



AgSpire

Cutting Through the Sustainability Buzz:

Understand the Opportunity & Find Value for Your Ranch

— Introductions: Drew Slattery



Director of Business Partnerships at AgSpire

- Lead a team of regenerative experts designing and managing producer-centric resilience programs
- Work with food and ag companies to support producers and then translate on-the-ground impact back to their stakeholders

Other Background

- Raised on a Texas cow-calf operation
- MA in Agriculture (OK State); BA in Communication (Tarleton State)
- 15+ years leading regenerative ag initiatives
- Former Peace Corps Volunteer
- Passionate about rural resilience, open-fire grilling, and America's public lands



Real Results for Your Land & Livestock

> Create and offer **incentive programs** to help crop and livestock operations **increase efficiency and ensure longevity**

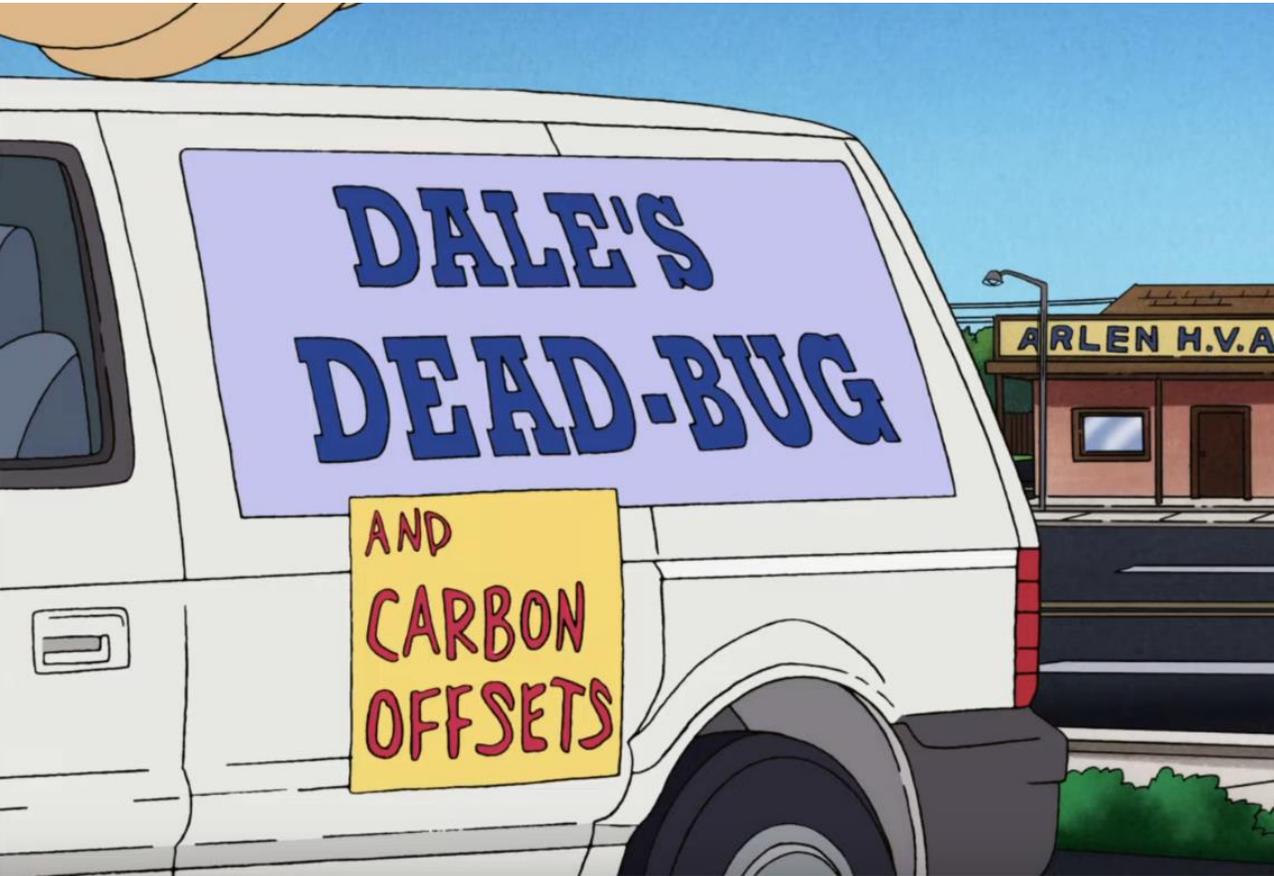
> **Team of technical and regional ag experts** who advise on programs and practices to meet your goals, grow your business, and impact more acres

Learn more at [AgSpire.com/Producers](https://www.agspire.com/Producers)



Sustainability Programs:

A lot of options - but which is right for you?



