

ZERO FOOTPRINT

Collective Regeneration

Restoring the
Climate,
Growing
Better
Ingredients



The Next Acre &
The Next Practice

RESTAURANTS

Is This the Country's Most Sustainable Restaurant?

This California restaurant is serving great food—and championing a movement.

JANUARY 27, 2016
BY ELYSSA GOLDBERG



I had a platform, but was there an impact?

Our restaurant and bar was made of reclaimed wood and we showcased amazing ingredients but we weren't changing farming.



Carbon Rached Beef Tartare with Wheatgrasses and Kernza Crouton at The Perennial. But how many orders would we have to sell to regenify one more acre?





Background

ZFP leads collaborations with state agencies, local governments and leading businesses to implement regenerative agriculture projects.

We team up with farmers and ranchers to get the next practice onto the next acre.

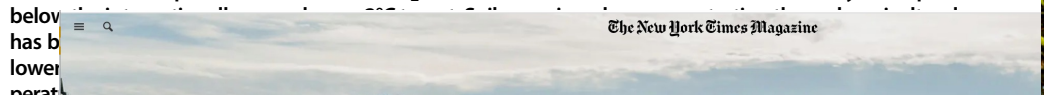
Better food. Thriving farms. Restored climate.

CLIMATOLOGY

The potential of agricultural land management to contribute to lower global surface temperatures

Allegra Mayer^{1*}, Zeke Hausfather², Andrew D. Jones³, Whendee L. Silver¹

Removal of atmospheric carbon dioxide (CO₂) combined with emission reduction is necessary to keep climate war...



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FEATURE

Can Dirt Save the Earth?

Agriculture could pull carbon out of the air and into the soil — but it would mean a whole new way of thinking about how to tend the land.



Environment ▶ Climate crisis Wildlife Energy Pollution Green light

Farming

This article is more than 3 months old

Improving soil could keep world within 1.5C heating target, research suggests

Better farming techniques across the world could lead to storage of 31 gigatonnes of carbon dioxide a year, data shows



A DRAWDOWN PRIMER

FARMING OUR WAY OUT OF THE CLIMATE CRISIS

Changing Our Land Use, Agricultural Practices, and Food System Offers Numerous Opportunities to Reduce Greenhouse Gas Emissions, Sequester Atmospheric Carbon, and Help Address Climate Change



Changing An Acre

Soil Salinity in Colorado



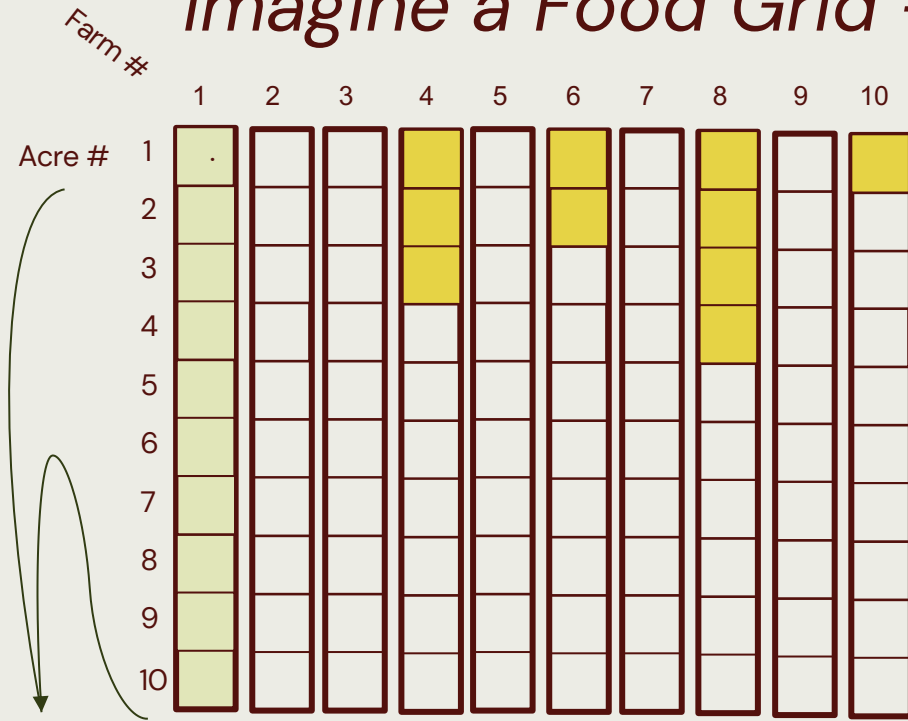
Each acre of Healthy Soil can store an additional 100,000 gallons of water and emissions equal to not burning 5,000 gallons of gas.

