



Agricultural soil health business in the NOVASOIL project

Agricultural lands are the usual land use where soil health business models are being implemented because soil health is essential for sustainable agriculture. "CiRAA LTEs on conventional and organic agriculture" case study: This case study focuses on a series of long-term experiments to compare the effects of different agricultural practices on soil fertility, crop yield, energy use, and economic performance. The results of these experiments can be used to develop new soil health business models that are both sustainable and profitable. "Soil Fertility Fund": This initiative is designed to preserve soil fertility, raise public awareness of the importance of soil health, and develop new ways to involve society in the soil fertility challenge. The fund supports projects that are working to improve soil health in Switzerland, Austria, and Germany. "Crop Production" ETKI: This case study will analyse the usability of digital soil maps to develop new business models that add value to soil conservation. The researchers will also analyse the impact of different crop production technologies and machinery on the environment and farm economy. As the importance of soil health becomes more widely recognized, we can expect to see even more innovative and effective business models emerge in the future. Soil health business models can help farmers to improve their yields, reduce their costs, and make their farms more resilient to climate change. As well as, soil health business models can help to ensure that consumers have access to healthy and nutritious food. Soil health business models can help to improve the quality of our soil, water, and air. Overall, soil health business models have the potential to create a triple win for farmers, consumers, and the environment.

