featuring:
 - A farm or R&D facility tour
 - Short educational sessions on the latest CLC crop research
 - Interactive discussions on actionable opportunities
- Designed to support high-value, cross-functional team experiences

SPONSORS CIRCLE

By invitation and offers deeper collaboration and impact. In addition to all Discovery Level offerings, participants receive:

- Two optional spots on the CLC Market Builders Program Advisory Committee to provide input on basic analytical, functional, and environmental impact research priorities.
- Access to additional CLC feedstock, ingredient, or input samples.*
- 10 free spots and a private discussion space for internal team building at a workshop.
- Company logo listed on CLC Market Builders Program materials and website.
- Cost: \$5000 annually.

Are you a small business?

Three spots requiring no financial obligation are reserved in the Sponsors Circle for small businesses with fewer than 250 employees.

Sponsors Circle companies can also directly fund proprietary projects that address their research and business needs for a separate fee. These projects are co-designed and implemented in partnership with the company.

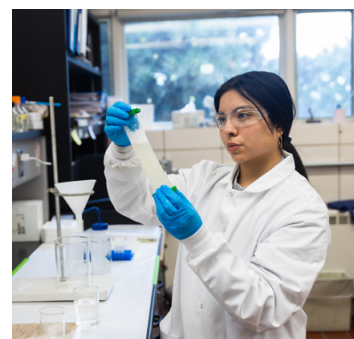
*Forever Green reserves the right to set reasonable volume and frequency limits above which charges will apply.

What Might a Proprietary Project Look Like?

Sponsors Circle collaborative projects are designed to lead to new products or on-farm production pilots within one to three years. They can take many forms but typically involve an investment of \$50,000 and up.

A Few Examples:

- **R&D Collaboration with Forever Green:** Vet and assess the use case for a new ingredient in collaboration with the UMN Department of Food Science and Nutrition. Where applicable, pathways for IP licensing are available.
- **Pilot Project:** Gain essential proof of concept for a novel cosmetics oil by partnering with Forever Green and/or other companies to conduct a pilot processing run.
- **Landscape Scale Initiative:** Co-invest precompetitively with one or more other companies to create a regional supply chain and demand for 10,000 acres of hybrid winter rye in a region where water quality is impaired.



Who Should Participate in This Program?

The CLC Market Builders Program is designed to have cross-functional value.

Leadership: • Gain firsthand experience with novel climate resilience solutions. • Advocate for your ideas on the future of regenerative agriculture.	Sustainability: • Stay at the forefront of new knowledge. • Bring team members together at high-value workshops.
Procurement: • Expand your network of grower support organizations and other suppliers. • Be involved in building out new aspects of the supply chain.	R&D or Product Development: • Test new ingredients and feedstocks that meet customer goals. • Demonstrate leadership by exploring an innovation frontier.



Interested in joining?

Contact Katharine Chute at chut0014@umn.edu.

For additional information, visit forevergreen.umn.edu/CLC-Market-Builders.