RIPE

Rural Investment to Protect our Environment

RIPE 100 Policy Plan:
Earn $100/acre or AU for stewardship

RIPEroadmap.org

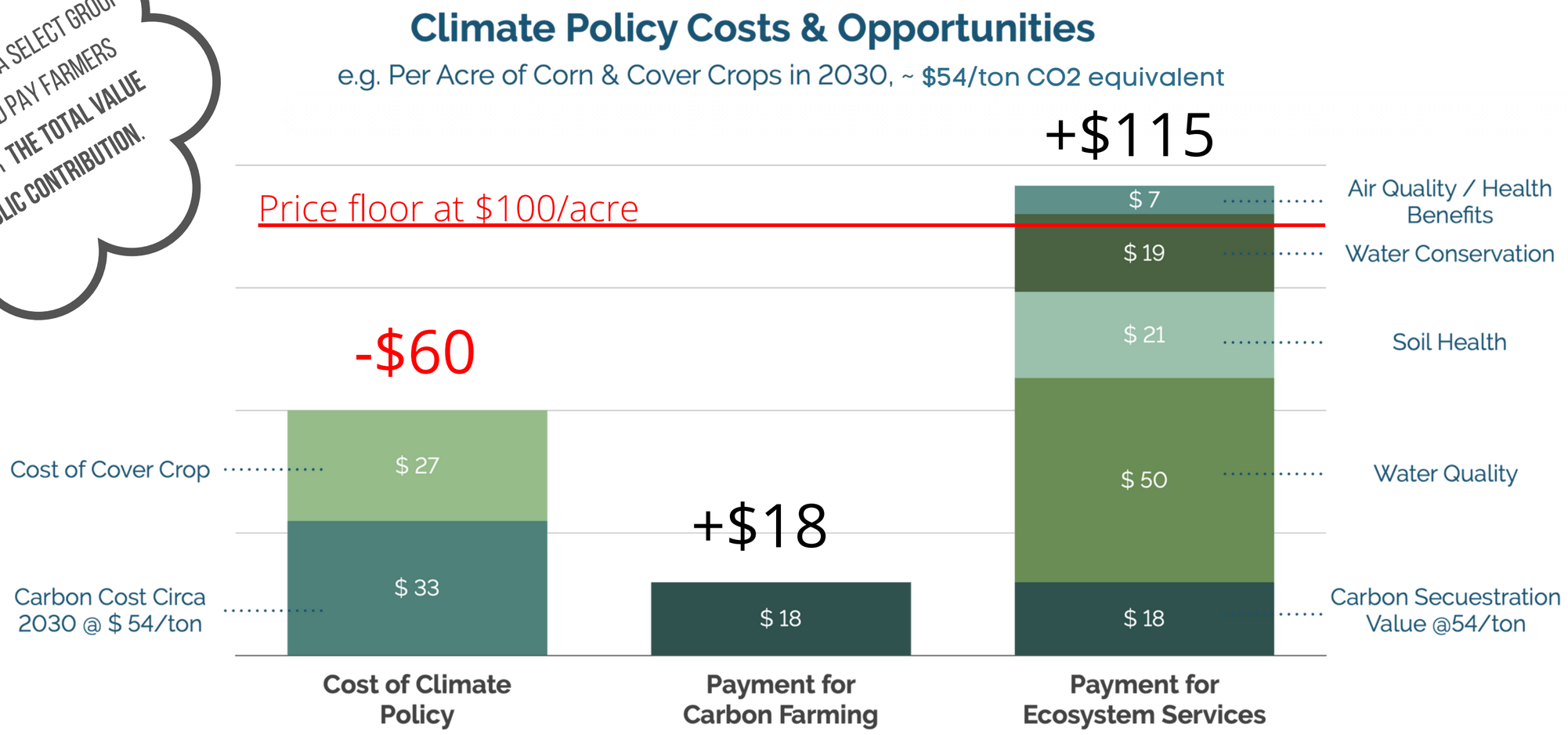
ABOUT RIPE

Rural Investment to Protect our Environment (RIPE) is
a producer-led nonprofit advancing a voluntary stewardship program
that provides a reasonable return as part of a national climate policy.

- **Status quo D.C. conversation focused only on carbon farming, which leaves majority of farmers at net loss**
- RIPE uniquely advancing federal payments with **price floor guaranteed to surpass climate policy costs**
- **Earn $100 per acre or animal unit** for climate-smart practices that deliver public value in carbon + soil health + water quality + recreation + biodiversity + etc.

