



THE FARMING WE NEED

MAKING AGRICULTURE
MORE BENEFICIAL FOR PEOPLE
AND THE PLANET

indigo

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FASHION AND FARMING'S INDELIBLE BOND



Featuring
Helen Crowley
Head of Sustainable
Sourcing & Nature
Initiatives, Kering

A conservation biologist steering sustainability and sourcing for a luxury fashion group? You better believe Helen Crowley, Head of Sustainable Sourcing & Nature Initiatives for Kering's 14 brands including Gucci and Balenciaga, gets some surprised reactions. In her defense, she has always loved nice shoes, even when doing field work.

With Fashion Weeks now taking place all over the world, virtually staged from New York to Milan to Paris, there's an opportunity to reflect and refocus on what makes fashion possible in the first place: farming. That's where Helen comes in.

"The raw materials produced by agriculture, like cotton and wool and leather, along with other primary materials from mining and forestry, become what all of us wear and walk around in," says Crowley. "The runway is dependent on farmers and the soils they manage, meaning companies like the one I work for can be responsible for fostering and funding biodiversity, conservation, regenerative agriculture and rural livelihoods through our supply chain decisions and procurement processes."

"It's also why we are so supportive of efforts by mission-aligned organizations like Indigo Ag, which brings technology and science together to scale practice adoption and measure and verify results," Crowley says. "Regenerative land management decisions, like planting cover crops or reducing tillage, may be ancient and based on fundamental soil health principles, but they've fallen out of favor in some regions and on some farms for so long that access to information on their adoption and optimization are limited. The power of nature is something I respect, as a biologist; but also I know it's a matter of supporting research and discovery, showing results through supporting new practices so that can catalyze wider acceptance and adoption."

This January, with the global conservation organization Conservation International, Kering was proud to launch the Regenerative Fund for Nature. The goal of the fund is to support the transition of 1 million hectares (or almost 2.5 million acres) to regenerative farming practices over the next five years.

[Read the full story...](#)

INDIGO CARBON SUPPORTER HIGHLIGHT: THE NORTH FACE



As the first apparel brand to partner with Indigo, we are excited about the positive environmental impacts regenerative cotton production can have not only for The North Face products, but for our industry as a whole. Regeneratively grown source materials have the ability to shift the industry from simply 'doing less harm' to actually replenishing or having a positive impact on nature and resources. As a brand that is committed to protecting the outdoor places we love to play in, we believe this is another critical step in addressing climate change impacts in our supply chain.



Premier outdoor apparel and gear brand The North Face makes headlines with their roster of elite professional outdoor athletes and their crossover street style. The brand also makes significant contributions to a range of causes that reflect their values, from the conservation of public lands to diversifying outdoor recreation.

