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**RIPE OFFERS FARMERS, RANCHERS OPPORTUNITY TO BUILD
CLIMATE POLICY THAT WORKS FOR THEM AND THE PUBLIC**
**Producer-led nonprofit seeks producers to help drive proposed program paying
\$100 per acre for climate-smart practices**

WASHINGTON, Feb. 10, 2022 — As conversation around the agriculture industry’s role in climate change grows (see [this New York Times opinion piece](#) as the latest example), the nonprofit [Rural Investment to Protect our Environment \(RIPE\)](#), offers producers a way to lead environmental sustainability while boosting their bottom line.

Rather than waiting to learn of industry regulations, farmers and ranchers can take part in developing and advancing the RIPE100 program, a proposed bipartisan climate policy that would benefit producers and the public. RIPE seeks help from commodity members in sharing this information with their organizations.

“There’s lots of talk about how to get farmers and ranchers involved in climate change mitigation,” said RIPE Board President and third-generation farmer Curt Mether. “I support RIPE because it offers a solution that’s voluntary and has a good incentive for participating. Now we need to work with farmers to share the idea with their commodities, because the more producers we can get involved in building this policy, the better it will be for all farmers and ranchers.”

The research-backed RIPE100 policy plan would fairly compensate producers for the environmental value they provide through stewardship practices. Different from cost-share programs, RIPE100 would include \$100 per acre or animal unit payments for carbon sequestration *plus* soil and water quality, water conservation, cleaner air and greater biodiversity.

While this policy concept is unique within agriculture, the idea is not new. In fact, the RIPE100 policy replicates the successful clean energy industry model in which producers receive a reasonable return on investments based on public benefits they deliver.

This solution positions farmers and ranchers as partners in the fight against climate change, tackling issues within the agricultural sector and championing large-scale action that moves the country toward a sustainable future.

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This idea is popular with farmers, ranchers and the public. A 2020 Duke University survey found that While 39% of rural Americans support government spending on climate, 93% support helping farmers invest in soil, water and other environmental benefits. Support is equally high among urban and suburban Americans.

“Legislators on both sides of the aisle have expressed an interest in the RIPE100 policy, but they need to hear from producers before moving forward,” said RIPE Executive Director Aliza Wasserman-Drewes. “To that end, we’re building a coalition of agricultural and environmental stakeholders to help advance the conversation and achieve ambitious climate goals our country needs. We plan to advance a series of pilots and roundtables to demonstrate the concept and integrate more input from producers across the country. We encourage producers to get involved and spread the word within their trade and commodity organizations.”

To take action, in addition to sharing RIPE with their organizations, producers can:

- Learn more at RIPEroadmap.org and [sign up for our newsletter](#).
- Talk with their trade or commodity organization about supporting the policy plan.
- Contact RIPE Vice President of Engagement and Government Relations Martin Barbre at MBarbre@RIPEroadmap.org.
- Connect with us on [Twitter](#) and [Facebook](#).

About RIPE

Rural Investment to Protect our Environment (RIPE) is a producer-led nonprofit advancing a national bipartisan, comprehensive climate policy that invests in voluntary agricultural stewardship practices that provide a reasonable return to farmers and ranchers, and the public. Through \$100 per acre payments, the RIPE100 plan would reward producers for the total public value of their conservation practices, including no-till, cover crops and more. In addition to climate change mitigation, the voluntary federal program would pay for improved soil health, cleaner water, biodiversity and other environmental services. For RIPE policy updates, position statements and more information, visit RIPEroadmap.org.