- Applying Compost
- Reduced Tillage
- Planting Cover Crops
- Planting Perennials
- Integrating/Managing grazing

Soil profile in virgin prairie in Kansas

Soil profile in virgin prairie in Kansas.

Imagine a Food Grid – 10 Farms with 10 acres



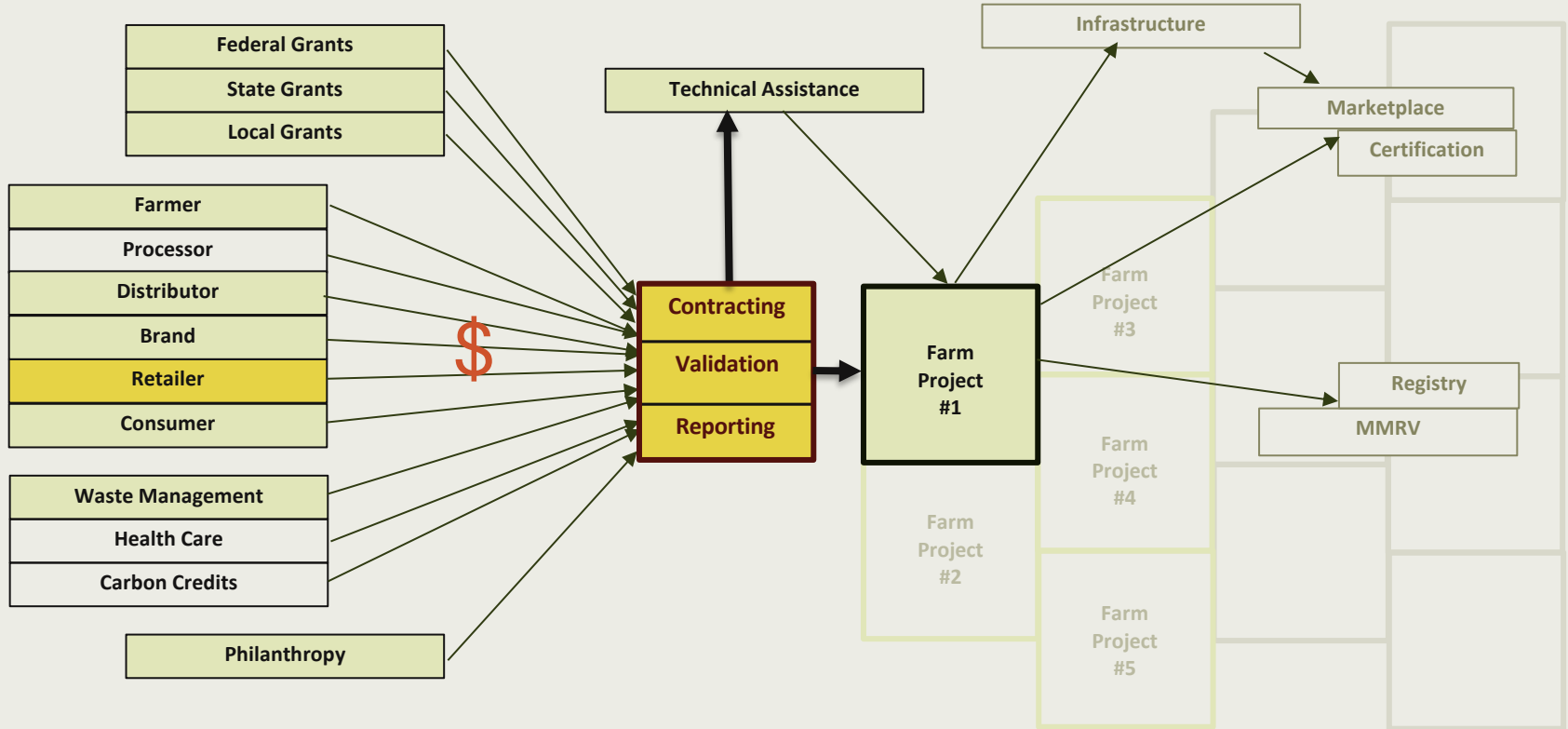
Collective Regeneration

- A few farms implement a few practices on a few acres at a time.
- The combined impact is equal, but the change in the field did not rely on big price premiums or new infrastructure or farmer risk.
- A few cents per purchase from the downstream economy can be deployed optimally, equitably and accessibly, to change upstream agriculture.
- This “Mass Balance” approach is working in Recycling and Renewable Energy (i.e. the grid becomes 10% renewable, then 20%, etc.)

The Legacy Approach: Let’s say Farm #1 is “Regenerative”

1. A “good” company buys from Farm #1. They made a “good choice.”
2. They’ve paid market rate for the good ingredient → \$0 for the next practice on the next acre
3. Farm #2 is interested in implementing regenerative practices, but has no extra resources.
