



EfficienSea

THE NEW CURRENT

PURDUE UNIVERSITY

2022 NAMA Student Competition
Executive Summary

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INTRODUCTION

Increasing profit margins and raising climate-friendly feedlot cattle just got a whole lot easier with the introduction of EfficienSea, a feed supplement for finishing feedlot cattle. *Asparagopsis taxiformis*, also known as Red Sea plume, is the seaweed strain used in EfficienSea, a daily feedlot ration additive. The product enables cattle to more efficiently convert current feeding programs into tangible gain while reducing methane release up to 82%.¹ EfficienSea is proven to achieve the same pound-for-pound gain while using 14% less feed, realizing up to \$9.53 per head of cattle in feed savings.² Feedlot producers can purchase EfficienSea as a powder in one ton bulk bags which can feed over 12,000 finishers a day.

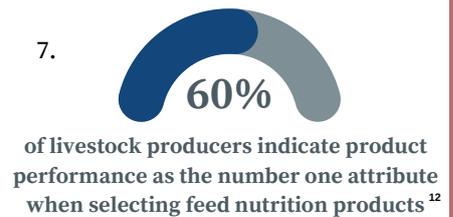
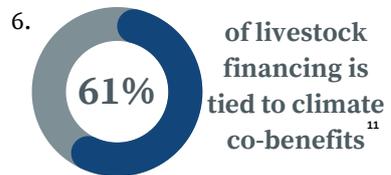
As a proven and established animal health company, Triton Animal Health, based out of Fort Worth, Texas, is a staple for growers nationwide. Triton is introducing EfficienSea as a product line expansion to their feed additive line to offer their producers a more environmentally- focused alternative while still garnering profit within cattle production.

NEED

With future federal regulations expected to mitigate the climate crisis, agriculturalists are rising to the challenge and looking for new ways to adapt their practices sustainably without sacrificing profits. Triton Animal Health is setting out on a mission to provide feedlot managers with an option to optimize efficiency and minimize expenses. EfficienSea, Triton's new seaweed-based additive reduces ruminant enteric methane production in the gastrointestinal tract while encouraging productive weight gain.

MARKET TRENDS

1. The global market for animal feed additives, estimated at **\$13.4 billion** in the year 2020, is projected to reach \$18 billion by 2026, growing at a CAGR of **5.1%**.⁵
2. The global commercial seaweed market is projected to grow from **\$15.01 billion** in 2021 to **\$24.92 billion** in 2028 at a CAGR of **7.51%**.⁶
3. As of 2018, environmental impact, consumer perceptions of healthfulness of beef, and alternative uses of traditional feed grains have become increasingly important with respect to their impact on both beef production and demand for beef products.⁷
4. In 2020, the National Oceanic and Atmospheric Administration's preliminary analysis showed the largest annual increase ever recorded of atmospheric methane, a greenhouse gas **25 times** more potent than carbon dioxide at trapping heat in the atmosphere.⁸
5. Tyson Foods, the nation's largest meat processing company, has pledged to reach net zero greenhouse gas emissions by **2050**, while JBS has pledged to reach net zero by **2040**.^{9,10}



OTHER MARKET FACTORS

Political: Increased expectation of future regulations¹³

Technological: Synthetically grown meat and nutrients

Economic: Rising input costs, transportation costs, and beef prices

Environmental: Disrupting ocean habitats and water availability

Sociocultural: increased demand for nontraditional proteins and sustainable production

Legal: Food and Drug Administration regulations and guidelines for animal feed

MARKET POTENTIAL & SIZE

EfficienSea's market potential lies in feedlot operations producing 8,000 head of cattle or more. Within the United States, feedlots fulfilling our criteria include 449 operations, 11,746,220 head of cattle, **targeting 66% of all feedlot cattle**.¹⁴



TARGET MARKET

EfficienSea will target feedlots in the top five cattle feeding states: Texas, Kansas, Nebraska, Colorado, and Iowa. Roll out will begin in Texas and expand to Kansas and Nebraska in Year 2. Colorado and Iowa will be added in Year 3. Targeted producers feed over 8,000 head of cattle and are located in the five targeted states, where over 72% of feedlot cattle are located.¹⁴ EfficienSea is aiming to garner 0.8%, 1.3%, and 1.8% of the market share across Years 1, 2, and 3, respectively. Specifically, this product should appeal to producers that are always searching for new products that will help them maximize feed efficiency and/or improve the sustainability of their operation.

