



THE FARMING WE NEED

MAKING AGRICULTURE
MORE BENEFICIAL FOR PEOPLE
AND THE PLANET



2021



NEW YEAR, NEW PROGRESS FOR AGRICULTURE AS A CLIMATE SOLUTION



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How will U.S. President Joe Biden and Vice President Kamala Harris advance agriculture as a nature-based climate solution? Biden's climate plan is considered one of his top priorities entering office, and work is underway to establish a "carbon bank" within the United States Department of Agriculture. According to Biden, this bank would pay farmers to "put their land in conservation," scaling toward an ambitious goal of making American agriculture "the first in the world to achieve net-zero emissions."

The idea of paying farmers, ranchers, and foresters for their hard work to store carbon in the soil is not limited to the incoming administration. Last summer, champions in Congress introduced the Growing Climate Solutions Act, creating a bipartisan and bicameral blueprint for minimum quality criteria for verifiers of carbon credits.

This bill could reinforce the private sector's voluntary efforts to reward farmers for their great work - including the rigorous CAR and Verra carbon credit protocols, which were just released and are currently in use by Indigo Carbon. There are more than 50 private industry stakeholders and NGOs, such as Microsoft, General Mills, and the Environmental Defense Fund, who have endorsed the bill.

Another policy driver that has received bipartisan support in the energy industry is a provision known as Section 45Q of the U.S. Tax Code, setting a performance-based financial incentive for carbon capture projects. If we drive investment and economic growth for the energy industry, why not agriculture? This policy approach is supported by leading farm organizations in the Food and Ag Climate Alliance and could be transformative across the American landscape.

The return on investment for the federal government includes stimulating economic growth in rural America and promoting sustainable land use to result in real drawdown, while optimizing crop production. The taxpayer benefits go beyond these outcomes to water quality improvements, cleaner air, and fostering biodiversity. When we work together, we will find win-win-win solutions for farmers, consumers, and the environment.

CARBON SUPPORTER HIGHLIGHT: NEW BELGIUM BREWING



New Belgium Brewing's focus on climate change goes back decades. In the late 90s, the Fort Collins, Colorado company's employees voted to give up profit sharing in order to become the first wind-powered brewery. Today, its Fat Tire beer is the first certified carbon neutral beer in the United States and New Belgium has committed to being carbon neutral by 2030, a goal enabled in part by partnering with Indigo Carbon.



"We have had a longstanding attention to environmental stewardship because we know that our collective success depends on it. We've been waiting to be able to funnel money towards carbon neutral certification in a way that builds value for our farmers' businesses. That wasn't possible until Indigo Ag's verification standard was approved. It gives us a market mechanism to drive revenue to farmers and helps all of us to succeed."



Katie Wallace
*DIRECTOR OF SOCIAL AND
ENVIRONMENTAL IMPACT NEW
BELGIUM BREWING*



Contact carbonsupporters@indigoag.com to learn how your company can get involved.



FARMER SPOTLIGHT : PJ HAYNIE

Indigo Carbon and Indigo Research Partners

Fifth-generation farmer PJ Haynie and his dad operate in Virginia and Arkansas where they use beneficial farming practices such as minimal tillage and cover crops to build efficiencies and sustainability in their operation. As the chairman of the National Black Growers Council, he is a frequent advocate for farmers in Washington, D.C.





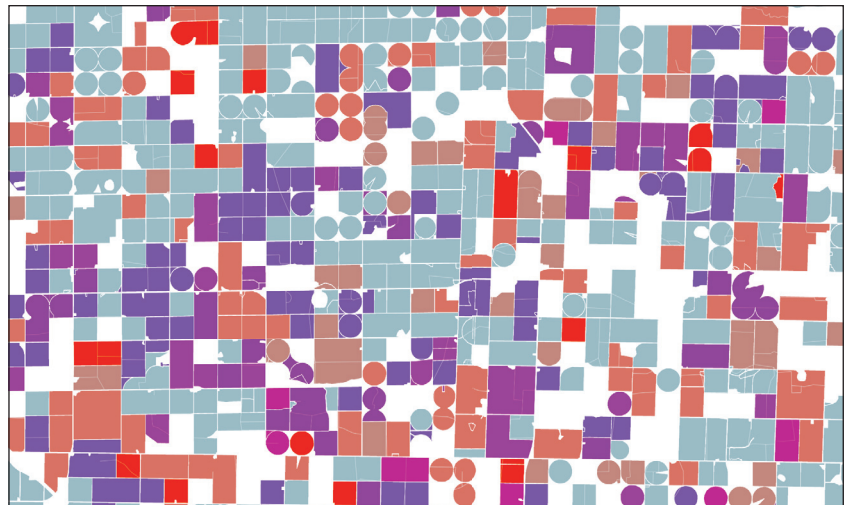
We as farmers can improve what we do to make a better future. My family loves eating fresh blue crab and oysters out of the Chesapeake Bay, which is a few miles down the road. We have to do our part to farm in ways that minimize our runoff so we can continue to thrive off of fresh seafood here in our county.