4. Very slow change, e.g. “organic” is still only 1% of acres after 50 years.

Strategic Capital Facilitation + Implementation & Contract Administration



1

No Strings Attached Grants

Restore Grants

Up to \$25k for Regeneration

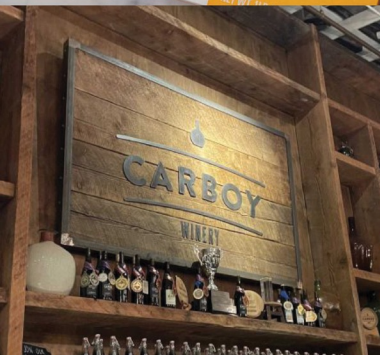
69%

of citizens will use
1% of their income for
CLIMATE SOLUTIONS

(from a recent study of 130,000 respondents)

...and they are willing to pay even more for it. Millennial and Gen Z consumers demonstrate willingness to pay a premium of 35% for the environmental option.

(According to Nielsen)



ZERO FOOTPRINT

Collective Climate Action



Over 75 Business Members

Whether you've got 3 Michelin stars or a James Beard Award, or you run a lunch spot or a fast food franchise, you can make climate solutions part of every purchase.

Not Burning 11+ Million Gallons of Gas

Local leaders are taking direct and local climate action. A few cents from each purchase adds up to big impact. Member businesses have teamed up with farms and ranches to remove an estimated 104,000 tons of carbon from the atmosphere, restoring it as healthy soil or woody biomass.

