



Capitalizing on Growing Green

*Canola Council of Canada –
National Institute of Oilseed Products*

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www.climate-check.com

Capitalizing on 'Green' — Take-Home

- **'Green' — Foundation of Agriculture**
 - **Innovations in agriculture should aim to harmonize with, and realize potential of, natural agents and processes.**
- **'Green' — Link to GHG Performance.**
 - **Documentation of agricultural GHG performance assesses 'green' and captures 'gold'.**

Capitalizing on 'Green' — Context



Cool Farming:
Climate impacts
of agriculture and
mitigation

Wendell Berry
**The Unsettling
of America**
Culture &
Agriculture

FERTILIZER
THE PATH TO SUSTAINABILITY

**The Emerging
Context:**

Cleaner, greener cotton
Impacts and better management practices

**Quantify, Verify,
Certify**

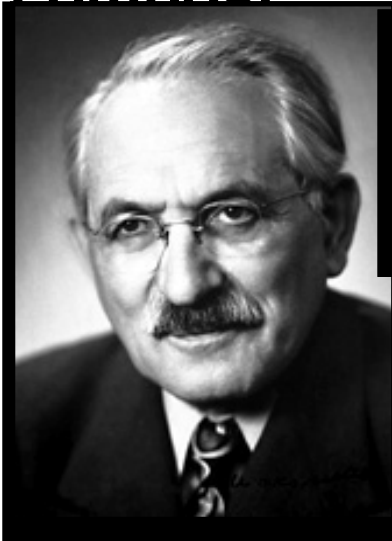
With a new standard by the author



Set the Standard™

Capitalizing on 'Green' — History

"By modifying the temperature of the compost, one is able to control not only the rapidity of the decomposition processes, but also the conservation of the nutrient elements, especially the nitrogen, as well as the nature and effectiveness of the resulting compost."



*The Lord hath created medicines out of the earth;
and he that is wise will not abhor them.*

Ecclesiasticus, XXXVIII, 4

**Nobel Prize in Physiology / Medicine —
1952 "for his discovery of
streptomycin, the first antibiotic
effective against tuberculosis"**

Capitalizing on 'Green' — “Low-Carbon Economy”

*Evidence of low-carbon economy:
Look for players in the
megatrends, and see 'Green'!*

Money, energy, and food: Those are three clear global megatrends you should make room for in your portfolio. It could be as easy as buying a big multinational name, or you may want to drill down and find a company in a specific country that's poised to profit. — **Motley Fool**

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- Construction
- Household Pro
- Industrial Chem
- Mining & Drill
- Packaging
- Paints, Inks & Coatings
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- Pulp & Paper
- Product Summary

Biodiesel – Ethanol

Corn-based ethanol has become a viable and popular fuel, both for cleaner air and to stretch our planet's fuel supplies.

Find information about our products and ingredients

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FACTS & PROCESSES CHART



Ever wonder where lecithin comes from? How we make our proprietary trans-fat-free oils? Or what goes into making cleaner-burning ethanol? From

through processing to end products, ADM unlocks the potential of nature. [Click here](#) to view our interactive process display and see ADM ingenuity in action.



Capitalizing on 'Green' —Defining



**'Green' →
Compatible with
biogeochemical
processes of Earth!**

**Management of GHG
performance is a
comprehensive and
quantitative path to**



**'Capitalizing' → Getting
value for carbon offset
credits or for low-carbon**

Set the Standard™ **technology!**

Capitalizing on 'Green' — Defining

In the low-carbon economy, where GHG performance is factored into investment decision, biogeochemical cycles and capital flow



- **Unprecedented Assessment of 'Green'!**
- **Uniquely Comprehensive & Quantitative!**

Capitalizing on 'Green' — Documentation

Standards for design, documentation, and programs emerging and crystallizing — NOT WILD WEST!!!

- Investment screen (tech).

- Documentation of verifiable credentials and competence is basis of credit

- Transactions need

- Standards emerging (Management Institute, etc.)

BUT, expect 'corrections' as first players adjust to more sophisticated market, and as more sophisticated players enter market!!!

