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**RURAL INVESTMENT TO PROTECT OUR ENVIRONMENT (RIPE)
BUILDS CLIMATE POLICY THAT WORKS FOR FARMERS
Farmer-led coalition advances policy plan paying \$100/acre for voluntary stewardship**

WASHINGTON, October 2021 — [Rural Investment to Protect our Environment \(RIPE\)](#) is a farmer-led nonprofit that works to advance a bipartisan climate policy plan designed to reward farmers for the total public value of their conservation practices. In addition to carbon sequestration, the voluntary federal program would pay for improved soil health, cleaner water, biodiversity and other environmental services.

“The RIPE100 policy would pay farmers \$100 per acre for the total value of their environmental contribution to the public,” said Brandon Hunnicutt, RIPE steering committee chair and Nebraska farmer who is active in state and national commodity associations. “This policy helps farmers invest in environmental improvements while mitigating the risk of implementing a new practice.”

Different from other public and private market options, RIPE100 is designed to benefit farms of all sizes and types, supports conservation practices farmers currently implement — such as cover crops and no-till — and offers easy enrollment and verification.

But the plan’s most unique value? It ensures climate policy will not negatively affect farmer profitability. RIPE is the only policy proposal designed to protect farmers from climate policy costs and ensure a reasonable return on their efforts. In fact, RIPE payments would surpass the full cost of practice implementation and input cost increases from climate policy.

“American farmers have a pivotal role to play in tackling climate change, but they shouldn’t sacrifice their own livelihood in the process,” said Aliza Wasserman-Drewes, RIPE’s executive director.

As RIPE works to advance this plan, it continues to seek farmer leaders interested in helping shape the policy. Farmers who want to learn more are encouraged to sign up for updates at [RIPEroadmap.org/get-involved](https://riperoadmap.org/get-involved).

Additional resources:

- Browse RIPE policy updates, position statements, policy conversations and activities, and more on our [research and policy page](#).
- View podcasts, videos and articles featuring RIPE on the [media page](#).
- Check out RIPE’s farmer-led [board and steering committee](#).

About RIPE

Rural Investment to Protect our Environment (RIPE) is a farmer-led nonprofit advancing a national bipartisan, comprehensive climate policy that invests in voluntary agricultural stewardship practices that provide a reasonable return to farmers and the public. For more information, visit [RIPEroadmap.org](https://riperoadmap.org).