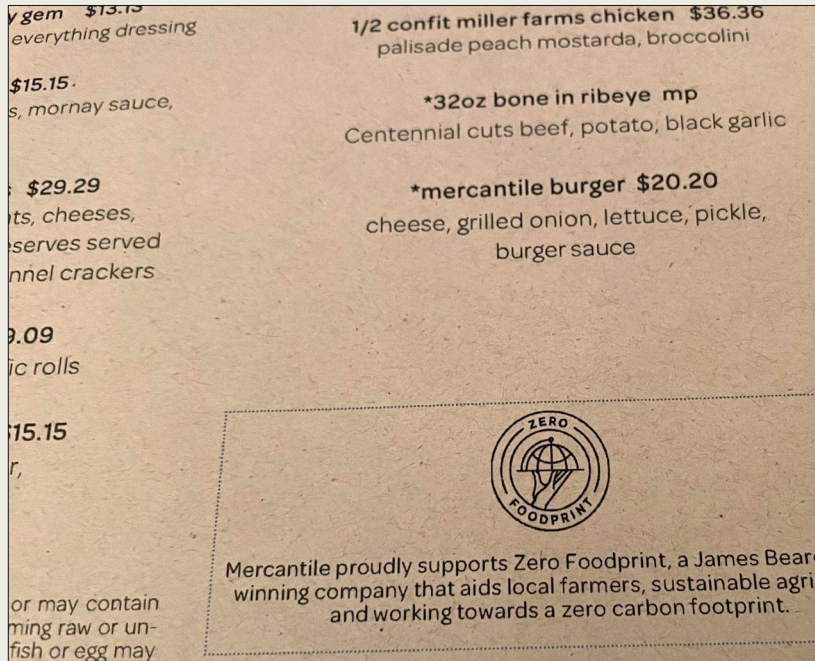
Over 126 Farm Projects

Actions like applying compost, planting cover crops and perennials, reducing tillage, and regenerative grazing on farms and ranches of any size.

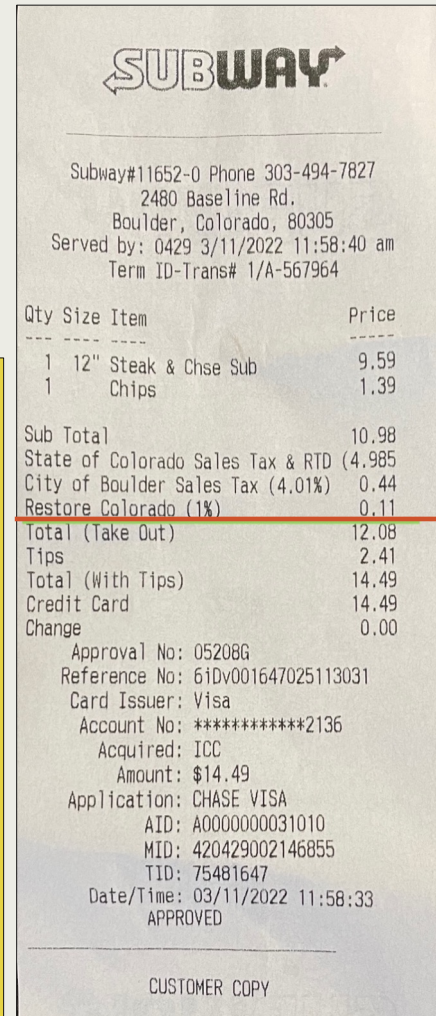


Join Zero Foodprint

Make Every Purchase a Climate Solution



- \$0 Bottom Line impact (customers & staff love it!)
- Example: \$1M per year in sales → \$10k for healthy soil.
- ~300 tons of modeled CO₂e sequestration like not burning ~34,000 gallons of gas per year.
- Local farmland would store an extra ~750,000 gallons.



Step 3: Select a NRCS Conservation Practice Standard, Conservation Practice Implementation, and Payment Scenario associated with conservation planning objectives that best describe your project. You may add multiple practices, including from different agricultural systems, by returning to Step 2

- Conservation Practice Standard (CPS)**
- Compost Application (CPS 808)
 - Hedgerow Planting (CPS 422)
 - Prescribed Grazing (CPS 528)
 - Range Planting (CPS 550)
 - Riparian Forest Buffer (CPS 391)
 - Silvopasture (CPS 381)
 - Tree/Shrub Establishment (CPS 612)
 - Windbreak/Shelterbelt Establishment (CPS 380)

- Conservation Practice Implementation**
- Compost (C/N > 11) Application to Grazed Grassland
 - Compost (C/N > 11) Application to Grazed, Irrigated Pasture

- Payment Scenario**
(Note: Payment Scenarios may have different payment rates but do not affect GHG reductions)
- Compost from certified composting facility
 - On-farm produced compost



Screen Capture from COMET-Planner.com

Restore CA's actual compost application project at Tresch Dairy in Sonoma.

