



THE FARMING WE NEED
 MAKING AGRICULTURE
 MORE BENEFICIAL FOR PEOPLE AND THE PLANET



WINTER • 2022



This season marks the beginning of Spring Fashion Weeks around the globe. From New York to Paris to Hong Kong, the fashion world showcases its creative progress on the runway—and increasingly makes pledges for how to make the industry more sustainable across the supply chain. Considering the large dependence on raw materials from agriculture—cotton, wool, leather—brands such as VF Corporation, Kering, Ralph Lauren Corporation, J. Crew, Nike, Allbirds, Levi’s, and Stella McCartney have called for a shift to more sustainable agriculture. Carbon farming practices, such as cover crops and reduced tillage, promote long-term soil health and farm profitability, while reducing and removing carbon dioxide from the atmosphere.



One of the companies leading the charge is The North Face, an outdoor recreation brand that scores high nods for both performance and street style thanks in part to collaborations with Gucci and also Supreme, which its parent company, VF Corporation, now owns. [See the story and video...](#)



As one of the world’s largest outdoor brands, we know it’s our responsibility to reduce our impact on the environment.

– Carol Shu



Learn how your company can get involved...

[Learn More](#)



FEATURED FARMER: P.J. HAYNIE III

"We learned early on that a lot of the information that was being passed down in the field of agriculture to farmers wasn't making it down the gravel roads that Black row-crop farmers lived, worked, operated on," says P.J. Haynie III, a fifth-generation farmer and chairman of the National Black Growers Council. He recently showed his daughter, Colette, 19, how carbon farming works on their fields in Arkansas. P.J.'s great-great-grandfather was one of the first African Americans in Northumberland County, Virginia, to come out of slavery and purchase land in 1867. The family still owns and farms this land.

[See the story and video...](#)



“ ”

We needed a conduit to help make sure that information got passed along from corporate ag to Black farmers; the National Black Growers Council is the conduit to really help to make that happen.

NEWS FROM CARBON BY INDIGO



🔄 New grant to fund research into grazing with Native American farmers and ranchers

National Indian Carbon Coalition (NICC), with Indigo as a partner, has been awarded a two-year grant from the USDA Natural Resources Conservation Service (NRCS) that will enable joint research into carbon farming practices and increase opportunities for Indigenous farmers and ranchers to earn additional revenue through agricultural carbon programs.

🔄 Bringing planet-positive farming to GreenBiz22

GreenBiz22 Indigo hosted a panel called "Tipping the Scale Towards Planet Positive," featuring Airly/Post Holdings's Mark Izzo, Charter Next Generation's Scott Hammer, NICC's Bryan Van Stippen, and North Dakota farmer Paul Overby. It was followed by an intimate lunch for sustainability executives to better understand how agriculture can be a nature-based climate solution. Farmers P.J. Haynie III (Virginia and Arkansas) and Paul Overby (North Dakota) shared how and why they have made their farming operations more focused on sustainability—and what incentives other farmers need to embrace climate-smart practices such as cover crops and no-till.



PARTNER HIGHLIGHT: LANDUS



Landus, the largest farmer co-op in one of the biggest producing states of the Corn Belt, has just entered a multi-year comprehensive partnership with Indigo to bring digitization, technology, and sustainability to its network across Iowa.

The first strategic collaboration of this kind, Landus will empower grain buyers and farmers to improve profitability and efficiency from soil to sale through Indigo's full set of business lines: new income and sustainability opportunities with Carbon by Indigo, improved crop performance and input efficiencies with biottrinsic™ microbial seed treatments, and simplified digital grain merchandising and marketing with Market+. [Read more...](#)

“ ”
By partnering with Indigo, we're able to put breakthrough science and technology directly in the hands of our network, helping farmers and buyers streamline their work, capture more profitable outcomes, and lean into new opportunities along every step of the supply chain.

— Matt Carstens
Landus President and CEO

CARBON FARMING 101

[Read the story...](#)



Q: Organic vs. Carbon Farming: What's the difference and why does it matter?

You may be thinking, I already buy organic, what is this carbon farming stuff I'm hearing about? Isn't organic the best for the environment?

Many consumers and business leaders watching the growth of carbon farming from the outside are asking, so what is the difference between organic and carbon farming? To simplify, let's break it down into three categories: Goals, methods, and significance.

CARBON FARMING MOMENTUM IS GROWING

More than 2,000 people registered to attend the second Carbon Farming Connection in January 2022, a virtual event featuring carbon credit buyers, agronomists, industry-leading brands, authors, and farmers to bring clarity to the state of agricultural carbon markets and how farmers can benefit from carbon farming. Here's what they said:



HERE'S WHAT THEY SAID:



“ This is better farming. Some of the world's largest companies have a million farms in their supply chain facing a world in which climate is becoming more disruptive, less predictive rainfall, water shortages, too much water—all those factors that are making it more difficult to be a farmer today. [These companies are] looking for exactly that type of agriculture that is going to create more resilience.

— **Paul Hawken**, Author,
Business strategist, Journalist



“ We built Airly with a mission to reverse climate change through food, acknowledging that's an audacious goal, but we are fundamentally driven by the fact that agriculture has a big role to play in that overall solution. As you get out into the market and you start to demonstrate the consumer demand, a lot more people start jumping in.

— **Jennifer McKnight**, Co-Founder,
Airly Foods, Post Holdings



“ Probably the most important thing is to have the credits verified and validated through globally recognized methods and companies that are leading the standards.

— **Scott Hammer**, Director of Corporate Sustainability,
Charter Next Generation



“ We really need to start treating agriculture and food production in this country more like a long-term investment and less like borrowing and lending. You have to give the capital a chance to grow.

— **Zach Ducheneaux**, Administrator,
USDA Farm Service Agency



“ I look back at what I was doing before, I would say it would classify as chemistry farming. Now, it's biology. I'm uncovering earthworms. I've got life underground now that I never had before.

— **Mark Nault**, 2N2E Farms LLC

JOIN US FOR THE NEXT CARBON FARMING CONNECTION

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INDIGO'S MISSION IS TO HARNESS NATURE TO INCREASE ENVIRONMENTAL SUSTAINABILITY, CONSUMER HEALTH, AND FARMER PROFITABILITY. OUR CARBON PROGRAM OFFERS A SCALABLE CLIMATE SOLUTION WHERE FARMERS ARE THE HEROES. IT'S BACKED BY TECHNOLOGY AND SCIENCE, DRIVEN BY INNOVATION, AND SUPPORTS SUSTAINABILITY ACROSS THE SUPPLY CHAIN.

The content in this document includes testimonials from individual growers. Results and outcomes may vary based on each farm's individual circumstances and are not guaranteed. You should independently consider all risks and benefits of the adoption of any agronomic practice as they relate to your specific farming operation.

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