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
- Purchase Funds
- 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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