Texas beef producers potentially qualify for **more than 17 programs** today:

7+
Carbon Credit
Programs

5+
Supply Chain,
NGO, or Other
Programs

5+
Federal or State Programs

**Based on web research in July 2025; does not account for individual ranch eligibility*

— Making the Right Call for Your Operation: *The Stakes Are Real—But So Is the Opportunity*

First Texas ranchers paid \$200k for delivered soil carbon credits!

February 16, 2022

BUSINESS

Texas Ranchers Get Paid to Capture Carbon

Farmers struggle to break into booming carbon-credit market

Farmers say they were misled on carbon credits, urge caution

Where Ranches Can Benefit: *Resilience, Revenue & Relationships*



Operational Longevity

Pasture productivity, soil health, water usage, herd improvements, profitability



Operation Improvements

Fencing, water infrastructure, forage improvements



New Revenue Streams

Premiums, outcome payments; cost share / cost recovery



Market Visibility

New contracts, better prices, more demand

Where Ranches Can Benefit: *Resilience, Revenue & Relationships*



Before



After



Programs funded the conversion of poor farmground to productive hay field

Two Types of Programs

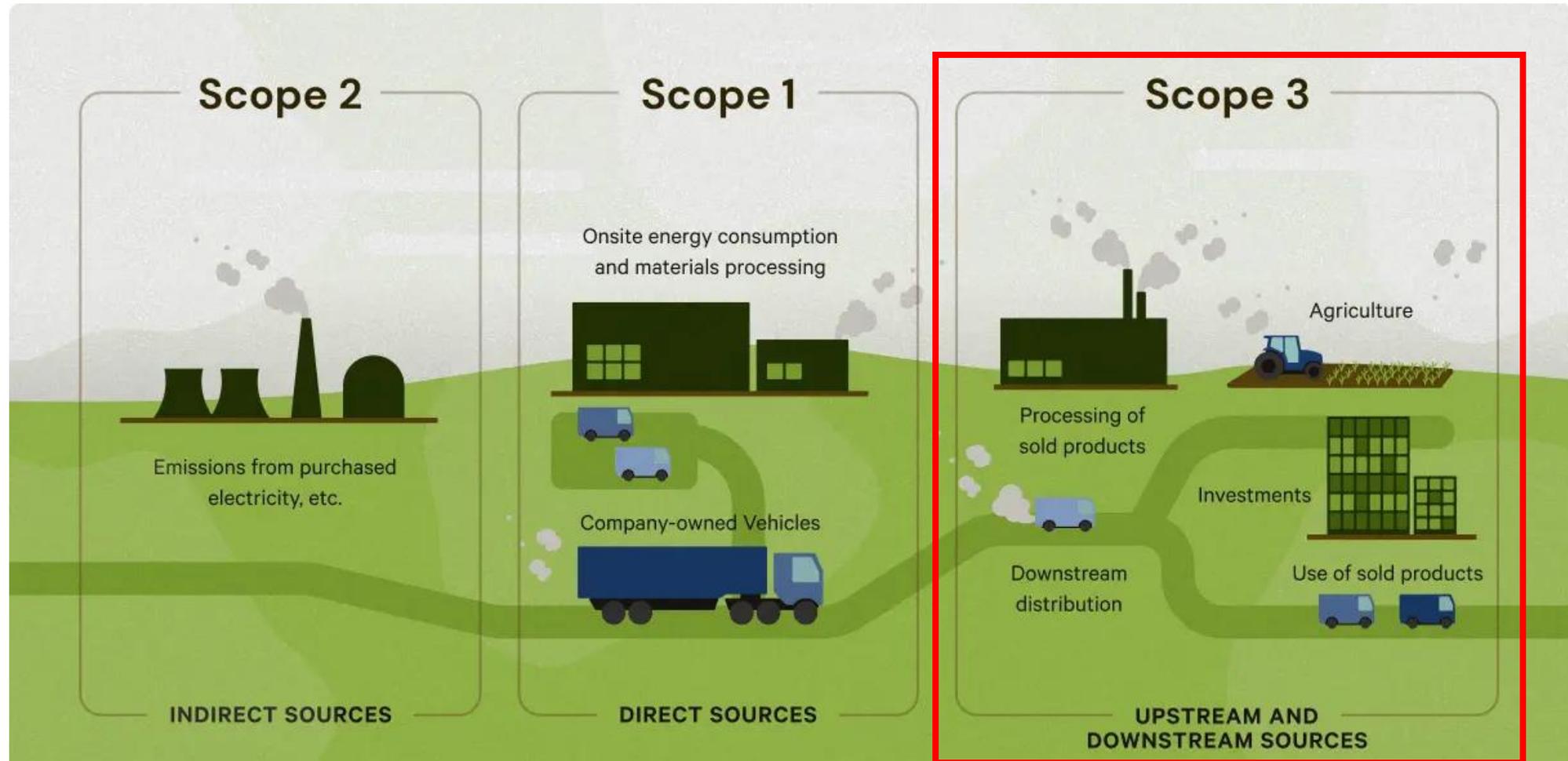
Carbon Credits

- Also called OFFSETS
- Company continues 'business as usual' and then buys a 'Carbon Credit' from the agriculture or forestry space to offset the impact of their supply chain
- Carbon benefit moves out of ag and is applied to the buyer (airline, tech company, etc.)

