What is the biggest reason why you would
*NOT* participate in a carbon market?

- **64%** I need more information I can trust
- **15%** Payment not worth the effort
- **9%** Carbon markets aren’t developed enough
- **7%** Not enough benefit for farmers
- **5%** Don’t want to share my data

**RESPONSES: 736**

SOURCE: FARM JOURNAL PULSE
WHO ARE THE FARMERS MOST INTERESTED?

Per Farm Journal behavioral data, these farmers have a high affinity for finance and succession planning, and they may be interested in information that helps them leave a profitable operation to the next generation.
WHERE ARE THE MOST INTERESTED FARMERS?

- The map below highlights the geography of farmers with an affinity for carbon content, based on the known users in the Farm Journal database. The darkest colors show the highest concentration of readers for this affinity.
WILL FARMERS COLLECT MORE DATA TO PARTICIPATE IN CARBON MARKETS?

- Only 1% of farmers have actually signed a contract for carbon sequestration, according to the March Ag Economy Barometer from Purdue University.

- Each of the current carbon programs requires some form of data collection and sharing.

- So we asked farmers whether carbon credits were enough of an incentive to collect more and better data.

- About 56% of respondents said no, according to the 2021 Farm Journal Technology Survey.

Are emerging markets such as carbon credits an incentive to collect more and better data?

Source: Farm Journal Technology survey
Photo: ©Duck
WHAT’S STOPPING FARMERS?

Rate your level of comfort with entering field level data into farm market software to participate in carbon markets.

- Somewhat uncomfortable: 24%
- Somewhat comfortable: 21%
- Very uncomfortable: 24%
- Indifferent: 24%
- Very comfortable: 7%

Source: Farm Journal Technology survey
Photo: Stock
TOP QUESTIONS FROM FARMERS

- What is a carbon market?
- How do markets differ?
- Does the buyer of the carbon credit get a say-so in farming practices going forward?
- How long does it take 1 acre to sequester 1 ton of carbon?
- Is it best to wait a few years before doing anything here?
- Are there any programs for carbon sequestration available to farmers already implementing the necessary practices?
- How do I know I am using the right carbon testing program for my soil?
FARMER SHARES TOP 10 TAKEAWAYS

- Iowa farmer Kyle Mehmen has participated in 4 pilot programs and shares what he has learned
- Watch the video interview with AgDay host Clinton Griffiths by scanning this with your phone
WHO DO FARMERS RELY ON?

Who do you consider “trusted advisers” when it comes to your technology and data (check all that apply):

- Equipment dealer: 48%
- Agronomic consultant: 65%
- Input retailer: 25%
- Accountant/Banker: 22%
- Data consultant: 21%

Source: 2021 Farm Journal Technology Survey
Photo: iStock
TIPS FOR FARMERS’ TRUSTED ADVISERS TO NAVIGATE CARBON

FROM

TRUST IN FOOD
A FARM JOURNAL INITIATIVE
WHY DOES CARBON MATTER TO TRUST IN FOOD?

• Trust In Food™ is a social purpose initiative of Farm Journal working to accelerate the transition toward a more resilient and regenerative ag system across the U.S.

• Helping farmers and their advisers navigate carbon markets and climate-smart agriculture is key to our mission

• Our 2020 study of forward-looking ag retailers illustrates the potential of sustainability service offerings

• To download the report, visit https://www.trustinfood.com/ag-retailers/
America’s Conservation Ag Movement

The largest public-private partnership dedicated to sustainable ag at the national, regional and local levels.
TOP THREE TRENDS

**Consumer perspectives on farmers have changed, for the better.**

“U.S. farms are positioned to become environmental solutions providers, with big potential to sequester carbon,” says Amy Skoczlas Cole, executive vice president of Farm Journal’s Trust In Food. “But navigating this complex ecosystem will require careful planning and understanding to lessen farmer risks.”

**Credible information is crucial.**

“There's a lack of information and education about how to get involved, and there's a huge need for technical assistance from intermediary organizations to help get (farmers and ranchers) compliant and keep them compliant – to organize the monitoring that has to happen,” says Oregon rancher Kelley Delpit. “There's a huge need for that.”

**The Biden administration is committed to addressing climate change, including carbon reduction.**

Agriculture Secretary Tom Vilsack recently raised the idea of creating a carbon credit bank to help farmers have the financial wherewithal to buy seed for cover crops or implement no-till and strip-till practices.
ENVIRONMENTAL GOOD VS. ECONOMICS

Row-crop farmers tell Trust In Food they see environmental + economic benefits from conservation practices – some of which sequester carbon.

Yet the “Environmentally beneficial” only and “Unsure” columns remain sizable.

