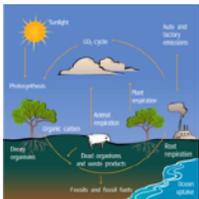


*Platform for monitoring regenerative agriculture and carbon farming anywhere in the world. Developed by **Big Terra**, it is a logical extension of its location-based climate and crop modeling services.*

## WHY “FARM” CARBON?

Storing carbon in the landscape is one of the best ways to improve the carbon balance, reduce overall carbon emissions, or even reverse the overall flow of the carbon cycle. It is one of the few realistic options to effectively reduce the impacts of climate change and ensure a sustainable future.

To store carbon in the landscape, farmers need to farm in specific ways and take targeted actions that lead to storage over the long term. This has a number of other positive effects, but can disrupt normal farming styles and reduce yields in the short term. It is therefore right to pay farmers for regenerative farming and carbon storage.



### Major carbon sources

A carbon source releases carbon dioxide into the atmosphere. Globally, the primary sources of greenhouse gas emissions are electricity and heat (31%), agriculture (11%), transportation (15%), forestry (6%) and manufacturing (12%). Energy production of all types accounts for 72 percent of all emissions. Thus carbon sources include: *burning of fossil fuels like gas, coal and oil, deforestation, or volcanic eruptions*

### Seven steps of the carbon cycle

1. Carbon moves from the atmosphere to plants
2. Carbon moves from plants to animals
3. Carbon moves from plants and animals to soils
4. Carbon moves from living things to the atmosphere
5. Carbon moves from fossil fuels to the atmosphere when fuels are burned
6. Carbon moves from the atmosphere to the oceans

## BENEFITS OF CARBON FARMING

Soil-based carbon sequestration helps restore degraded soils, which can improve agricultural productivity. It is estimated that soils can sequester around 20 Pg C in 25 years, more than 10% of the anthropogenic (human-originated) emissions. The result is increased climate resilience: healthier soils make farms more resilient against both droughts and heavy rainfall. At the same time, this process provides other important benefits for soil, crop and environment quality, prevention of erosion and desertification and for the enhancement of bio-diversity.

## ABOUT Big Terra

Founded in 2017, Big Terra provides a unique fusion of satellite observation, climate, weather and predictive crop modeling data for anywhere in the world, helping you to better identify and understand agricultural investment risks, priorities and opportunities in the context of climate change.



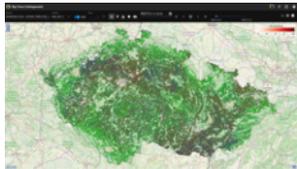
## CHALLENGE

There is a rampant development of mechanisms whereby companies reduce their carbon balance by supporting carbon storage projects. Unfortunately, very often there is no way to impartially assess the actual effectiveness and functionality of such transfers. The lack of trust and transparency in these mechanisms then hinders real large-scale development. Companies prefer to withdraw from projects where there are media and reputation-loss risks, for example in the form of accusations of brainwashing.

## Carbognostic

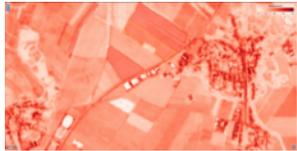
A platform that enables transparent and impartial mapping and monitoring of farming styles in agricultural fields in terms of carbon storage in the landscape. It uses massive processing of satellite data and crop growth models to provide indicators and benchmarks for assessing the actual efficiency and functionality of carbon storage projects.

*Carbognostic brings much-needed trust and transparency to the whole process of carbon sequestration, helping to overcome the hurdles that hinder real large-scale development.*

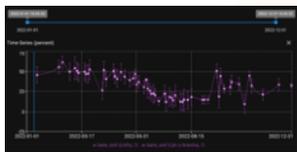


## KEY FEATURES

**Carbognostic** enables stakeholders to evaluate the effectiveness of their investment into soil-based carbon sequestration from their desktop.



- SaaS system living in the public cloud, rich reporting capabilities and custom branding options
- Overview of individual fields including custom metadata, zonification feature optimizes the validation process
- Open to custom validation models, so compliant with broad range of standards that exist in carbon storage business
- Plant canopy development in vegetation season, Total crop biomass estimation, Crop health status in agricultural areas, Bare soil exposure



## CONTACTS

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## TRY OUT AND GET A DEMO

1. Please visit the **Carbognostic** website (Contact page) and look for the "Request Carbognostic Demonstration" button.
2. Fill out the demo request form.
3. Our sales team will review the submitted information and get back to you with an account activation within several days, and also provide you with a system walkthrough.
4. In case of further interest, we can set up a demo account for you with your data, and you can then explore the **Carbognostic** platform, test its features, and learn how it can benefit your business yourself.
5. We encourage new users to reach out to the **Carbognostic** support team for any questions, assistance, or feedback.

## OUR PARTNERS