Cactus Feeders

100% employee-owned feedlot established in 1975 in Amarillo, Texas

- 10 feedlots with more than 527,000 head of cattle
- Over 800 employees working throughout the Texas Panhandle and Southwest Kansas
- Always searching to minimize input operation costs
- Willing to try new things to better their operation
- Cutting edge producers who keep up on industry developments to maximize profit



Greene Family and Company

Established in 1969 in Eastern Colorado

- Family owned and operated feedlot with approximately 50,000 head of cattle
- Aims to be a leader, aligning with trends
- Takes the initiative to implement emerging industry trends into their practice to improve climate conditions and lessen their greenhouse gas emissions
- Stays active in understanding the latest and emerging agricultural policy trends facing growers and producers

EfficienSea's primary competitor is Elanco's product, Optaflexx[®], due to its similar feed efficiencies and additional profit per head for cattle producers. Optaflexx[®] lacks an ability to reduce air pollutants. Elanco offers another additive, Exporior[®], that decreases the production of ammonia gas from cattle, but does not provide the additional feed efficiency and additional profit that EfficienSea provides. Although the beef feed additive market is saturated by companies such as AllTech, Purina, Elanco, and Zoetis, the established brand of Triton Animal Health has developed EfficienSea to create a **New Current** of superior benefits for feedlot cattle producers. EfficienSea has manufactured a blend of powdered Red Sea plume to produce a reduction in the consumption of cattle feed by 14% and an additional profit of approximately \$9.53 per head of cattle, 46% better than Optaflexx. EfficienSea looks to capitalize on the ability to help feedlot cattle producers generate higher profit margins and look to the future at regulations wanting producers to reduce methane output at their operations.

Comparison of EfficienSea and OptaFlexx (by Elanco)		
	EfficienSea (modeled feeding out from 600-1200 over 150 days)	OptaFlexx [®] (modeled feeding an optimal 31 days)
Total Supplemental Feed Cost/HD	\$61.64	\$15.50
Return to Supplemental Feed (\$/HD)	\$71.20	\$22.01
Additional Profit (\$/HD)	\$9.53	\$6.51

Strengths

- Reduces methane emissions
- Climate friendly
- First to the market
- Reduces feed intake, therefore reducing input costs
- High additional profit/head; no change in meat quality
- Established parent company

Weaknesses

- First to the market
- Overcoming limited brand awareness
- High initial investment cost
- Limited market influence

Opportunities

- Futuristic thinking feedlot managers
- Additional importance on implementing climate regulations within cattle production industry
- Product line diversification
- Location and distribution expansion

Threats

- Cost variability of inputs
- Established competitors
- Potential climate complications for seaweed growers
- Feedlot hesitation in initial investment of product

BENEFIT TO PRODUCERS

Producers will see a decrease in total feed costs while maintaining the same daily weight gains with the addition of EfficienSea into feed rations. As commodity prices rise, beef producers may see their profits sink. Producers who use EfficienSea could see a 14% increase in overall feed efficiency resulting in savings of \$9.53 per head. With increasing government intervention, beef producers are under increased scrutiny for the large methane footprint that comes with feeding cattle. EfficienSea has been proven to reduce methane emissions by 82% in feedlot settings, protecting the beef industry from potential government intervention. In addition to the benefits for cattle producers, EfficienSea's need for seaweed will create a more mature market for seaweed farmers in ocean and aquaculture settings alike. At a market rate of \$3.5/kilogram of dried seaweed, seaweed producers could profit \$2.90/kilogram, netting \$22,000 annually for the average seaweed farmer. EfficienSea is committed to changing beef production practices to be more economical and environmentally friendly, all while increasing profit margins for seaweed producers.

