



What Buyers Look for in Agricultural Credits?

Joint USDA C-AGG Briefing

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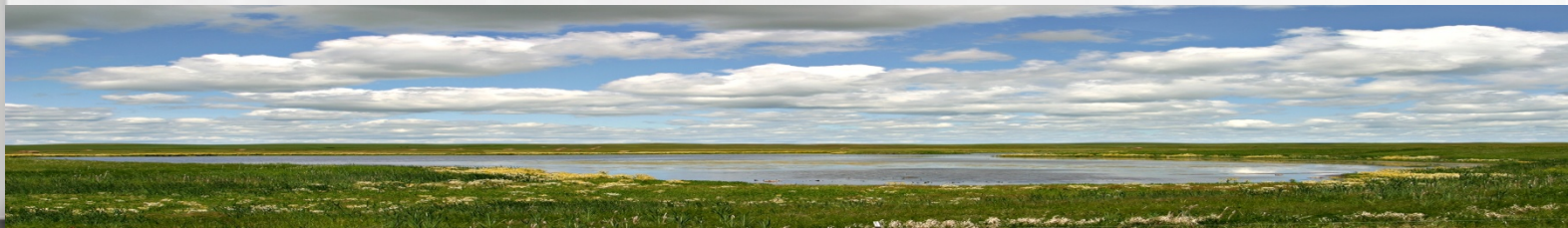
Outline

- About Us
- Why Buy Ag?
- Buyer Considerations
- Final Remarks



Mission: *To provide expertise, financing, and inspiration to accelerate innovative climate solutions that endure*

- Manage carbon acquisition programs
- Committed \$15.5M in carbon finance
- 33 projects funded (13 complete)
- Impact to date is equal to annual GHG emissions from 320,000 cars



Why Buy Ag?

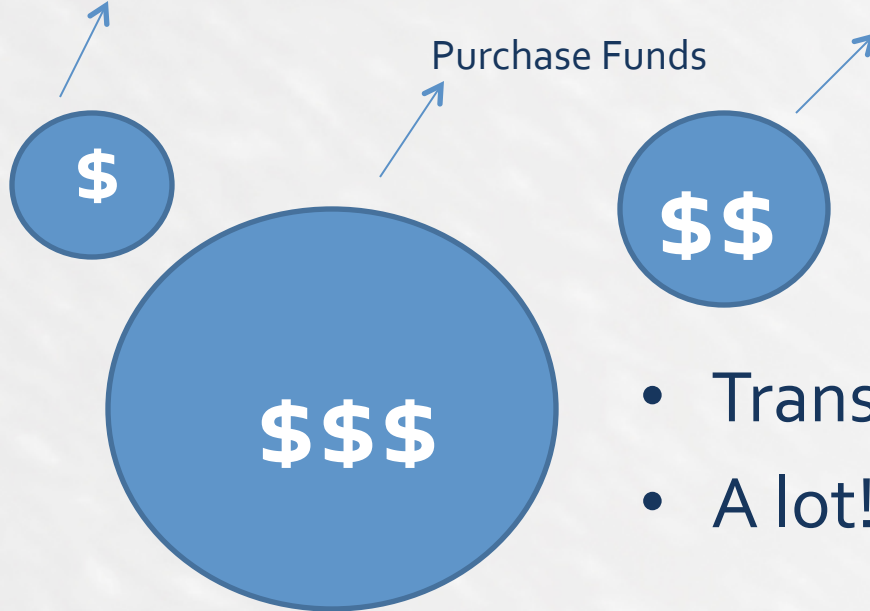
- Voluntary
 - Reputational Value
 - Cutting Edge
- Compliance
 - Eligibility
 - Scalability
 - Need aggregation



The Offset Buyer's Guide

Selection + Contracting

Contract Management



- Transaction costs matter
- A lot!!

What We're Looking For

A Great Counterparty

- Channels to the landowners
- Executed Contracts\Enrollment Agreements
 - Ownership + Clear Payment Structure
- Risk Mitigation- Data management Systems



Final Thoughts

- The Key Drivers are:
 - Immense PR Value
 - Huge Potential Scale
- The Key Concerns are:
 - Transaction costs
 - Counterparty expertise
 - Methodology risk



Thank you!

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