### Perceived value of conservation practices across all respondents (n = 537)

<table>
<thead>
<tr>
<th>Practice</th>
<th>Both economically and environmentally beneficial</th>
<th>Economically beneficial</th>
<th>Environmentally beneficial</th>
<th>Neither economically or environmentally beneficial</th>
<th>Unsure about this practice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conservation crop rotation</td>
<td>67%</td>
<td>5%</td>
<td>13%</td>
<td>2%</td>
<td>5%</td>
</tr>
<tr>
<td>Integrated pest management activities</td>
<td>55%</td>
<td>6%</td>
<td>13%</td>
<td>2%</td>
<td>11%</td>
</tr>
<tr>
<td>100% no-till</td>
<td>55%</td>
<td>5%</td>
<td>16%</td>
<td>6%</td>
<td>9%</td>
</tr>
<tr>
<td>Conservation tillage</td>
<td>67%</td>
<td>7%</td>
<td>11%</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>Conservation planning with NRCS</td>
<td>42%</td>
<td>3%</td>
<td>22%</td>
<td>6%</td>
<td>13%</td>
</tr>
<tr>
<td>Wildlife &amp; pollinators habitat protection</td>
<td>24%</td>
<td>1%</td>
<td>40%</td>
<td>4%</td>
<td>11%</td>
</tr>
<tr>
<td>Cover crops</td>
<td>39%</td>
<td>2%</td>
<td>26%</td>
<td>4%</td>
<td>15%</td>
</tr>
<tr>
<td>Drainage water management structures on subsurface systems</td>
<td>31%</td>
<td>3%</td>
<td>16%</td>
<td>2%</td>
<td>9%</td>
</tr>
<tr>
<td>4R Nutrient Stewardship use</td>
<td>29%</td>
<td>2%</td>
<td>7%</td>
<td>3%</td>
<td>9%</td>
</tr>
<tr>
<td>Field strip cropping</td>
<td>17%</td>
<td>2%</td>
<td>14%</td>
<td>4%</td>
<td>15%</td>
</tr>
</tbody>
</table>

Source: [2020 State of Sustainable Ag Report](#)
Although many farmers report using sustainable and conservation-minded practices, nearly 3 in 4 say they’re not experiencing better economics as a result. 

Figure 5
Have you experienced better market access and/or better revenue opportunities because of any conservation farming practices you’ve implemented?

- Don’t Know – 15%
- Yes – 15%
- No – 71%

Source: 2020 State of Sustainable Ag Report
• Just 1 in 3 farmers say they are fairly compensated financially for the conservation investments they are making.
• Yet, a separate data point from the study found 63% of farmers believe conservation can improve an operation’s profitability over the long run.

Source: 2020 State of Sustainable Ag Report
• Data on carbon sequestration is an ongoing subject of research – and an immediate need for farmers engaged in ecosystem services markets.

• Although a sizable portion of farmers aren’t interested in changing programs to capture more sustainability data, 41% are open to the idea.

Source: 2020 State of Sustainable Ag Report
If barriers are addressed...

- Fear of additional regulation and privacy concerns tied for #1 greatest barrier
- Close second is lack of training/understanding – as Margy noted earlier
- Other concerns we’ve identified in other research include the cost of access to platforms that can help farmers accurately capture sustainability insights that could support carbon market participation

Source: 2021 Farmer Perspectives on Data Report
Farmer engagement in carbon markets will depend, in part, on the deeper question of data capture, usage, sharing and security.

Trusted advisers can use these insights to inform their collaboration with farmers – what’s working for other sectors, and how might those successes/relationships be replicated?

Source: 2021 Farmer Perspectives on Data Report
CARBON INSIGHTS FROM 2021 TRUST IN FOOD SYMPOSIUM

• 4\textsuperscript{th} annual conference
• Carbon proved to be a major theme
• Sessions included:
  – Farming Our Way out of the Climate Crisis
  – Sustainable Agriculture Policy Outlook From Washington, D.C.
  – Deep Dive: Carbon & Livestock
  – Land Use, Carbon and Regenerative Agriculture

FEB. 23-25, 2021
“I fully expect climate change to be [U.S. Secretary of Agriculture Tom Vilsack’s] top priority other than the COVID impacts. In that regard, he’s got his marching orders from Biden. I’ve never seen a president in my over 40 years of watching government have a whole-of-government approach like they do on climate change.”

--Jim Wiesemeyer, Pro Farmer Washington Analyst

“The thing we’re probably watching most closely now is … the people that are going to be at the under secretary, deputy under secretary levels that are going to have to execute on a lot of these policies. … I think that gives us a good measure of how forcefully and quickly they’ll be able to move on some of these things.”

--Joe Bischoff, Principal, Cornerstone Government Affairs
1. Biden administration’s “whole of government” carbon focus is unprecedented and represents a unique window of opportunity.

2. Farmers and ranchers are ready to help and actively seeking out solutions at the intersection of economic and environmental stewardship – but we need more solutions with farmers at the table.

3. Trusted advisers will play a key role in bridging the education gap related to climate-smart agriculture practices.

4. Carbon space requires constant, full-circle learning – among researchers, farmers and all those investing in this emerging area.

5. Ag is (and can be) a climate solutions provider – but its ranking relative to other solutions is a subject of ongoing scientific debate.
TEN TAKEAWAYS FROM 2021 TRUST IN FOOD SYMPOSIUM

6. Carbon ties row crop and animal agriculture together – disparate ag segments will work together more closely out of necessity

7. Across the food and ag value chain, carbon is generating stronger partnerships, more questions and better data

8. What’s old is new again – so-called “regenerative” practices have often been around for hundreds if not thousands of years, now supported by scientific data, replicated trials and innovation

9. Carbon focus will resurface key pain points in ag – among them, data security, data privacy, adoption curve for new products/tech

10. Carbon market success depends on human relationships and adoption at the individual level; systemic change must occur to scale
QUESTIONS?