



## Soil Health Business Baseline Framework

A soil health business model is a framework that outlines how a company operates, creates, delivers, and captures value meanwhile improve o sustain the biological, chemical and physical properties that support the ecosystem functions. Agriculture is the main sector where new business models could be implemented, and it has the most developed markets and policies such as EU Green Deal, Farm to Fork, Zero pollution, etc. Agroforestry is also an important growing sector to develop in the soil health framework, as it involves different types of production and ecosystem services that can improve soil health. Four main categories (with frequent combinations) can be found: 1) Payment for Ecosystem Services: focused on obtaining direct or indirect benefits from ecosystem services; 2) Value chain: farmers receive a payment or label in exchange for a product derived from environmental requirements; 3) Carbon credits: it is a unit representing one ton of CO<sub>2</sub> equivalent absorbed or avoided in the atmosphere and 4) Collective: any type of contract related which includes the collaboration of collectives, cooperatives, farmer associations, etc. The advances on monitoring and modelling technologies may allow the implementation of innovative soil health business based on the monitoring of a specific variable related to an ecosystem service target or an easy implementation of carbon credits certification. Updated version of the framework will facilitate to investors and landowners to find the best way to implement soil health business models.

