



NET IMPACT

SESSION 5

FROM FARMERS MARKETS TO CARBON MARKETS: WHAT IS THE FUTURE OF ZERO CARBON AGRICULTURE?



THURSDAY, NOVEMBER 12TH | 10:00 AM PDT/ 1:00 PM EDT



Cintia Ribeiro

Digital Business Insights Lead,
Crop Science, Bayer



Mark Heckman

Carbon Crop Farmer
Director, Iowa Corn Promotion Board
Board Member, US Grains Council



Michelle Lancaster

Director, Sustainability Engagement
and Partnerships, Microsoft



MODERATED BY:
Logan Yonavjak



Agenda

10:00 am PDT: Welcome & Context Setting

10:10 am PDT: Moderated Conversation

with Cintia Ribeiro, Michelle Lancaster, and Mark Heckman

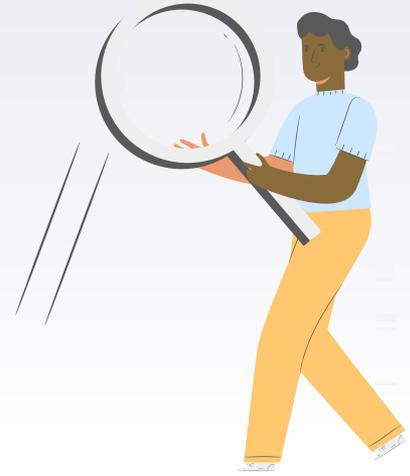
10:30 am PDT: Q&A

10:50 am PDT: Summary and Call to Action

10:55 am PDT: Thank you & Closing



Name one way that agriculture can be a solution to mitigate climate change.