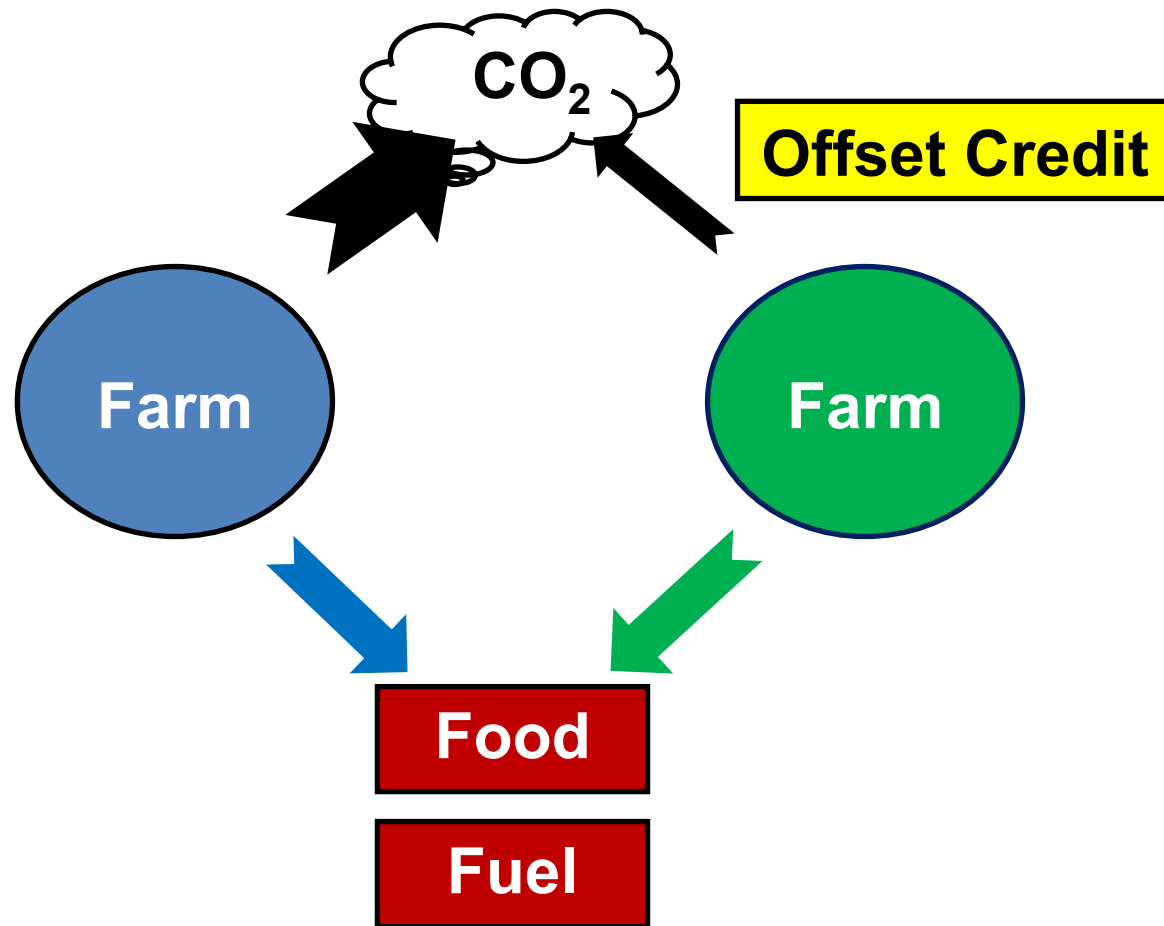
with respect to GHG performance (life cycle analysis, biogeochemical processes, etc.).

Agricultural Carbon Credits — Opportunities

- **More Ag Protocols → Integration**
 - **Biofuels, biomass (for combustion or conversion), digesters, energy displacement, feed/manure use, fertilizer efficiency, forest land, grassland, waste recovery/recycling, wetland restoration, etc.**
- **Protocol Design Considerations**
 - **Standardized development and documentation to coordinate with other protocols.**

Capitalizing on 'Green' Agriculture

- Green agriculture 'harmonizes' with the carbon cycle!



