Monetizing Regenerative Agriculture

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New Investment Opportunities: Regenerative Proof of Concept

* Quantify ecosystems services: track, report, label (Savory EOV)
* Tools to measure increase in soil organic matter
* Nutrient density testing and link-back to soil analysis
* Residue testing, hard work on compliance and grain segregation
Where is the Money?

* Land ownership
* Food brands
* Data
* Consulting
Regenerative Farming Reduces Annual Input Costs

* Substitution effects of intercropping
  - Weed resilience and crop disease prevention
* Green manure, compost and cover cropping
  - Biological activity and living roots replace fertilizer
* Livestock integration
  - Cash flow diversification
Valuing Long-term Land Improvements

* Impact of biologicals accelerates over time (you apply less over time and achieve the same result)
* **Improved water filtration and retention**
* Creating public good: carbon capture, reduced NO₂
* Subtle effects of focusing the farm on **food** generates improved connection and market return, leading to land use and product diversity, and allowing the land base to shrink
Food Brands’ Interest in Regenerative Citizenship towards carbon drawdown and connection to food
- Activist + millennial buying patterns = mega food demand shift
* **Living soils** is a highly engaging and positive story
- Likely to be the first-to-monetize ‘ecosystems service’
* Lower price compared to organic
* Higher price compared to CAFO meat
* Experience marketing is consistently successful for farms
Regenerative Data

* Indigo Ag
* Open source platforms
  - GOAT: gathering for open ag tech
* Farm inventory and sales contracts
* Nutrient density
* Glyphosate residue
Regenerative Consulting

* General Mills/Soil Health Consultants regenerative oats pilot
* Sales agronomy with products generating revenue
  - Cover crop seed
  - Bio-stimulants
* Sustainable Grain initiatives:
  - Education and awareness on the **economic** sustainability of agroecology
  - Partnership with **Joel Williams, Integrated Soils**
  - Network access for support and connections
  - **Transition planning** with government funding
THANK YOU

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