



FOOD & AG LEADER SERIES



MyLand is a soil health company, with a focus on helping farmers build strength beneath the surface by harnessing the land's native organics, laying the foundation for them to experience greater productivity, increased economic security, and increased profitability.

PETER WILLIAMS, CEO, MYLAND



Food & Ag Leader Interview Series – MyLand

Origin Merchant Partners: *Let's start with an overview of regenerative agriculture ("regen ag"). What does the term mean and what are the benefits?*

Peter Williams: Regen ag is about conservation and, most importantly, rehabilitation of soil. Soil is a living organism – there are millions of microbes in just a handful. When we farm using chemicals, fertilizers, tilling the soil, physically digging it up routinely, we're damaging that organism, over and over again. The goal of regen ag is to stop harming the soil, and actually rebuild its microbial ecosystem.

"Regen ag helps to tackle some of the world's biggest challenges"

As for the benefits, regen ag helps to tackle some of the world's biggest challenges: food security, and climate and environmental disruption. For example, on the food security side, about 95% of the food we eat comes from the soil. We're rapidly eroding that soil through current farming practices - we lose one soccer field of arable land every 5 seconds to soil erosion. At the same time, the world population is increasing, so we are faced with trying to increase food production from an eroding soil base. Rehabilitating our soil supports higher crop yields – an essential outcome in today's world.

On the environmental front, every 1% increase/acre in soil organic matter removes 10 metric tonnes of carbon from the atmosphere. Healthier soil also increases water retention, reducing the need for irrigation.

In addition, by drawing nitrogen out of the atmosphere and holding it in the soil in soluble form, the nitrogen fertilizer requirement is reduced significantly. As nitrous oxide is a by-product of nitrogen fertilizer application and is 300 times as potent as CO₂ to the atmosphere, reducing the fertilizer requirement contributes significantly to greenhouse gas reduction.



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OMP: *So there are clear benefits. Have those driven grower adoption of regen ag practices?*

PW: Consumers and investors have been pushing for adoption because of those benefits. That, in turn, has translated into many large CPG companies including Pepsi, General Mills and McCain Foods pushing their grower-suppliers to adopt regen ag practices.

OMP: *How do growers make the change?*

“It can be quite challenging....expensive to implement and difficult to scale”

PW: It can be quite challenging, often requiring a fairly significant shift in farming practices: for example, creating a diverse ecosystem of microbes and microorganisms in the soil by creating diversity above the soil: diverse crop rotation, grazing cattle around the fields to limit the need for nitrogen fertilizer, and not tilling the soil to prevent the release of CO₂. These approaches are effective, but can be time consuming and expensive to implement, and difficult to scale.

OMP: *Where does MyLand fit in?*

“...a different approach...more rapid and scalable”

PW: We take a different approach - one that is far more rapid and scalable. We create a diversified ecosystem by starting with the base of the food chain in the soil. For each farm, we take living microorganisms from the farm's soil, then replicate them in mass quantities and deliver them back into the soil in living form. These microalgae are non-predatory - the base of the food chain - unicellular organisms that increase the organic matter of the soil and also provide a food source for other organisms in the soil. Each one of our systems delivers 70 trillion algae cells into the soil every day, creating a base of the ecosystem and positively impacting the chemical makeup and physical properties of the soil.

“...farmers can rapidly rebuild the soil ecosystem”

Through the simple application of algae on a continuous basis, farmers can rapidly rebuild the soil ecosystem and reduce the use of particle chemicals, water, and the need to till the soil. Each one of our systems saves up to 7,000,000 gallons of water and eliminates 4,717 metric tonnes of CO₂ equivalent per year. To put it in perspective, the carbon elimination per system is the equivalent of removing eight diesel transport trucks from the road each year.





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OMP: *Do growers combine the MyLand system with other practices?*

PW: They can, but with our service, growers don't need to overhaul the farm's operations as they would with the more traditional fully integrated regen ag practices, which may take five to ten years to get payback on the investment of cost and time. The MyLand system allows farmers to, for the most part, operate as they have been, while substantially reducing water and chemical fertilizer requirements, reducing tilling and increasing their crop yields. We are seeing growers realize a substantial return on their investment in just one or two years, and that's through cost savings alone. In addition, they are also seeing 20-30% increases in yields or more over the same time period.

OMP: *The upfront cost of shifting to regen ag is often raised as an issue for growers. How is MyLand addressing that?*

"We created the Soil as a Service model to make it easy for farmers"

PW: Our approach is really unique: we created the "Soil as a Service" model to make it easy for farmers. The farmer simply pays a fixed monthly fee on a subscription basis, and we plug into their power and irrigation system (which delivers the microalgae into the soil) and monitor the whole system remotely. If necessary, we send someone out to do routine maintenance; the farmer doesn't have to do anything. We have really tried to address the cost hurdle for farmers in creating this model.

OMP: *Is there an optimal size farm for the MyLand system?*

PW: Not really. We definitely provide a benefit to growers that are farming at scale, because if you're farming thousands of acres, cover cropping, diverse rotations, cattle grazing and not tilling likely presents an insurmountable challenge.

But we provide a cost effective option for smaller farms as well – for example, we have service offerings that offer service in increments of up to 100 acres, as well as in increments of 1,000 acres. Whatever the case, we make it easy by removing the need to overhaul their agriculture approach.



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OMP: *Where is MyLand today, and what is the vision for the future?*

“We want to be the center of gravity for growers looking for soil health solutions”

PW: We are on a really strong trajectory. We recently concluded a 10-week sales push, which took us over a million acres in terms of letters of intent signed with growers. And we are expecting, based on current conversations, to scale that number considerably in the coming months.

We firmly believe there is a need for a soil health focused company, and while there are, of course, others in the regen ag space, there is no one big player focused on soil health like we are. We will continue to introduce growers to our initial system and our subscription model approach, while looking to expand to other areas of soil health.

Bottom line: we want to be the center of gravity for growers looking for soil health solutions.

