

# 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 Virginias 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.**

- 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.

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

- 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.