



Value chain soil health business model in the NOVASOIL project

Value chain types of contracts generally pay farmers in exchange for a particular product derived from environmental requirements attached to a contract for the provision of a private good, assuming that consumers are willing to pay for the public good when paying for the private good. In the NOVASOIL project, 4 case studies are being analysed to improve current soil health business models. In the Olive case from Spain, we have demonstrated the positive impact of crop management practices on carbon sequestration. In the Organic wine case from Spain, grapes are produced ecologically and are bought by the winery Herederos del Marqués de Riscal complying to the winery standards. On the other hand, Integrated production in the Bulgarian vineyards to value the potential of local traditional and regional products in the wine sector and strength the local economy. The Crop production and animal farming site from Latvia will explore the positive impacts of business model and practices on soil fertility, organic matter and nutrient cycle. Finally, the Landscape Enterprise Network in UK is a governance model wherein multiple business co-procure environmental benefits. The 5 case studies will explore the features of the business models and their impacts on soil health by the co-design of innovative business models by key actors engagement and according to their demands and needs. Key business models features will be identified to promote scale-up and their replication beyond the project. Although the case studies are focused in carbon, other soil health parameters will be monitored.