Carol Shu
SENIOR MANAGER OF
GLOBAL SUSTAINABILITY
THE NORTH FACE



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

SEEKING EQUITY IN AGRICULTURE



**If we don't do something...
Black row-crop farmers
will soon be extinct.**

— P.J. Haynie

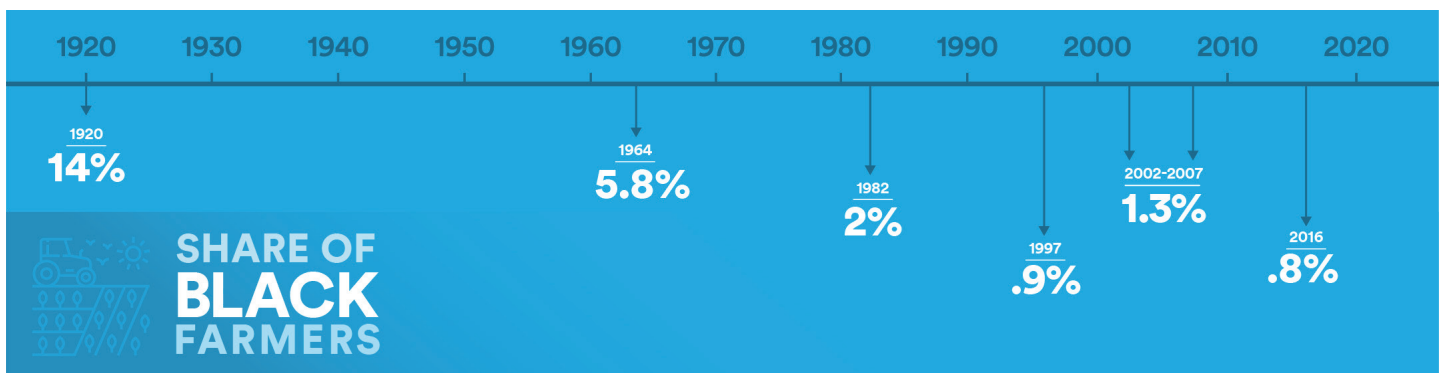


Whether it's building a sustainable farm for the future or leading the discussion about equity in agriculture as the chairman of the National Black Growers Council, fifth-generation farmer P.J. Haynie seeks progress.



"There are more bald eagles in the country than there are Black row-crop farmers," says P.J. Haynie, a fifth-generation farmer, Indigo research partner, and chairman of the National Black Growers Council. "If we don't do something... Black row-crop farmers will soon be extinct." P.J. focuses on championing Black equity in agriculture while building health in his soil health.

[Read Haynie's story...](#)



Source: Environmental Working Group (ewg.org)

PARTNER SPOTLIGHT : JACQUES NAULT

LaserAg, Quantify Track winner in the Indigo Carbon Challenge Awards



The carbon capture space was heating up even before Elon Musk pledged a hundred million dollars to spur innovation. The Indigo Carbon Challenge Awards, a first-of-its-kind competition to rally innovators to develop agricultural solutions that accelerate and quantify the drawdown of atmospheric carbon dioxide into agricultural soils, just announced three winners. One of them, LaserAg, has adapted laser induced breakdown spectroscopy (LIBS) technology to analyze 15 parameters in soil in less than 1 minute. The solution comes out of nearly a decade of development by LogiAg, one of Canada's largest agro-environmental organizations.



Trust the agricultural community. They will join this fight against climate change, and they will sequester carbon. I have a lot of confidence in the innovation and the spirit of farmers.





Q: I'm hearing a lot about "regenerative" farming. What does that really mean?

A: Carbon is a basic building block of life, which is one of the reasons soil with high carbon levels teems with microbial activity. Soil health and soil carbon tend to be positively correlated and mutually reinforcing. While this makes soil carbon an important measurement for farmers to have in mind, especially for earning the verified carbon credits in the Indigo Carbon program, it is only one component of what we're referring to when we say, "regenerative."

"Regenerative" farming practices are any land management decisions focused on the five principles of soil health: keeping soil covered, minimizing soil disturbance, plant diversity, continual living roots in the soil, and livestock integration. Used jointly, these principles help soil to build back its biodiversity, soil structure, nutrient cycling, and productivity. Healthy soil is like a healthy body: it has the tools and systems to handle changes on its own. This means "regenerative" farming practices can also significantly cut down on operational costs for fuel, machinery, and synthetic fertilizers. This approach to farming is just one of the ways agriculture can become more beneficial for people and the planet.

So, if a "regenerative" approach to farming has so many upsides, why aren't all farmers using these practices? The transition from conventional farming to regenerative farming may require changing decades-long habits, takes time to see results, has upfront costs, and requires a localized approach based on the unique microclimate farmers are operating in.