Total benefit to producers over the first three years: \$5,249,809.76



The implementation of EfficienSea has no effect on meat quality, marbling, or taste.

PRODUCT DESCRIPTION

EfficienSea is a daily feedlot ration additive utilizing *Asparagopsis taxiformis*, also known as Red Sea plume. With an inclusion rate of .02% daily, this feed additive enables cattle to more efficiently convert current feeding programs into tangible gain while reducing methane emissions. Feedlot producers can purchase EfficienSea as a powder in one-ton bulk bags which can feed over 12,000 finishers a day. The seaweed used to create EfficienSea will be sourced directly from seaweed farmers in the Gulf of Mexico.

KEY PLANNING ASSUMPTIONS

- Seaweed aquaculture techniques exist in ocean and land-based systems that meet the demand for production of EfficienSea.
- EfficienSea meets all FDA and USDA standards and regulations.
- Conversations continue surrounding federal intervention on livestock methane production in the foreseeable future.



STRATEGY STATEMENT

EfficienSea is **changing the tide** through its ability to enhance overall performance by improving feed efficiency and minimizing inputs required for finishing feedlot cattle in production. Through these technologies, EfficienSea offers higher profit margins and a new opportunity for a sustainably-sourced, seaweed-based feed additive. Triton Animal Health is excited to offer large feedlots a cost-effective solution that will reduce long term methane emissions.

OBJECTIVES AND GOALS

The primary goal of EfficienSea is to benefit feedlots by generating more income in the long term. Triton Animal Health recognizes the shifting concern for climate change and wants to do their part in assisting production agriculture in the adjustment period to become more efficient and sustainable, protecting the livestock industry for years to come.

PRIMARY RESEARCH

To gather a variety of opinions and feedback on EfficienSea, Gold Rush Marketing conducted primary research to refine and reinforce the planned marketing of EfficienSea. To this end, Gold Rush marketers sent out a survey to industry professionals as well as contacting key stakeholders for one-on-one interviews.

The survey revealed that a majority of industry professionals are very interested in EfficienSea's ability to increase cattle feed efficiency. These industry professionals would also be very likely to promote EfficienSea to feedlot managers and nutritionists. One-on-one interviews were held with key stakeholders that work directly with feedlots.

Key insights from these interviews were:

- Feedlot managers will focus on the bottom line, so EfficienSea's increase in feed efficiency will be valuable.
- Large feedlots would prefer larger delivery mechanisms such as bulk bags or larger.
- While decreasing methane production is important, being good stewards of the land is also a priority for feedlots.



POSITIONING STATEMENT

As a strong competitor in the animal nutrition market, Triton Animal Health's new premium feed additive, EfficienSea, generates additional profits and reduces methane emissions for feedlot growers. Utilizing the established Triton Animal Health's salesforce, EfficienSea will be positioned as a functional addition to daily feed rations aimed so feedlot managers can optimize their profitability.

PLACE



EfficienSea will be positioned as an addition to Triton Animal Health's EfficienSea will be positioned as an addition to Triton Animal Health's existing line of animal health products. The brand will utilize Triton's existing salesforce professionals in each location to strengthen relations between industry representatives and the EfficienSea brand.

EfficienSea will target larger feedlots, specifically 8,000 head of cattle and above, within dense production areas in the Midwest and Southwestern regions. Home to the largest grouping of these sized feedlots, EfficienSea will be introduced to feedlot managers in Texas in Year 1. This expands to covering feedlots in Kansas and Nebraska by Year 2, and will continue growing to serve Colorado and Iowa for Year 3.

Year One: Texas

Year Two: Kansas and Nebraska

Year Three: Colorado and Iowa

PRICE

EfficienSea will be sold directly to feedlots at a price of \$4901.19 per bulk bag. The average cost to produce one bulk bag of EfficienSea is \$4082.33, resulting in a **20% gross margin** for Triton Animal Health.

