

# JOIN US!

## RIPE100 Policy Proposal Webinar

**Third Thursday of every month • 11 a.m. EST/10 a.m. CST**  
**One-hour Zoom meeting covering:**

- Details of the RIPE100 policy:
  - \$100 per acre or AU payments.
  - No penalty for early adopters.
  - Easy enrollment and verification.
  - Voluntary participation.
  - Availability to all sizes and types of farms and ranches.
- Plans to advance the conversation.
- Opportunities to get involved.
- Q&A.

### To register:

Open your phone's camera  
and point it at the code to scan.



Rural Investment to Protect our Environment (RIPE) is a producer-led nonprofit advancing a voluntary stewardship program that provides a reasonable return to farmers and ranchers as part of a national climate policy. Different from existing cost-share programs, the RIPE100 plan rewards producers with \$100 per acre or animal unit from conservation practices that deliver public value through carbon sequestration, improved soil health and water quality, and other environmental services. RIPE payments would also surpass the full cost of practice implementation and input cost increases from climate policy.



# RIPE100 Policy Proposal:

## Earn \$100 Per Acre or AU for Stewardship

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### **RIPE100 policy principles:**

- **\$100 per acre or AU.**
- **No penalty for early adopters.**
- **Easy enrollment and verification.**
- **Voluntary.**
- **Available to all sizes and types of farms and ranches.**

### **We Hear You!**

- 76% of farmers support a climate policy that pays \$100 per acre for voluntary adoption of conservation practices.
- 78% of farmers support a policy that pays for practices that improve soil health and water quality as well as carbon capture over a policy that pays solely for carbon capture.

## FREQUENTLY ASKED QUESTIONS

### **What's the policy about?**

This proposal was developed by producers for producers. Most current and proposed programs pay farmers and ranchers only for capturing greenhouse gases and average about \$15 per acre. The RIPE100 program would reward producers with \$100 per acre or animal unit for a wide set of public environmental benefits — including improved soil health and water quality, biodiversity and more. RIPE expects producers to be compensated accordingly for their total public contribution.

### **\$100 per acre or AU? Is that reasonable?**

It's unrealistic to expect producers to get involved in stewardship/carbon farming at \$15-\$20 per acre. Evidence of low producer participation suggests current programs are not working. And unlike other green industries, like energy, farmers and ranchers are expected to invest their own resources. Legislators have indicated they're open to our idea, but they need to hear from their constituents.

### **What's the plan to advance the policy?**

We're asking producers to discuss the RIPE100 policy within their circles and build support among commodity and trade organization leadership to help advance the conversation with legislators. RIPE's Outreach Team can help.

### **How can I get involved?**

- Sign up for the RIPE newsletter at [RIPEroadmap.org](http://RIPEroadmap.org).
- Contact RIPE VP Martin Barbre at [mbarbre@RIPEroadmap.org](mailto:mbarbre@RIPEroadmap.org) for more information and support materials.
- Share information with commodity and trade groups.
- Consider joining our Farmer Advisory Network (FAN) to work with producer-leaders from across the country to help advance the policy.

**We need your help to  
advance the RIPE100 policy!  
Scan to subscribe for more info:**