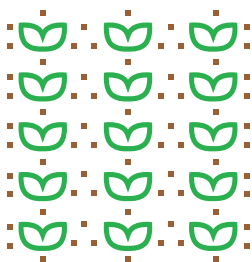
THE LIVING MAP: TEXAS

A diverse mix of beneficial practices are in use on the land east of Parmer County, Texas, where heavy, clay soils can build better structure and drain faster with cover crops and no-till. Still, only 7.6% use cover crop and 22.6% use no-till in the Southern Plains, where Parmer is located, leaving plenty of room for farmers and ranchers in the area to find new financial success through carbon farming.

-  NO-TILL
-  NO-TILL + COVER CROPS
-  NO-TILL + COVER CROPS + CROP ROTATION
-  NO-TILL + CROP ROTATION
-  COVER CROPS



CARBON FARMING 101: WHAT IS NO-TILL?



Think of it as building a house and tearing it down every year. That's what tillage does to soil structure. It sends a flood of oxygen into the ground that physically disrupts the fungal networks and other soil aggregates that hold the soil together. Reducing soil disturbance is one of the core principles of carbon farming because it increases the storage capacity for carbon in the soil and reduces nutrient loss. For growers, no-till or reduced tillage also results in immediate savings in labor fuel and machinery wear and tear. After immediate savings, increased profitability from no-till also grows over time.

WHAT MAKES A QUALITY CARBON CREDIT?

Businesses and consumers are laser-focused on making sure the credits they buy are a true measure of progress against climate change. Indigo Carbon is leading the charge to ensure agricultural credits meet the highest standards. Indigo Carbon agricultural credits are verified and issued by the Climate Action Reserve and Verra, two leading global carbon registries, and are part of a project designed to scale for impact.

QUALITY FACTOR	WHAT THIS MEANS	HOW INDIGO CARBON ENABLES IT?
REALNESS	The credit completely measures impact on greenhouse gases, accounting for all effects of the project that created it (for example, not preserving one forest by enabling another to be chopped down).	Through tech-enabled sampling, Indigo Carbon captures every source and sink of greenhouse gas for a comprehensive view of our farmers' climate impact.
ADDITIONALITY	The climate impact would not have happened without the purchase of the credit.	We only sign up farmers who have committed to new practice changes within the registry-approved timeline.
PERMANENCE	After the credit is created, the reduction in greenhouse gases holds up over time (the emissions don't go right back into the atmosphere).	We guarantee 100-year permanence for our credits, enabled by advanced monitoring and secured by a credit buffer pool with the registry.
VERIFICATION	A third party checks to make sure credits were correctly quantified.	Indigo Carbon credits are fully approved by third-party verifiers in accordance with our registry-approved methodology.
REGISTRY APPROVAL	A collection of climate experts has vetted the project that produces the credits and has officially adopted it. This is the best way to ensure the factors above are present.	Indigo Carbon credits are created with methodologies approved by Verra and the Climate Action Reserve, two of the world's leading registries in the voluntary credit market.

ADDITIONAL IMPACT BENEFITS



SCALABILITY	A project can scale into significant climate impact	Not restricted to a small, local project, our crediting approach can be scaled across the U.S. and globally.
INNOVATION	A project represents an innovation that will enable accelerated progress against climate change	The full range of carbon farming innovations encouraged by our project are used on <1% of US farmland, and represent a massive new frontier in climate change.
CO-BENEFITS	A project has other positive effects beyond climate impact	The same farming techniques that store carbon help farmers improve their own livelihoods, grow healthier crops, use less water, and promote biodiversity.



UNLOCKING THE POTENTIAL OF AGRICULTURE

HOW INDIGO CARBON™ WORKS



Farmers can earn additional revenue by farming carbon

Farmers enroll in Indigo Carbon, then implement practices to reduce carbon emissions and increase soil carbon.



Climate impact is quantified

Net changes in greenhouse gas emissions and soil carbon levels from those practices are calculated by Indigo. Carbon credits are independently verified, validated, and issued by a leading carbon registry.



Supporters connect with farmers

By purchasing farmer credits, supporters catalyze climate and community impact while meeting their sustainability goals.



Farmers and rural communities thrive

Farmers use additional revenue from credits as an incentive to adopt practices faster, boosting their bottom line and climate impact.



INDIGO'S MISSION IS TO HARNESS NATURE TO INCREASE ENVIRONMENTAL SUSTAINABILITY, CONSUMER HEALTH, AND FARMER PROFITABILITY. OUR CARBON PROGRAM OFFERS A SCALABLE CLIMATE SOLUTION WHERE FARMERS ARE THE HEROES. IT'S BACKED BY TECHNOLOGY AND SCIENCE, DRIVEN BY INNOVATION, AND SUPPORTS SUSTAINABILITY ACROSS THE SUPPLY CHAIN.

*Terms and conditions apply. Participation in Indigo Carbon is subject to the terms contained in the program agreement.

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