PROMOTION

Talking with Triton: A VIP Peer Networking Experience/Annual Event

To thank consistent customers and promote product loyalty, Triton Animal Health will host an annual VIP weekend-long peer-networking conference to highlight EfficienSea customer successes, award the professionals sales force, hear from keynote industry speakers, and overall industry networking and fellowship.



Convention/Expo Booth

To expand brand recognition and product awareness, Triton Animal Health will sponsor a booth at annual national industry conferences such as the National Beef Cattlemen's Association Convention and regional industry conferences to target feedlot managers and nutritionists. Additionally, at each booth, there will be Triton Animal Health Sales Representatives to promote and inform customers on EfficienSea and expand the EfficienSea brand through passing out physical collateral like hats, pens, koozies, and more.



National Cattlemen's
Beef Association



EfficienSea Salesforce

Triton Animal Health has an established and experienced sales force that will expand and uplift the strategic goals of EfficienSea sales through building and maintaining customer relationships, explaining and informing customers about the product, and by placing a friendly face to the EfficienSea brand.

- **Account Coordinator:** Develop strategic direction for sales strategy on acquiring new business, maintaining customer relationships, and educating customers on the EfficienSea product.
- **Sales Representatives:** Work with account coordinators to achieve strategic goals within their respective districts. Manage day-to-day customer relationships utilizing a customer relationship management system, inform and answer customer questions, and promote sales initiatives.
- **Brand Manager:** Ensure that all creative, digital, and promotion marketing content will align with the EfficienSea brand and the Triton Animal Health brand.

Print Advertising

EfficienSea will strategically place print advertisements in magazines frequently used by feedlot cattle producers such as Beef Magazine, Progressive Cattle, and American Cattlemen. EfficienSea aims to build product awareness and direct consumers back to the EfficienSea webpage through a specific QR code in each print advertisement.



Digital Advertising

To ensure a holistic digital strategy, Triton Animal Health will invest in programmatic advertisements to reach the target audience as well as strategically utilizing geo-targeted and behavior tracking methods to increase product awareness, sales, and website traffic.

Website

Triton Animal Health has an established website with a personalized EfficienSea brand tab equipped with an e-commerce option to purchase the product, as well as product information, customer testimonials, and contact information to local sales force individuals.

Search Engine Optimization & Pay Per Click

EfficienSea will invest in keyword phrases such as “**feed additive**,” “**cattle production**,” “**efficient cattle feed**,” and “**cattle methane production**.” By purchasing strategic keywords, EfficienSea will directly garner traffic and improve sales across the EfficienSea page through higher click counts, views, and increased sales.

Social Media

EfficienSea will utilize the Triton Animal Health Facebook, Twitter, and LinkedIn profiles to share product information, promotional deals, and advice from the professional sales team to grow awareness about the emerging product.¹⁵

Paid and Promoted Social Media

EfficienSea will invest in monthly budgets to promote posts and advertisements through geo-targeting and behavior tracking strategies through all social media platforms.



Email Marketing

Triton Animal Health will invest in digital marketing tactics such as email marketing to offer EfficienSea to current and new customers. The newsletter will include farmer testimonials, provide nutritional advice, and keep customers informed about product discounts.

Earned Media

EfficienSea will utilize press releases, media pitches and alerts, as well as event alerts to capture earned media promotion in heavily trafficked print media, digital media, broadcast, podcasts and radio shows in the cattle industry.

Marketing Expenses	Year One	Year Two	Year Three
Personnel Compensation			
Gold Rush Marketing Consulting	\$60,000.00	\$90,000.00	-
Director of Sales and Marketing	-	-	\$72,000.00
Regional Marketing Teams	\$34,000.00	\$71,400.00	\$107,100.00
Digital Media			
SEO	\$23,988.00	\$41,988.00	\$67,842.00
Website Development	-	-	-
GeoTargeting	-	-	-
Email Campaign	\$3,599.00	\$3,599.00	\$3,599.00
Social Media Analytics	\$3,588.00	\$3,588.00	\$3,588.00
Social Media Advertisements	\$89,749.85	\$128,473.12	\$146,187.14
Print Media	\$7,251.40	\$10,006.93	\$13,609.43
Events and Programs			
Annual Producer Events	\$50,000.00	\$75,000.00	\$112,500.00
Convention/Expo Booth	\$45,525.88	\$59,183.64	\$82,857.10
Total	\$314,747.28	\$483,238.70	\$609,282.67
Cost of Customer Acquisition	\$424.41	\$651.61	\$821.57
Percentage of Sales	5.60%	5.30%	4.83%

