



NEWS RELEASE

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FOR IMMEDIATE RELEASE

South Carolina Farmers Share Lessons Learned in Improving Soil Health During Virtual Cotton Farmer Showcase

Columbia, SC, March 2, 2021 – The Soil Health Institute (SHI), the non-profit charged with safeguarding and enhancing the vitality and productivity of soils, invites you to join Dr. Buz Kloot, Research Associate Professor at the University of South Carolina; Mr. Jason Carter, a farmer in Eastover, South Carolina; Sonny Price, a farmer in Dillion, South Carolina; and Mr. Doug Newton, a farmer in Clio, South Carolina, at the virtually held *Healthy Soils for Sustainable Cotton Farmer Showcase*, at 2 p.m. (EST) on March 16, 2021.

In this seventh episode of the event, "Lessons from 8 Years of Regenerative Agriculture: Spotlight on the Carolinas," Mr. Carter will present what he has learned from implementing cover crops, no-till, and nutrient management on his 800-acre farm on the coastal plain soils of South Carolina. Mr. Newton and Mr. Price will also share how using soil health practices increased beneficial insects for their crops and allowed them to reduce fertilizer use.

"We've been focusing on the health of our soil for the past eight years," said Mr. Carter. "The benefits from increased soil organic matter, reduced weed pressure, and a robust nutrient cycle has allowed us to use less fertilizer. We really like how these soil health practices are better for the environment and our bottom line."

The *Healthy Soils for Sustainable Cotton Farmer Showcase* is a series of eight online discussions with U.S. cotton farmers and soil health experts that started livestreaming on February 2, 2021, and it runs every Tuesday at 2p.m. (EST) through March 23, 2021. Cotton producers, consultants, and other interested parties may register one time to attend all eight episodes. Registration is free but required to participate. Following the conclusion of the series, all showcase episodes will be available on the Soil Health Institute's [YouTube](#).

To register for the *Healthy Soils for Sustainable Cotton Farmer Showcase* and learn more about other episodes in the event, visit <https://soilhealthinstitute.org/soil-health-training/farmer-showcase/>.

This event is part of the *Healthy Soils for Sustainable Cotton* project, which provides farmer-focused education and training events delivered by Soil Health Institute scientists, partnering with local soil health technical specialists and farmer mentors who have implemented successful soil health management systems. The project aims to increase the adoption of soil health management systems among cotton producers while documenting environmental and economic benefits.

Healthy Soils for Sustainable Cotton is supported through the generosity of the [Wrangler®](#) brand, the [VF Corporation Foundation](#), and the [Walmart Foundation](#). For more information about the project, visit <https://soilhealthinstitute.org/soil-health-training/>.

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About the Soil Health Institute

The Soil Health Institute (www.soilhealthinstitute.org) is a non-profit whose mission is to safeguard and enhance the vitality and productivity of soil through scientific research and advancement. The Institute works with its many stakeholders to identify gaps in research and adoption; develop strategies, networks, and funding to address those gaps; and ensure beneficial impact of those investments to agriculture, the environment, and society.

About the University of South Carolina

The University of South Carolina is a globally recognized, high-impact research university committed to a superior student experience and dedicated to innovation in learning, research and community engagement. Founded in 1801, the university offers more than 350 degree programs and is a top-tier Carnegie Foundation research institution. More than 50,000 students are enrolled at one of 20 locations throughout the state, including the research campus in Columbia. With 56 nationally ranked academic programs including top-ranked programs in international business, the nation's best honors college and distinguished programs in engineering, law, medicine, public health and the arts, the university is helping to build healthier, more educated communities in South Carolina and around the world.

About Wrangler®

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About VF Corporation

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world's largest apparel, footwear and accessories companies with socially and environmentally responsible operations spanning numerous geographies, product categories and distribution channels. VF is committed to delivering innovative products to consumers and creating long-term value for its customers and shareholders. For more information, visit www.vfc.com.

About Philanthropy at Walmart

Walmart.org represents the philanthropic efforts of Walmart and the Walmart Foundation. By leaning in where the business has unique strengths, Walmart.org works to tackle key social issues and collaborate with others to spark long-lasting systemic change. Walmart has stores in 27 countries, employs more than 2 million associates and does business with thousands of suppliers who, in turn, employ millions of people. Walmart.org is helping people live better by supporting programs that work to accelerate upward job mobility for frontline workers, address hunger and make healthier, more sustainably grown food a reality, and build strong communities where Walmart operates. To learn more, visit www.walmart.org or connect on Twitter @Walmartorg.