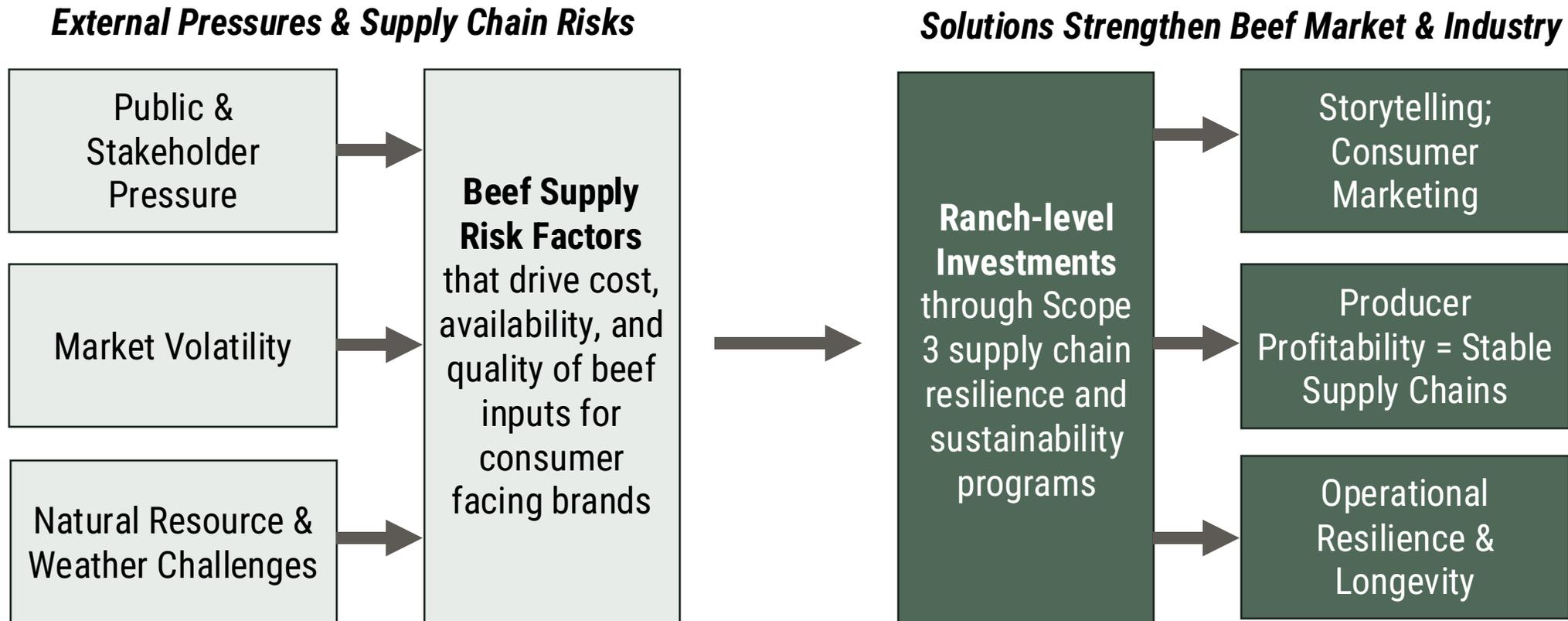
Scope 3 Action

- Food company, restaurant, or retailer invests in the types of producer it sources product from, creating ranch-level improvements
- Carbon benefit stays in ag attached to the commodities produced on participating operations

Scope 3: Where does beef fit in to all this?



