



Featuring  
**Kimberly Rogowski**  
 Anheuser-Busch

**Breweries worldwide have shown leadership in climate and farmland stewardship. How did beer become a central product in the land regeneration movement? And what landmark sustainability and traceability goals have these breweries already reached?**

The science of agricultural production matters more when only a handful of ingredients make up your food or drink. The most recognizable lager in America, Bud, is brewed with just four ingredients: rice, barley, hops, and water—and each ingredient must be premium. Kimberly Rogowski knows this. She has spent the last 15 years sourcing ingredients for the Anheuser-Busch portfolio, the brewery overseeing Bud Light, Budweiser, and Michelob ULTRA. She’s now the director of their agronomy program, overseeing the quality of her company’s beer, starting with the soil.

In partnership with Indigo Ag now for a third year, Anheuser-Busch has supported data-driven beneficial land stewardship, higher-quality rice, and less waste—while bringing greater equity to farmers. Results from the first growing season, 2019, outpaced every expectation for the resource-intensive crop. Two billion gallons of water were saved. Nitrogen application dropped 13.3%. Methane emissions abated 26.6%. All while 29 rice growers, hailing from Missouri and Arkansas, made a premium for the data and attributes of their rice.



Nothing’s more satisfying than knowing where a product comes from...



Other beer companies are also doing their part to lead the way to a more sustainable future, including some Carbon by Indigo supporters. New Belgium Brewing, who makes the U.S.’s certified carbon neutral Fat Tire Amber Ale, is working to be carbon neutral in full by 2030. Dogfish Head Craft Brewery made “Re-Gen-Ale,” the first traceably sourced beer to address climate change through agriculture.

[Read the full article >>](#)



[Click here](#) to learn how your company can get involved.

# THE CARBON FARMING CONNECTION

# HIGHLIGHTS

## VIRTUAL EVENT

### Your Carbon Farming Journey Starts Here

On June 23, Indigo hosted a two-hour virtual event featuring leaders setting the standards for agricultural carbon credits and markets. The goal of the event was to understand where the growing demand for high-quality carbon credits is coming from and why it's just beginning. Check out some highlights from the panelists, then stay tuned for the next event in December 2021.

#### HEAL THE FUTURE

Paul Hawken, author of New York Times best-seller *Drawdown* and the forthcoming book, *Regeneration*, opened the event in discussion with Carbon by Indigo's Ryan Stockwell. Growing up on a farm himself, Hawken shared context on how agriculture has evolved and why some of the world's largest global corporations are actively transforming their supply chains to use regenerative practices.



We are either stealing the future or healing the future. We've made a lot of money stealing the future, But farmers are demonstrating that you can heal the future, make it whole again, and also be very profitable.

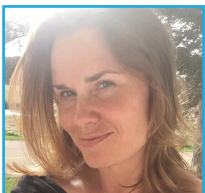
— Paul Hawken



Paul Hawken at Indigo's Beneficial Ag Conference 2019

[Watch the full interview >>](#)

## COMMUNITY SPOTLIGHT: SUSTAINABLE BRANDS



### Etienne White

VICE PRESIDENT, BRANDS FOR GOOD, SUSTAINABLE BRANDS

"Coming out of the pandemic, we're seeing a massive shift where people have a fundamentally new relationship with food. Consumers are now more used to preparing their own food at home and care more about who has grown it. They want to know 'Where did it come from? What care and attention was paid to it?'"

Founded in 2006, Sustainable Brands is the leading voice helping brands to align their business decisions with their sustainability values. In September, Indigo Ag and Sustainable Brands will co-host a "pull factor" workshop giving brand executives a playbook to ensure their sustainability blueprints are aligned with consumer sentiment and set to drive behaviour change, at scale, towards the adoption of sustainable lifestyles.



# HEARD AT: THE CARBON FARMING CONNECTION



1

Agriculture-based carbon credits are truly differentiated and unique. They're always going to be viewed as tier one, or the top quality carbon credits in the market.

– **Jed Lynch, Barclays**



2

I know people have a hard time with change, but just from an economic standpoint, regenerative farming just makes sense.

– **Adam Chappell, Arkansas farmer**



3

With an intangible product like a carbon credit, it's really only as valuable as the rigor and the credibility of the data, and the methods that were used to create it. The registries provide a whole system to support that process.