Approximate Carbon Sequestration and Greenhouse Gas Emission Reductions and Payments Associated with Selected Conservation Practices*

(Metric Tonnes CO₂ equivalent per year) [Info]

NRCS Conservation Practices (Click Practice Name for Documentation)	Enter Unit Value (acres or feet)	Carbon Dioxide	Nitrous Oxide	Methane	Total CO ₂ -Equivalent	Estimated HSP payment dollars for the Project Term
[Info] Sonoma, CA Compost Application (CPS 808) - Compost (C/N > 11) Application to Grazed Grassland - Compost from certified composting facility [delete]	23 Acre(s)	100	-1	0.1	N.E.**	\$27,600.00
Total		100.00	-1.00	0.10	99.10	\$27,600.00

*Negative values indicate a loss of carbon or increased emissions of greenhouse gases
 **Values were not estimated due to limited data on reductions of greenhouse gas emissions from this practice
 ***Final payment may be different than estimated payment, pending application review and approval

Download Results

New Science

Using USDA Soil Databases experts can estimate how many tons of carbon certain farming practices will remove from the atmosphere.

Tresch Dairy requested only \$20,000 for this project, saving \$7600, relative to the CDFA grant program.

Instead of a set price, Restore CA uses a competitive bid to optimize ROI.

We Optimize Climate Benefit Per \$ *(so you don't have to)*

Farmers and Trusted Conservation Experts submit Grant Requests.

ZFP divides the **TOTAL COST** by the **TOTAL CARBON BENEFIT** to find **THE BEST CLIMATE ROI.**

f_x Total Cost
\$16,000.00
\$19,900.00

 \div

# Total CO2e	\$ P
18.0	1195.00
63.0	931.24

 $=$

f_x Climate ROI
\$13.39
\$21.37

Name	Practices	f_x Total Cost	Practice Cost	# Total Acres	# Total CO2e	TAP	\$ TAP cost	Climate ROI
delante S...	Compost Application Mulching Tree/Shrub Establishment	\$16,000.00	\$14,000.00	18.0	1195.00	UCANR	\$2,000.00	\$13.39
lund Farm	Compost Application	\$19,900.00	\$19,900.00	63.0	931.24	UCANR	\$0.00	\$21.37
ickert Ra...	Range Planting	\$24,500.00	\$24,500.00	200.0	500.00	Point Blue Conservation	\$0.00	\$49.00
vergreen	Compost Application Cover Crop Hedgerow Planting	\$25,000.00	\$22,000.00	50.0	435.63	San Diego RCD	\$3,000.00	\$57.39
erucchi R...	Compost Application Range Planting	\$28,600.00			431.63	Gold Ridge RCD	\$4,100.00	\$66.26
asbar Far...	Compost Application Cover Crop No-Till				369.00	Dixon RCD	\$500.00	\$67.91
Vindrose ...	Compost Application Compost Application				196.09	Upper Salinas-Las Tablas	\$2,000.00	\$72.42
Vindrose ...	Compost Application Compost Application				216.32	Upper Salinas-Las Tablas	\$2,000.00	\$74.89
ilacci Dai...	Riparian Forest Buffer* Compost Application				253.31	Sonoma RCD	\$3,000.00	\$78.95
onoma C...	Hedgerow Planting				315.00	California Land Trust Inc	\$0.00	\$79.37
varnecke ...	Conservation Cover Compost Application				260.23	Sonoma RCD	\$5,000.00	\$90.47
hite Buff...	Compost Application Cover Crop	\$4,980.00	\$4,980.00	20.0	47.40	UCANR	\$0.00	\$105.06
odega Pa...	Compost Application Hedgerow Planting Prescribed Grazing	\$29,065.70	\$24,965.70	255.8	244.64	Gold Ridge RCD	\$4,100.00	\$118.81
un Track...	Cover Crop Hedgerow Planting Mulching Conservation Cover	\$4,400.00	\$4,400.00	32.2	37.00	Point Blue Conservation		\$118.92
olorio's F...	Compost Application Cover Crop	\$2,301.00	\$2,301.00	6.0	18.80	Monterey RCD	\$0.00	\$122.39

**EXCERPT FROM
GRANT DATABASE
(SORRY TO GET IN THE WEEDS!)**

The Start of a New Normal?



