

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.



	CIBO	INDIGO ¹	NORI ²
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	No Carbon offset buyers cannot specify where their credits come from
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	Farmer Growers are responsible for verification costs, data gathering and reporting, labs and soil sampling costs
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 <ul style="list-style-type: none"> • GHG emissions reduction and avoided • SOC sequestration • CO₂ and equivalent removed from the atmosphere 	2 quantifiable measurements³ <ul style="list-style-type: none"> • Greenhouse gas emissions sequestered • Greenhouse gas emissions abated 	1 quantifiable measurement <ul style="list-style-type: none"> • 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 CO ₂ from the atmosphere	Outcomes-only based Measurements based on historical and future data	Outcomes-only based Measurements based on historical and future data

¹Indigo website: <https://www.indigoag.com/for-growers/indigo-carbon>, ²Nori website: <https://nori.com/for-growers>, ³Indigo website: <https://www.indigoag.com/for-growers/indigo-carbon#faqs>