Agricultural Low-Carbon Technology — Opportunities

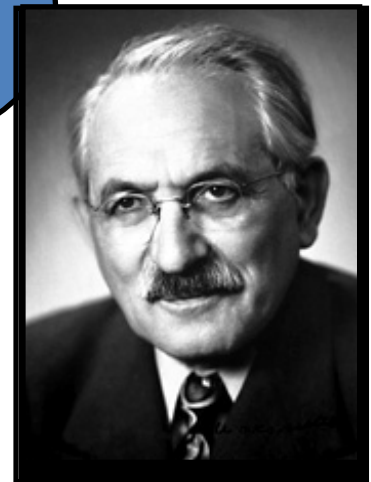
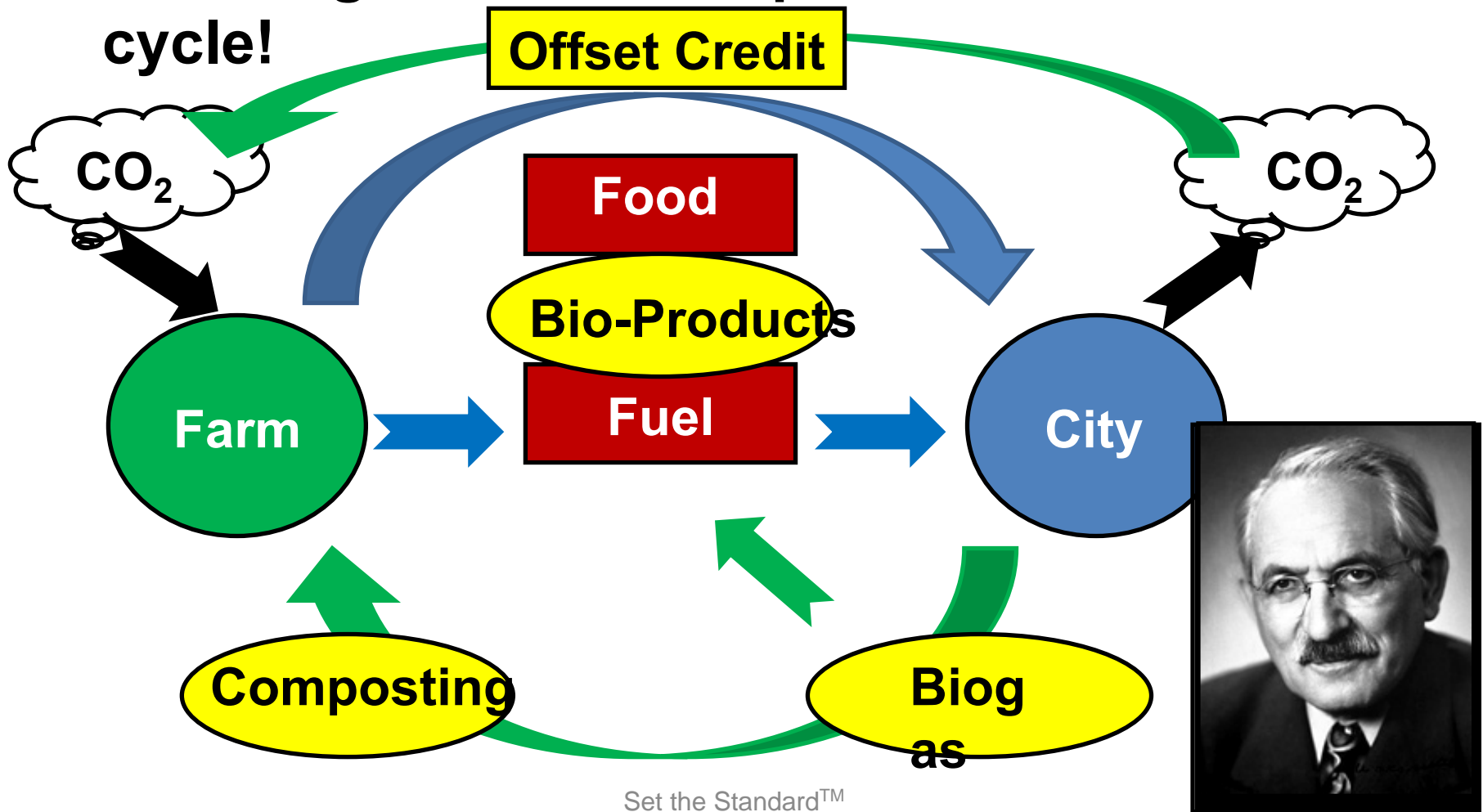
- **Bio-Energy, Bio-Chemicals, Bio-Materials**
 - Bio-production of resources.
- **Eco-industrial**
 - Bio-refining of wastes to resou



**‘Green’ agriculture
provides low-carbon resource for the economy,
and assimilates the waste (CO₂) of the economy!**

Capitalizing on 'Green' Agriculture

- Green agriculture 'completes' the carbon cycle!



Conclusion

- **Agriculture is ‘Green’!**
 - Innovate to harmonize with nature, not to disconnect from
- **Managing GHG performance is a key to Capitalizing on ‘Green’!**
 - Link to nature **AND** to new carbon market!

**Reconnect
Farm and City**

**Double Dividend —
Environmental & Economic!**