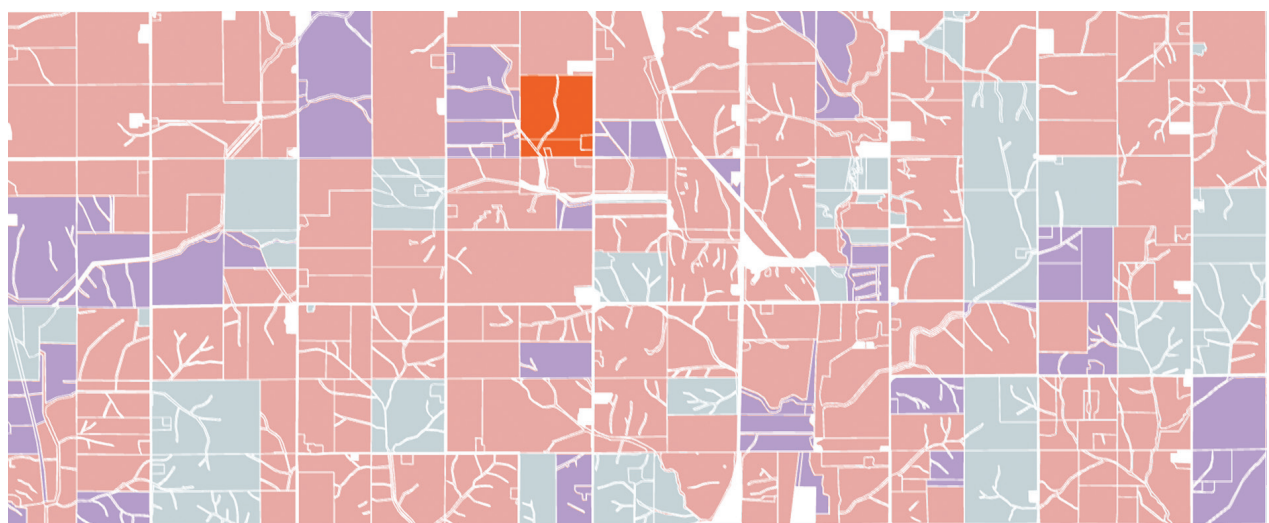
To help farmers identify the best approach for their operations, the Indigo Carbon program runs field experiments on hundreds of sites across the country and partners with leading scientific organizations, universities, and the USDA. By putting science and technology at the center of our program, we can help our farmers succeed against their broad sustainability goals and ensure Indigo remains at the forefront of progress toward our goal to be the most scientifically rigorous carbon program in agriculture.

Jon Hennek, Indigo's Global Head of Carbon Product & Technology, builds agronomic tools and products for farmers to optimize their regenerative practices and production

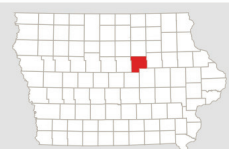


THE LIVING MAP: REINBECK, IOWA

Out of the more than 100 different types of soil in the United States, Tama soil, which makes up 825,000 acres of eastern and central Iowa, is considered one of the best draining and most productive grounds for agricultural production in the country. This stretch of the Corn Belt has seen a higher-than-average adoption of beneficial farming practices – from 5 to 15%, depending on the county, compared to just 1% adoption in western and northern portions of the state.



REINBECK, IOWA



The opportunities for defining distinctive, impactful solutions to sustainability in business are growing. Earlier this month, GreenBiz 21, the preeminent event for sustainable business leaders, explored the future of corporate responsibility with a sold-out virtual audience [Delete: of 1,500 sustainability officers and stakeholders]. Indigo was there. We hosted three [DELETE thought leadership] events that brought together business leaders and farmers to share ideas on agriculture as a nature-based climate solution. Here are some insights from the experts:



We set science-based greenhouse gas targets and became the world's first major carbon-neutral food company. We are net zero right now, and that's super exciting. This whole movement into carbon markets, net-zero, and understanding how that really can be operationalized within the businesses is the guiding light for me personally.



—Tim Faveri, Vice President, Sustainability & Shared Value Maple Leaf Foods, Ontario
An Indigo Carbon Supporter



I think it's important for the business world to get to talk to a farmer that is going to be sinking the carbon for them so they know what we are out there trying to do.



—Adam Chappell, Arkansas
Chappell Brothers Farms



The biggest thing we face as growers is knowing what the models are and what the incentives are to incorporate them. I look at it like a bell curve: We're learning about the benefits of regenerative farming, but it takes time for us to see those benefits. What are the incentives for us to challenge ourselves?



—Kasey Bryant Bamberger, Ohio
Bryant Agriculture Enterprise



With the nature-based carbon solutions, let's not forget these investments also translate into economic value for jobs, for additional income



—Ela Eskinazi, SVP, Sustainable Finance, Head of Business Development ESG, Bank of America, North Carolina



Similar to how we view renewable energy contracts, we want to see the carbon market move away from spot transactions toward longer term partnerships with established players to spur the innovation needed to scale.



—Max Scher, Head of Clean Energy & Carbon Programs Salesforce, Seattle

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.