**SONOMA CLIMATE
MOBILIZATION**
RESILIENT · EQUITABLE · TRANSFORMATIVE



STRATEGY
Adopted March 2021



Strategy 9. Scale Up the Infrastructure for Sequestration

Goal: Build the physical, social, and economic capacity for successful carbon sequestration.

Objectives:

- 9.1 Create a “sequester local” program to help Sonoma County businesses reinvest carbon-offset dollars within the community.
- 9.2 Secure permanent Resource Conservation District funding for scaling carbon farming, starting with \$2 million and increasing to \$20 million per year within the next ten years.
- 9.3 Scale up the infrastructure necessary to fully implement Carbon Farm Plans.
- 9.4 Develop a comprehensive residential carbon gardening education campaign.
- 9.5 Develop a carbon sequestration training for landscape professionals, and County and municipal parks and recreation staff.
- 9.6 Use policies, civic incentives, and educational efforts to take action and build civic engagement toward achieving Sonoma County’s ambitious climate action goals.

Co-benefits:

- Increased community support for carbon sequestration
- Increased soil water holding capacity
- Increased soil water infiltration rates
- Increased groundwater recharge
- Reduced fertilizer and pesticide use
- Increased agricultural productivity
- Increased biodiversity
- Increased resilience to extreme weather events
- Job creation

Potential implementation partners:

- Sequester local program: REcology, Zero Foodprint, Zero Waste Sonoma, and local businesses
- Secure permanent RCD funding. Resource Conservation Districts, Zero Foodprint, REcology, and State of California
- Scale up the infrastructure for carbon farming: The Center for Social and Environmental Stewardship, Nursery at Sonoma County Jail Industries,

Restore NW – \$25k Grants until 9/17

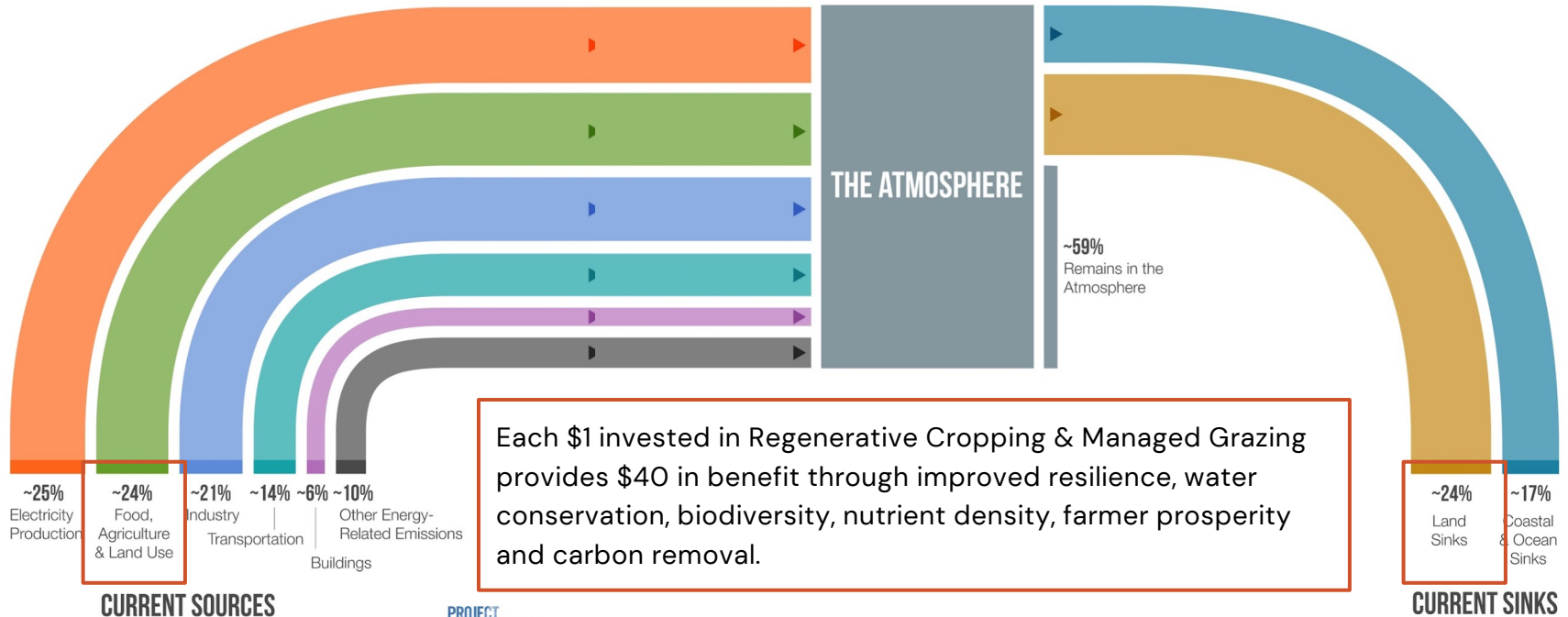
- ZFP soft-launched in OR and WA in April 2024 with Ecotrust, Willamette Partnership, OrCAN, New Seasons, Tillamook, Organically Grown Co., Bob's Redmill and more.
- \$7M in USDA funds available nationwide.
- An optional 1% fee at WA restaurants would generate over \$200 million per year to regenerate the entire food system.
- The April campaign included the following brands sending 1% from all sales at New Seasons Market:

