

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.
 - Available to all sizes and types of operations.
- RIPE Partnership pilot updates.
- 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. Instead of cost-share, the RIPE100 plan rewards producers with \$100 per acre or animal unit, representing equitable payments above costs associated with practice implementation.



RIPE100 Policy Proposal:

Earn \$100 Per Acre or AU for Stewardship

You may have heard the RIPE Partnership was awarded \$80 million to launch a pilot based on the #RIPE100 proposal as part of the USDA's Partnerships for Climate-Smart Commodities program. Scan the QR code below to learn more about this groundbreaking policy proposal and our farm bill platform.

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. Instead of cost-share, the RIPE100 plan would reward producers with \$100 per acre or animal unit for conservation. The payments are designed to exceed costs associated with practice implementation.

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

USDA's willingness to pilot the RIPE100 concept signals an appetite for game-changing solutions while recognizing that many producers desire to move away from cost-share. This concept already exists in the clean energy industry where polices are designed to deliver a reasonable return on investments that deliver public benefits. We expect the same opportunities for agriculture.

What's the plan to advance the policy?

We're working to include the policy in the 2023 Farm Bill. To help, producers can learn more about the proposal and share it with commodity and trade organization leadership to seek support from legislators. RIPE's Outreach Team can help.

How can I get involved?

- Sign up for our newsletter at RIPEroadmap.org.
- Contact our Outreach Team at GetInvolved@RIPEroadmap.org for information, support materials and staff presentations.
- Share information with commodity and trade groups. Find support materials in our volunteer toolkit at RIPEroadmap.org/media.
- Consider joining our Farmer Advisory Network (FAN) to work with producer-leaders from across the country to help advance the policy.

Scan to view our farm bill policy platform and learn how you can take action:

