

HERO ASSET MANAGEMENT

“Invest in What You Eat”

For the past 3 years HERO has been working with a 3rd party administrator to measure, monitor, record, and verify “climate smart” practices for our farming cooperative members. Practices such as no till farming, use of cover crops, rotational grazing, limited water usage, use of natural fertilizers and pest control systems are all qualifying practices creating eligibility for incentives and remuneration under the Farm Bill 2014 and the Inflation Reduction Act and other government initiatives.

The general theme of HERO, Healing the Environment, Regenerating Ourselves, is playing out in our practices as we have the best intentions for the farmers and the environment and our farming techniques and results underscore achieving those exact objectives.

Working with a 3rd party administrator, ARVA Intelligence, HERO helped secure several hundred thousand dollars for our farm members. Healing the Environment growing practices exhibited by our farm members have been practiced for years, measured and verified by ARVA, and then recorded and scored to return revenue to our farmers.

This highlights and proves HERO’s commitment to bettering the livelihood of the farmers by paying them for “climate-smart” practices they’ve adopted over the years. By getting the farmers paid for practices they already undertake, we are adding value to their farming techniques and accessing available income.

By understanding the offerings and opportunities to enhance farmers’ livelihoods, HERO continues to add value to the agricultural industry and bring value and profits back to the farms and farmers. As they are the source of our food and food system, making sure they survive and thrive is a cornerstone of HERO’s efforts. This is where it all starts.

Our broader ecosystem model is designed from this original platform. It’s how HERO will continue to improve the lives of the farmers, maintain the integrity of the food system, and protect the environment in the process.

This is measurable, provable ESG practices where HERO and its farmers are doing good, as opposed to just saying good.

Our continued success and support of the farmers through the day-to-day farming operations will strengthen the farming network and the overall community.

By stacking the HERO Asset Management mission onto this precedent, HERO and its cooperative members will further strengthen the farming/food system and continue to protect the environment and improve the lives of all it touches.