FINANCIAL EVALUATION

Income Statement	Year One	Year Two	Year Three
Total Bulk Bags Sold	1,146	1,862	2,574
Total Bags of EfficienSea Sold	45,834	74,480	103,126
Gross Sales (Net Sales)	\$5,616,767.87	\$9,126,022.48	\$12,615,672.33
Cost of Goods Sold	\$(4,748,817.89)	\$(7,698,534.34)	\$(10,640,170.37)
Gross Margin	\$897,498.50	\$1,427,479.15	\$1,975,501.96
Sales Personnel Salaries	\$(100,000.00)	\$(210,000.00)	\$(331,000.00)
Other Operating Expenses	\$ (260,384.99)	\$ (428,243.74)	\$ (592,650.59)
Total Marketing Costs	\$ (314,747.28)	\$ (483,238.70)	\$ (609,282.67)
Total Overhead	\$ (675,132.27)	\$ (1,121,482.44)	\$ (1,532,933.26)
Net Profit (EBT)	\$192,817.71	\$305,996.70	\$442,568.70
Net Profit Margin	3.43%	3.35%	3.51%

Triton Animal Health will produce a pallet of EfficienSea at a cost of **\$4082.33** and will sell it for a price of **\$4901.19 per bulk bag**, resulting in a gross margin of 20% for Triton Animal Health.

EfficienSea will aim to capture 0.8% of its target market in year one, expanding to 1.3% and 1.8% in years two and three. In year one EfficienSea will produce a net profit of approximately \$192,817.71 after costs of goods sold and other expenses are accounted for. Profits are minimized by an extensive research and development campaign that aims to collect data so that EfficienSea can continue to expand into different markets in the future. Combined with a thorough marketing campaign these tactics help set a foundation for EfficienSea to further expand allowing higher sales, greater market penetration, and ultimately higher profits for Triton Animal Health.



MONITORING AND MEASURING

Year 1: Measured Feed Efficiency

Ensure that EfficienSea is increasing feed efficiency in a majority of feedlot cattle by at least 10% by the end of year one

Channel: Customer Metrics

- + Use collected data to educate potential customers about the benefits and proper use of EfficienSea
- Re-visit our promotional tactics and review proper inclusion rates with our salesforce to ensure feedlot managers are using EfficienSea as recommended

Year 1: Brand Awareness

Expand Brand Awareness to 80% of the Target Market by the end of Year One

Channel: Website Traffic Data, Social Media Campaign, Google AdWords Keyword Planner, and Surveys

- + Re-allocate and analyze resources to marketing campaigns that generate more consumer activity
- Re-invest profits into new campaigns intended to improve consumer contact and market awareness

Year 2: Increased Exposure

Ensure that EfficienSea is being used on at least 15% of all cattle within our captured market by the end of Year Two

Channel: Sales History and Customer Accounts

- + Analyze sales data and customer info to further drive sales to existing customers
- Dedicate sales personnel to understanding why producers are not using EfficienSea on all their cattle

Year 3: Net Profit Margin

Increase EfficienSea's Net Profit Margin to above 3.5% by the end of Year Three

Channel: Advertising Analysis, Budget Management, and Sales History

- + Grow sales numbers amongst existing customers
- Assess the effectiveness of individual marketing campaigns and re-allocate more advertising dollars to effective campaigns

CONCLUSION

As feed input prices continue to climb and a focus on the climate crisis stays top of mind, EfficienSea will provide a solution to feedlots and the cattle industry. As a seaweed-based feed additive, EfficienSea works to reduce methane outputs while still providing higher profits margins to producers. Triton Animal Health is confident that this industry addition makes way for **THE NEW CURRENT**.

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