Supply Chain Sustainability: And Why Are You Hearing About It?

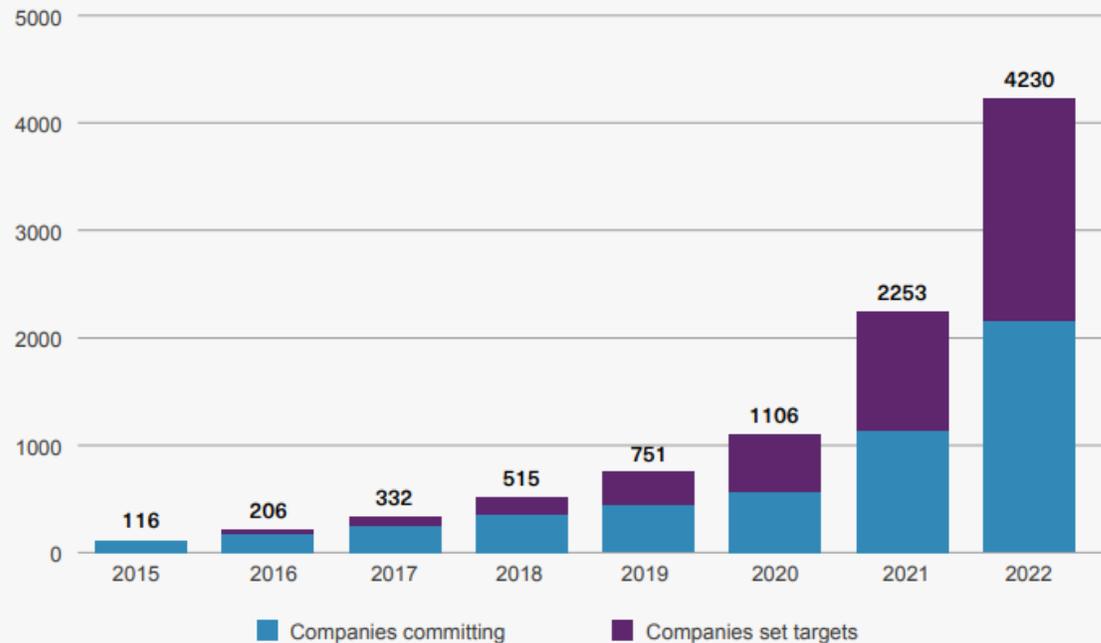


Supply Chain Sustainability: *More Than a Trend*



Most major food & ag corporates and commodity groups have set public 2030 and 2050 GHG reduction or similar sustainability targets.

Annual cumulative number of companies with approved targets and commitments, 2015–2022^{10,11}



