

VSHC Collaborative Strategic Plan

2026 - 2028

OUR VISION

Healthy soil supporting productive farms, thriving ecosystems, and resilient communities

OUR MISSION

To strengthen and support a broad collaborative network that improves and expands soil health across all of Virginia's landscapes

WE BELIEVE IN...

- **Leveraging the power of a network that represents all of Virginia's diverse landscapes and communities**
- **Pursuing and sharing new and innovative science-based solutions**
- **Enhancing the resilience, productivity, and profitability of Virginia's farms**
- **Including and engaging all people who care for Virginia's lands, especially those who have been historically marginalized**
- **Protecting and nourishing Virginia's soil to benefit future generations of people, farms, communities, and natural resources**

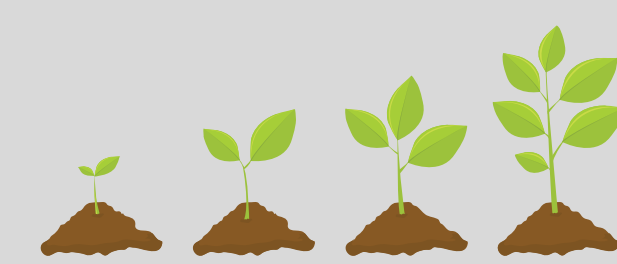
OUR COLLECTIVE RESULTS



**People engaged
in protecting
and caring for
soil**



**Resilient
landscapes
across all of
Virginia**



**Sustainable food
systems to
support thriving
communities**



PRIORITIES

Strengthen the Coalition's organizational and leadership capacity

- Cultivate relationships with existing partners to leverage our network's skills and expertise.
- Engage new partners that represent all landscapes of Virginia.
- Secure sustainable funding sources to support Coalition functions.
- Connect with and learn from broader regional and national soil health, agriculture, and conservation networks.

Enhance partner collaboration and participation to drive research and implementation

- Facilitate resource and information sharing through meetings, online platforms, and continuous communication among partners.
- Support innovative, farmer-driven research in partnership with universities and communicate findings to organizations implementing soil health on the ground.
- Develop formal and ad-hoc work groups as needed to enhance coordination, communication, and collaboration on topics such as policy, communications, and science.
- Identify, seek funding for, and promote projects that advance partner capacity and implementation of soil health approaches.

Promote soil health by educating diverse audiences and connecting partners to align advocacy efforts and drive meaningful action.

- Sustain and enhance communications strategies through the 4 The Soil Initiative that resonate with a broader constituency such as youth, consumers, and urban constituents.
- Provide resources and educational materials to allies working on advocacy for sharing with decision makers.
- Organize and convene partner organizations to align advocacy messages, explore potential legislative approaches, and advance policy that promotes soil health best management practices.
- Convene partners, farmer mentors, and agency leaders to inform state programs and administration to effectively incorporate soil health.

Evaluate and share the impact of the Coalition's network capacity

- Link Coalition soil health impacts to state and regional water quality goals.
- Develop an impact monitoring plan to track Coalition outcomes and broader soil health progress across the state.
- Track and create a social network map including connections, growth of relationships, and capacity of partner organizations.
- Synthesize and share evaluation findings annually through accessible products to support learning and partner alignment.