– **Max DuBuisson, Senior Director of Carbon Policy, Indigo**



4

There's more demand for carbon removal than there is supply. So the long-term vision of what soil can provide is enormous.

– **Jodi Manning, Cool Effect**



5

We're very thrilled at the opportunity to bring financial revenue to our suppliers as a part of this transition. It has to work for growers in order for it to work for any of us.

– **Katie Wallace, Fat Tire Amber Ale, New Belgium Brewing**



6

We have a very rigorous procurement policy that requires our offsets to be verified and certified. We will not source any offset that is not.

– **Tim Faveri, Maple Leaf Foods**



7

We will not squeeze carbon out of the global economy if we don't have a huge investment in carbon credits. It simply isn't going to happen and carbon credits are a great tool to provide a financial incentive, to target a lot of those areas that might be difficult to target from a public policy perspective, but we can make it happen. And it also buys us time. Time that we frankly don't have to address this problem.

– **Craig Ebert, President, Climate Action Reserve**



THE CARBON FARMING CONNECTION

VIRTUAL EVENT

[Watch the full event >>](#)

FEATURED

## FARMER SPOTLIGHT: MIKE BRETZ

Iowa farmer Mike Bretz came back to farming after a long career in food manufacturing, where he worked on a project to reduce the company’s carbon footprint. After returning to the family farm, Bretz and his wife decided to bring carbon farming practices to all of their 450 acres. Now in year two of the transformation, they have already reduced their fertilizer and herbicide to zero on a third of their acres. In addition to more worms and other forms of biology in their soil, the Bretz family is also seeing more pheasants, deer, and wildlife moving into the farm—including turkey and sand cranes for the first time. Bretz was featured in a Profitability Strategies webinar for farmers on July 21.



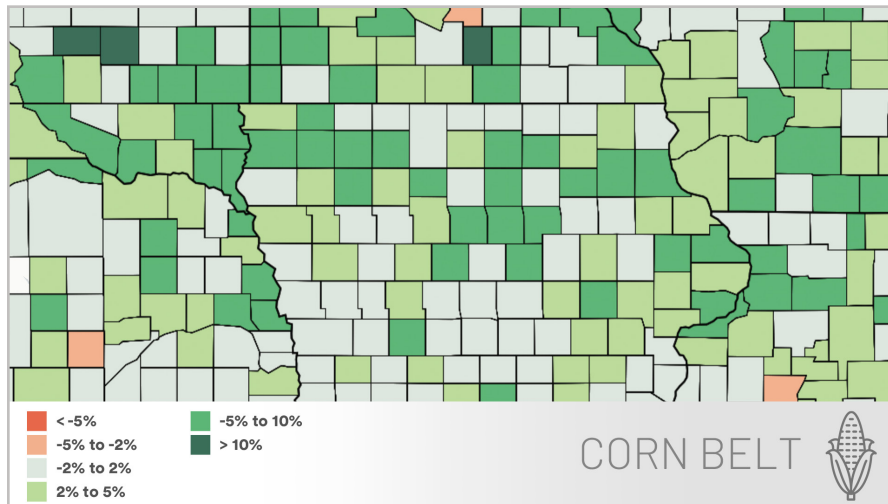
I am excited about reducing input costs, improving our environment, and creating more nutritious crops. Any additional carbon credit income is icing on the cake financially—and good proof for putting carbon back into the ground environmentally.



### THE LIVING MAP: CROP TRACKER: CORN BELT

Crop conditions are always changing, but what if those changes were easier to track? Harnessing newly released geospatial data from the USDA, Indigo launched a portal for tracking corn and soybean developments in the Midwest’s Corn Belt.

A major heatwave and drought are pushing through northern portions of the region, which are taking down crop conditions in the Dakotas, Minnesota, and Iowa. Follow this change alongside the five-year average for crop development.



### CARBON BY INDIGO NEWS

The program welcomes new supporters Ralph Lauren to our slate of 15 industry-leading brands committed to making carbon farming a nature-based climate solution.

Indigo’s Climate Action Reserve project was featured in the peer-reviewed journal, *Frontiers in Climate*, in an article titled “Implementing the Soil Enrichment Protocol at Scale: Opportunities for an Agricultural Carbon Market.” The article discusses how the protocol provides a novel framework that enables rigorous, high-quality carbon crediting at scale for working farmlands.