National Cattlemen's
Beef Association

**Demonstrate climate neutrality
of US cattle production by 2040.**



**Reduce greenhouse gas
emissions by 13% by 2030.**



**Achieve greenhouse gas
neutrality by 2050**

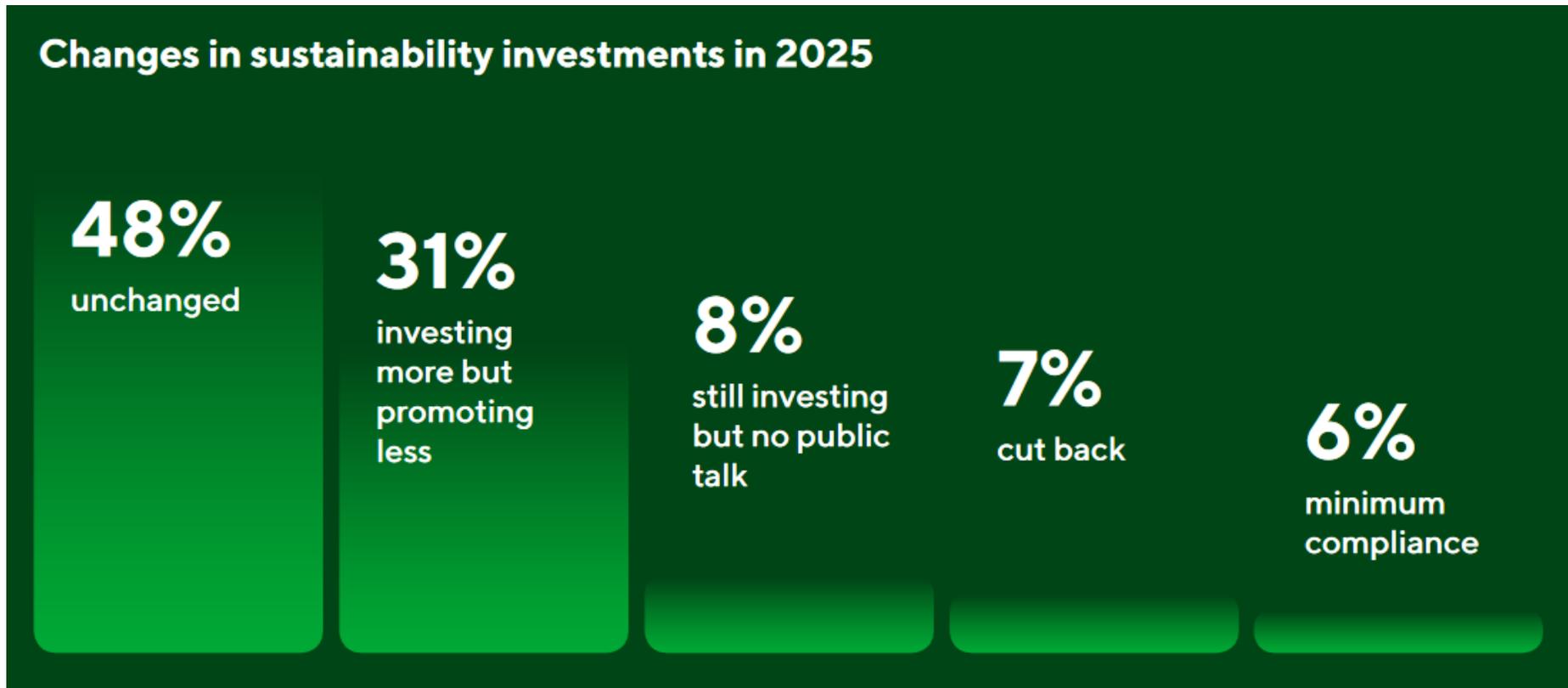
Source: Science Based Targets Initiative

Supply Chain Sustainability: *More Than a Trend*



400 U.S. Company CEOs Surveyed:

87% have maintained or increased their investments in sustainability programs in 2025.

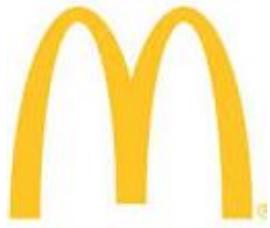


Source: ECOVADIS; mixed company types

Supply Chain Sustainability: *More Than a Trend*



Many leading companies are prioritizing rancher success and resilience by investing in supply chain sustainability programs



