Case Study: Jordans Cereals

The Jordans Farm Partnership

Downforce has partnered with Jordans Cereals to deliver scientifically robust, actionable soil health data to farmers across the Jordans Farm Partnership (JFP). In collaboration with LEAF (Linking Environment and Farming) and The Wildlife Trust, Jordans Cereals support farmers across 27 farms and 14,600 hectares (ha) to create habitats on farm which supports increased biodiversity.

As wildlife continues to decline across the UK, healthy soils play a crucial role in restoring habitats and reversing biodiversity loss. By revealing how land management affects Soil Organic Carbon (SOC), Downforce's data gives JFP farmers the evidence they need to improve soil health, restore habitats, and build long-term resilience across their farms.

Farmer Spotlight:
Ralph Parker

Ralph Parker is a Jordan's farmer, growing oats on his 400 ha *Highfield Farm* in Cambridgeshire. With the goal of achieving long-term sustainability on his farm, from both an economic and environmental perspective, working with Downforce has been transformational in driving more sustainable land management practices. Actionable soil health data is empowering Ralph by:

- Providing a greater understanding of SOC variability across his farm
- Validating his sustainable farming practices
- Informing future decisions around delayed drilling, catch crops and wildflower margins to accelerate habitat creation.

This is driving sustainable oat production across the Jordan's supply chain.

Downforce Data:

- **Receive** data with the highest levels of integrity and accuracy, aligned with the global standards
- **Monitor** how SOC levels are changing across the farm every year since 2018 to the present day
- **Understand** the impact of the rotation on soil, with insights on soil carbon fluctuations across space and through time

> *Downforce Technologies have helped me to understand SOC changes on my farm. This insight supports us in making informed decisions around farm management and gives us confidence in the positive progress of our soil health.*

Ralph Parker,
Highfield Farm
Cambridgeshire, UK

Driving Systems Transformation Across the Food Industry

Solution: Actionable Soil Health Data

To meet Ralph's goal for greater long-term sustainability across *Highfield Farm*, we are empowering Ralph with actionable soil health data. Our Downforce platform combines ground-based data including historic soil samples with satellite observations, using a combination of machine-learning and statistical analysis, to measure SOC levels from 2018 onwards.

Across *Highfield Farm:*

4.5% Since 2018, the soil has stored an additional 5,302 tonnes of CO_2e increasing by 4.5% between 2018 and 2024

+360 Over 8 years, an average of +360 tCO_2e has been stored across the farm, highlighting the benefits of adopting sustainable land management practices

Result: Resilient Food Systems

Storing more carbon in soils leads to stronger, more resilient agricultural systems. Increasing SOC improves soil health by boosting water storage capacity, nutrient availability, and biodiversity—resulting in healthier, more productive, and nutrient-dense soils. These improvements create a more reliable and sustainable food supply, helping companies secure sourcing and build resilience to climate change.

Partnering with the JFP to deliver scientifically robust soil health data is verifying sustainable impact. Together, we are driving:

- **Healthy Soil:** An increase in SOC levels demonstrating improved soil health
- **Habitat Creation:** The implementation of sustainable land management practices for greater wildlife cover
- **Sustainable Cereal:** A sustainable crop of oats for Jordans Cereals to use across their food products

Our collaboration with Jordans Cereals is driving systems transformation across the food industry – from individual farms to sustainable food supply chains. Together, we are accelerating the global transition towards sustainable land management, to drive farmer profitability and resilient agricultural systems.

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