Lundberg, Ancient Nutrition, Alexandre family farms, Bob's redmill, Shephard's grain, Nature's path, Carman Ranch, Tony Chocolonely, Vital Farms, Tillamook, Country Natural Beef, Organically Grown Co, Ferndale Farms, Diestel, Mary's chicken, Neutral Foods, Tazo tea, Groundwork coffee, Riverance, Hopworks, Stoller, Patagonia Provisions, Cheddies crackers, Organic Valley, Grand Central, Stumptown and more.



The Low Cost of Growing Better Food and Restoring the Climate

Project Drawdown estimates that we can solve the climate crisis and lower global temperatures with 1% of GDP.



2

New Regulations (SB1383)

Compost Connector *Compost Grants in CA*

EnergyStar for Soil

- Paradigm shift in CA
- Organic matter diversion: ~10% --> 75%
- Estimated ~90 new compost facilities across CA
- Increase in supply of ~5M-9M tons per year
- Jurisdictions must purchase ~1.8M tons to help support statewide demand.
- “If compost were applied to a 25% of CA’s rangeland, the soil could absorb 75% of CA’s yearly GHG emissions” - Whendee Silver
- ZFP holds contracts with over a dozen jurisdictions to facilitate climate smart compost application projects with rebates.

FOOD + POLICY / FARMING / HEALTH / ENVIRONMENT / CIVIL EATS TV

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A New California Law Will Create a Lot More Compost—but Will it Make it to Farmland?

A lack of uniform rules and the state's past missteps could keep farmers from getting access to 'brown gold'—and the many climate and farm benefits it offers.

BY GOSIA WOZNACKA • MARCH 2, 2022



A pile of compost in the farm field at Shone Farm, a teaching farm at Sonoma State University in California. (Photo by Emme K. Morris)

3

\$7.2M USDA Funds and \$5M of CDFA Funds

Regenify

*2x Impact → USDA Match &
Administrative Expertise*

A Supply Chain Pilot

- \$100k for transition finance by the end of 2027 from Company.
- \$100k, up front USDA match, potential for additional match
- ~10 farm projects in the Company supply chain for a total of \$200k.
- Technical Assistance included and Soil Testing Coordinated by Point Blue Conservation Science





Eating our way out of the climate crisis

Grants Available!

Better Food
THRIVING FARMS
Restored Planet

You eat
food.

We eat
carbon.

Restore
One Meal at a time

anthony@zerofoodprint.org