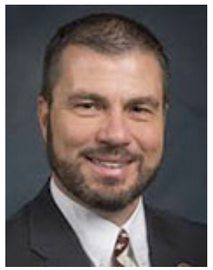
PRICE FLOOR ALIGNS PAYMENTS WITH PUBLIC BENEFITS

RATHER THAN COST SHARE, A SELECT GROUP OF PRACTICES SHOULD PAY FARMERS AND RANCHERS FOR **THE TOTAL VALUE OF THEIR PUBLIC CONTRIBUTION.**



PRODUCER-LED BOARD & STEERING COMMITTEE

DIVERSE SET OF ORGANIZATIONS | | | INDIVIDUALS SERVING IN PERSONAL CAPACITY



Brandon Hunnicutt, Chair
Nebraska Corn Board &
National Corn Growers Assn.

Brad Doyle
Arkansas Soybean Assn.
& American Soybean Assn.

Bryan Jorgensen
South Dakota Soil
Health Coalition

Fred Yoder
Solutions from
the Land

Jimmy Emmons
Oklahoma Cattlemen's
Assn. & No-Till on the
Plains

Meredith Ellis
Integrity Beef Alliance
& US Roundtable for
Sustainable Beef

3 FORMER USDA LEADERS INTEGRAL PART OF TEAM

Martin Barbre, VP of Outreach & Gov. Relations

- Former USDA Administrator of RMA under Secretary Perdue
- President of National Corn Growers during 2014 Farm Bill
- Leader of farmer-environmental coalition to expand crop insurance with conservation compliance -- demonstrating to farmers & environmentalists that a win-win is possible

Brad Karmen, Consultant

- Former Assistant Deputy Administrator, FSA

Kevin Norton, Consultant

- Former Assistant Chief, NRCS

CORE PRINCIPLES OF RIPE100 PROPOSAL

- $100 per acre or animal unit for voluntary stewardship
  - Price floor surpasses climate policy costs
- Does not compete with existing federal safety net programs; funded by new climate funds
- All farm/ranch sizes & types qualify
- Simple enrollment, no ranking
- No penalty for early adopters

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RIPE100 PILOT & PHASE 1

- Earn $100 per acre or animal unit per year
- Adopt one practice from menu
- Attend free workshop
- Free technical assistance
- Develop tailored farm stewardship plan for Year 2

PROPOSED QUALIFYING PRACTICES - PRACTICAL FOR ALL

CROPS

- Cover Crops
- No-Till
- Reduced-Till
- Nutrient Management
- Filter Strips
- Riparian Herb Cover
- Riparian Forest Buffer
- Maintain expired CRP
- Silvopasture

RICE

- Alternate Wetting & Drying Irrigation
- Dry Seeding (CA & South)
- Dry Seeding with post-harvest flooding
- Early drainage with post-harvest flooding

LIVESTOCK

- Comprehensive nutrient mgmt
- Prescribed Grazing
- Feed Mgmt
- Roofs & Covers

FORESTRY:

- Riparian forest buffer
- Maintain forest on expiring CRP
- Silvopasture

QUALIFIED PRACTICE LIST CONTINUES TO EVOLVE

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FARMERS, PUBLIC & POLICYMAKERS ALL OPEN TO THIS . . . JUST NEED FARMERS TO ASK

FARMERS

65%

SUPPORT RIPE100 AT

$100/ACRE

EVEN IF IT MEANS INCREASED FEDERAL EXPENDITURES

76%

SUPPORT

CLIMATE POLICY

THAT INCLUDES VOLUNTARY ADOPTION OF CONSERVATION AG PRACTICES

78%

PREFER A PAYMENT FOR

PRACTICES THAT IMPROVE WATER & SOIL HEALTH

OVER CARBON CAPTURE ALONE

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STRONG BIPARTISAN PUBLIC SUPPORT OF FINANCIAL INCENTIVES FOR SUSTAINABLE FARMING

RURAL REPUBLICANS

ONLY 39%
SUPPORT GOV'T SPENDING MONEY FOR CLIMATE

WHILE 77%
SUPPORT GOV'T SPENDING MONEY ON HELPING FARMERS ADDRESS CLIMATE

93%
SUPPORT FINANCIAL INCENTIVES TO FARMERS FOR WATER & SOIL HEALTH

DUKE UNIVERSITY, 2020

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HELP ADVANCE THE RIPE100 POLICY

- Steering Committee
- Farmer Advisory Network (FAN)
  - Farmers & ranchers only
  - Invitation only, but unlimited seats
  - Help each other mobilize to make it real
- Diversity, Equity and Inclusion Committee
  - Provides recommendations to Steering Committee

INTERESTED IN LEARNING MORE?

CONTACT:	JAMIE POWERS, DIRECTOR OF AG OUTREACH JPOWERS@RIPEROADMAP.ORG • 202-425-6209
VISIT:	RIPEROADMAP.ORG
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