**Partial list only; based on publicly available data*

Scope 3 -vs- Carbon Credits: Comparison



	Scope 3 Programs	Carbon Credit Programs
Practice Change Requirements	<ul style="list-style-type: none"> Existing practices can be continued, expanded, or enhanced Broader set of eligible practices 	<ul style="list-style-type: none"> Requires new practice on new acres (additionality) Narrower list of eligible practices
Contract Terms	<ul style="list-style-type: none"> Fixed 1–5 year terms Obligations typically 1–5 years, rarely beyond 10 	<ul style="list-style-type: none"> Fixed multi-year terms (5, 10+), often auto-renewing Obligations may extend 20 years to perpetuity
Payment Rates	<ul style="list-style-type: none"> Flat rate per acre based on implementation (e.g., \$100/ac for native grass seeding) Mixed flat rate + outcome performance payment 	<ul style="list-style-type: none"> Share of credit sale; fluctuates with market (can be as high as 75% or more) ~\$15–\$40+/ton for soil credits
Payment Terms	<ul style="list-style-type: none"> Varies Can be paid flat rate, based on outcome performance, or mix of both Can be upfront or 6-12 mos after implementation 	<ul style="list-style-type: none"> Paid after verification and credit sale (12–24 month lag) Some offer sign-on bonuses
Data Requirements	<ul style="list-style-type: none"> Historic data (often) not always required Monitoring typically covers contract term only 	<ul style="list-style-type: none"> 3–5+ years of historic data often required Ongoing monitoring for 5, 10, or more years

**Generalized snapshot for illustrative purposes; specific terms, conditions, and rates will vary*

AgSpire: *Example Scope 3 Programs*



	Grazing Program <i>(Northern Great Plains)</i>	Herd Efficiency Program <i>(Great Plains and Midwest)</i>
Practices	<ul style="list-style-type: none"> • Cover Crops • Forage / Hay Seedings • Range (native grass) Seedings 	<ul style="list-style-type: none"> • Herd management • Diet management • Feed production management • Reproduction management
Contract Terms	<ul style="list-style-type: none"> • 1-5 years, depending on practice 	<ul style="list-style-type: none"> • 1 year
Payment Rates	<ul style="list-style-type: none"> • Cover Crops = \$50/ac • Forage / Hay Seedings = \$75-90/ac • Range (native grass) Seedings = \$100-115/ac 	<ul style="list-style-type: none"> • \$20-90 per-ton outcome-based payment • Additional Participation Payment (flat rate)
Data Requirements	<ul style="list-style-type: none"> • No historic data required • Monitoring and data obligation: 5 years 	<ul style="list-style-type: none"> • 18-36 months historic

**As of program year 2025; subject to change*

— AgSpire: *Scope 3 Program Impact*



Keep ranchers ranching by building long-term operation viability through targeted support and partnership.

Producer/Operation Info

- > 9 ranchers in 5 states
- > ~760,000 acres

Process + Solutions:

- > 2+ ranch visits each
- > Technical assistance for custom grazing and ranch improvement plans, based on their top priority needs
- > Cost-share guidance to help implement those plans

Outcomes:

- > ~\$1.7 million total in NRCS contracts awarded; average ~\$189,000 per ranch
- > One ranch enabled the full-time employment of a graduating daughter, who stayed on to support regenerative management—avoiding the need to “get a job in town.”



— What Programs Are Right for You?

- **Evaluate Your Goals** – business, land, herd, legacy, and personal
- **The Right Programs** – will help you accomplish these goals without creating burdens you can't bear



Making the Right Call: *What to Look For In Any Program Offer*

The right program should support your land, herd, goals, values, and capacity.

Use these questions to evaluate any program offering.

Remember: There are no wrong answers – only *'wrong for you'* programs.

Values Alignment

- Why is this program being offered, who will claim the benefits, and does that mission match my ranch's values and approach?

Practice Fit & Support

- Do the required practices help my operation today and tomorrow – and is the support the program provides enough for me to handle the required work?

Contract Flexibility

- Do the terms and conditions, constraints, and timelines let me run the ranch the way I want – and need – to, both today and years down the road?

Data Cost & Control

- What data must I provide, who owns it, how is my privacy protected, and will the burden of managing all that outweigh the benefit for me?

Exit & Risk Coverage

- If drought, markets, or my goals change, how easily can I adapt or walk away, and what happens?

Sustainability Buzz



What Matters Most: Your Needs & Mgmt. Approach

There is no one-size-fits-all program.

The right option is the one that fits your land, herd, goals, capacity, and comfort level—now and into the future.

Focus on what helps your ranch.

Water. Forage. Fencing. Resilience. These outcomes matter—make sure any program you consider helps you deliver on them.

Scope 3 isn't a buzzword – it's a business tool.

These programs are about smart, practical improvements backed by supply chain partners who have a stake in your success.



AgSpire

Learn More, Download the Slides, or Stay in Touch



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Thank You