Logan Yonavjak

Co-Founder and Managing Director, Provenance Capital Group

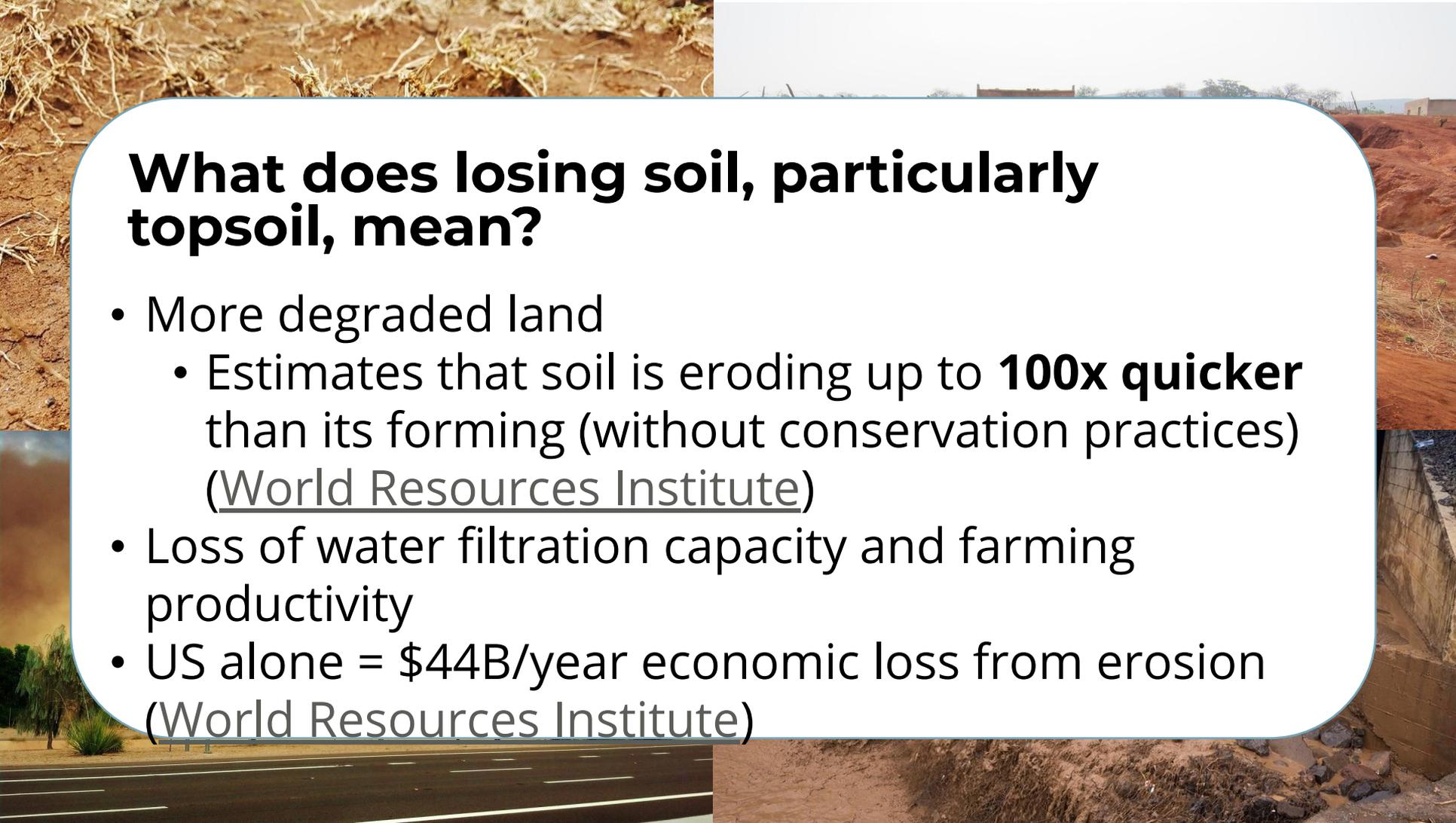


Logan is a financial services professional, social entrepreneur, and author. She's incredibly passionate about building businesses and guiding capital in ways that replenish, restore, and sustain our social, environmental, and economic systems to advance a more holistic future for all. Prior to co-founding Provenance Capital Group, Logan worked as a consultant with a variety of clients, primarily focused on working land investments. She has also held positions with CREO Syndicate, the Yale Investments Office, and Align Impact. Logan holds a Masters of Forestry from the Yale School of Forestry & Environmental Studies and an MBA from the Yale School of Management. She also holds a B.A. with distinction from the University of North Carolina at Chapel Hill.



"The nation that destroys its soil, destroys itself."

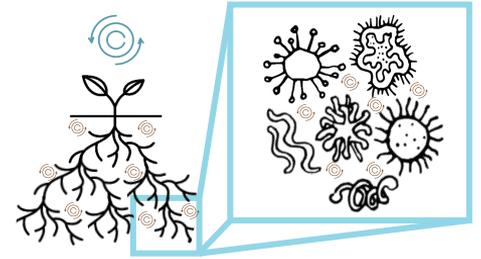
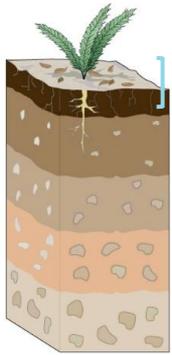
-Franklin Delano Roosevelt

The background of the slide is a collage of images related to soil erosion. At the top left, there is a close-up of dry, brown soil with exposed roots. At the top right, a landscape shows a dirt road and a building in the distance under a clear sky. On the right side, there is a vertical strip showing a cross-section of a dirt embankment. At the bottom left, a paved road with white lane markings is visible. At the bottom right, there is a close-up of a concrete retaining wall with a dirt embankment above it.

What does losing soil, particularly topsoil, mean?

- More degraded land
 - Estimates that soil is eroding up to **100x quicker** than its forming (without conservation practices) (World Resources Institute)
- Loss of water filtration capacity and farming productivity
- US alone = \$44B/year economic loss from erosion (World Resources Institute)

Rebuilding the soil



Top soil is disappearing at an alarming rate.

Soil is not dirt – it is a valuable living ecosystem that supports life.

Top soil creates the conditions for deep and healthy root networks.

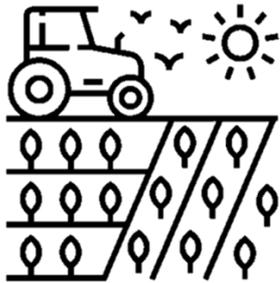
Healthy roots promote communities of microbes that effectively sequester carbon.