Carbon by Indigo is committed to providing farmers with tools that leverage data and technology to improve the transition to farming practices that build carbon in the soil. In July, we launched a carbon calculator and cover crops tool, which help farmers make informed decisions about carbon farming practices.



The European Union has committed to climate neutrality by 2050—and the expansion of natural carbon sinks, such as agricultural soils, will play a large part in achieving this goal. This is driving interest in adopting regenerative carbon farming practices that are more beneficial to people and the planet. It's why companies like Wasa, which is owned by Barilla, and landowners like Günther Graf von der Schulenburg are joining political leaders, such as European Commission Executive Vice-President Frans Timmermans, in making carbon farming a reality.

### THE PILOT PROGRAM

Last year, Indigo launched its first carbon farming pilot programs outside the United States. The three-year partnerships focus on increasing grower interest in joining carbon farming programs and sharing their experiences in adopting agronomic practice changes to increase soil organic carbon.

- **2020** - Launched partnership with Wasa, the world's leading producer of crispbread and part of the Barilla group, partnership to produce low-carbon grain
- **2021** - Launched partnership with Beiselen, one of Germany's largest agri-trade businesses, to pilot the full Carbon by Indigo program to produce the first verified agricultural carbon credits outside the U.S. This partnership will expand in the winter season.

Altogether, there are now 35 growers working with Indigo and contributing to the development of our carbon farming program in Germany ahead of its full commercial launch.

## EUROPE FARMER PROFILE: GÜNTHER GRAF VON DER SCHULENBURG

// GERMANY

The Counts von der Schulenburgs' connection to farming traces history. Their tenure began in Wolfsburg, Germany, with about 3,500 hectares of forest in the area, as well as the Wolfsburg Castle. During the Nazi regime, the Schulenburg family lost about 1,500 hectares of forest and the castle as a result of expropriation to build the city of Wolfsburg. In the 1990s, the family property was expanded again by the repurchase of a large part of this former Schulenburg forest and by an additional land purchase in Brandenburg. Today they have about 950 hectares of farming land around Wolfsburg and almost 5,000 hectares of forest.



Günther Graf von der Schulenburg, a business graduate, took over from his father, Dr. Günzel Graf von der Schulenburg, in 1998. He is committed to the preservation of cultural heritage and the sustainable usage of natural resources.

Here Schulenburg, one of the farmers in the German pilot Carbon by Indigo program, shares his perspective. *Translated from German.*

#### ■ When did you start using regenerative practices? What changes have you seen?

We have been actively promoting biodiversity on our farm for many years. Planting flowering strips, promoting rough grassland, and cultivating orchards are second nature to us. In agriculture, we have been part of the Indigo pilot project since last year. On selected areas on the farm, we will increasingly introduce regenerative agricultural practices that improve soil health and increase carbon sequestration in the arable soil. These include reduced tillage, increasing crop diversity through crop rotation and cover crops, and reducing synthetic fertilizers and pesticides.

We see the accomplishments of these initiatives to promote biodiversity and climate protection as the result of the sustainable management of our farm, which is ultimately our livelihood—which is why, over the generations, we have always had the economic justification to farm in harmony with nature.

#### ■ Do consumers in Europe increasingly want food to be produced in this way?

There is oat milk in my fridge because my daughter wants it that way. The Zeitgeist determines our actions, as always. We ate differently 30 years ago than we do today. Consumers are becoming more aware of where their food comes from and the footprint it leaves on the environment and the climate.

#### ■ Are farmers interested in making the shift to regenerative practices?

A farmer will shift to regenerative if there is a market for it. Farming must also be a profitable business model. There is no way around it. If regenerative agriculture produces high-quality food that consumers want, this must also be reflected in a higher food price in which the farmer has a fair share. This is the beginning of the transition.

#### ■ What legacy do you want to leave behind on your farm?

Reconciling sustainability and profitability. For me, this is not a conflict, but always the goal and compass of my entrepreneurial actions. I have geared my company towards this and made it fit for the future for the next generation.

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.

500 Rutherford Ave | Boston, MA 02129 | 844-828-0240 | carbonsupporters@indigoag.com | [indigoag.com/farmingweneed](https://indigoag.com/farmingweneed)