

REWARDING FARMERS FOR REGENERATIVE PRACTICES



See how different companies make it easier—or unnecessarily difficult—for farmers to get paid for carbon credits.

Regenerative farming practices like no-till or cover crops make a profound impact on the amount of carbon in the atmosphere. These practices could create a total regenerative potential of over 155 million metric tonnes of CO₂—resulting in over \$3B of potential revenue for farmers from carbon credits.



DIRECT PAYMENTS TO FARMERS



Yes

CIBO Impact offers carbon credit payments directly to farmers

No

Payment occurs a year post-credit verification, with confusing terms based on pricing, schedules and more



Yes

Nori offers carbon credit payments directly to farmers, adding a 15% transaction fee

ABILITY TO CHOOSE SPECIFIC FIELD FOR CREDIT PURCHASE



Yes

A carbon credit buyer can choose a parcel to buy from—anywhere across the country

No

Carbon offset buyers cannot specify where their credits come from

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SCALABLE VERIFICATION OF CARBON AND REGENERATIVE PRACTICES



Yes

4+ million US parcels verified through satellite imagery, remote sensing, computer vision, deep AI, and modelling

No

Requires many soil samples, expensive lab analysis and extensive management history

No

Requires soil sampling across multiple years, expensive lab analysis and extensive management history

WHO PAYS FOR VERIFICATION AND SOIL SAMPLING?



CIBO Impact

There is no cost to farmers to enroll or participate. CIBO covers verification of practices; soil sampling is not required

Farmer

Growers are responsible for verification costs, data gathering and reporting, labs and soil sampling costs

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ENROLLMENT EFFICIENCY



Simple

Enrollment and compensation is expedited by CIBO's Rapid Enrollment Annual Payment program (REAP)

Confusing

Requires detailed historical data, has inconsistent pricing messages and carbon valuation, all delaying farmer payments

Cumbersome

Requires detailed historical data and sends mixed messages about soil sampling and associated costs

WHAT GOES INTO A CARBON CREDIT?



3 quantifiable measurements

- GHG emissions reduction and avoided
- SOC sequestration
- CO₂ and equivalent removed from the atmosphere

2 quantifiable measurements³

- Greenhouse gas emissions sequestered
- Greenhouse gas emissions abated

1 quantifiable measurement

- CO₂ removed from the atmosphere

PRACTICE-BASED VS. OUTCOMES-BASED



Practice-based and outcomes-based

Measurements based on practices proven to reduce emissions and remove CO₂ from the atmosphere

Outcomes-only based

Measurements based on historical and future data

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