Soils themselves could potentially sequester enough greenhouse gas emissions in a year to equal about **5% of all annual human-made GHG emissions (World Resources Institute)**

What is sustainable agriculture? Some perspective

Sustainable Agriculture

How we do it



Making a number of important changes to many of our current agricultural practices...

What it does



...strengthens the land to keep producing nutrient-rich crops, while sequestering CO2...

Why we do it



...providing strong land for farmers, healthy food for our communities, and environmental change for our planet.

Mark Heckman

Mark Heckman, President, Main Street Ag and Heckman Properties



Farming in West Liberty, Iowa, Mark Heckman is an agricultural leader in several respects, Past-Director on the Iowa Corn Promotion Board and a Board Member and currently serving on Animal Ag and Environment Committee for Iowa Corn and Advisor for the US Grains Council. He and his partnership farms about 1,500 acres of corn and soybeans with a focus on soil health. He uses cover crops and reduces tillage where possible. Mark uses technology that supports the sustainable use of hog manure while maintaining water quality standards and good relationships with his neighbors.

Mark is also an award-winning member of the Soil Health Partnership and a member of the Global Farmer Network.

Cintia Ribeiro

Digital Business Insights Lead, Crop Science, Bayer



Innovation is the common theme of Cintia's career. Following her Ph.D. in Molecular Biology, she joined Bayer Crop Sciences in 2014, as part of the Emerging Leaders in Science rotational program where she had the opportunity to lead projects across agricultural product research teams in different fields. After the program, she took a role in global IT supporting the digital transformation of commercial processes and currently works in the New Business Models (NBM) team. The NBM team was created to innovate Bayer's go-to-market strategy, interact with customers, and generate new value for Bayer's stakeholders. In all her roles, the main objective was to innovate: first products then processes, and now businesses. She values innovation as one of the most important tools to succeed and be sustainable in our rapidly changing environment. Cintia is also a leader in the St. Louis and Bayer's Hispanic community and in 2019 was elected St. Louis Emerging Leader as part of the Adelante Awards.

Michelle Lancaster

Director, Sustainability Engagement and Partnerships, Microsoft



Michelle Lancaster is Director of Sustainability at Microsoft, where she leads the company's sustainability-focused work with external stakeholders, as well as sustainability-focused product strategy and customer engagement. For the past seven years prior, she led Microsoft's sustainability and corporate responsibility communications and prior to that, led public affairs campaigns for Fortune 500 companies in Washington, D.C.



Our Sustainability Commitments Help Advance a Carbon-Zero and More Inclusive Future for Agriculture



Reducing field greenhouse gas emissions by

30% *From the most emitting crop systems in the regions Bayer serves*



Reducing the environmental impact of crop protection by

30% *With new technologies that help scale down volumes & enable more precise application*



Empowering smallholder farmers to access sustainable agricultural solutions

>100M *Smallholders benefit from access to education, products & partnerships*

Call to Action

▶ **Vote with Your Money**

- ▶ As advocates for sustainable practice, vote with your money to companies that are making commitments to carbon technology as a solution for climate change.

▶ **Get on to a Farm!**

- ▶ Visit a farm and understand a modern day farming in order to create context for what you've learned and discussed today.
<https://www.carboncycle.org/carbon-farming/>

▶ **Source Your Own Food**

- ▶ Source your food from farmers that are using sustainable agricultural practices.



Upcoming Events and Programming

▶ Reimagining Capitalism Series Continues in 2021: Stay Tuned!

- ▶ Thank you for your participation to our ongoing conversation on Reimagining Capitalism!
- ▶ Please see our Reimagining Capitalism Resource Page to continue learning and engaging on these topics: <https://www.netimpact.org/reimagining-capitalism-resources>
- ▶ Share the RC videos with your friends and family and invite them to engage in conversation with you on these important topics.

▶ Join a Chapter

Each Chapter is a like-minded community committed to making a lasting social and environmental impact

- ▶ Find a Chapter near you: [netimpact.org/chapters/search](https://www.netimpact.org/chapters/search)



Thank you for joining
the conversation!