

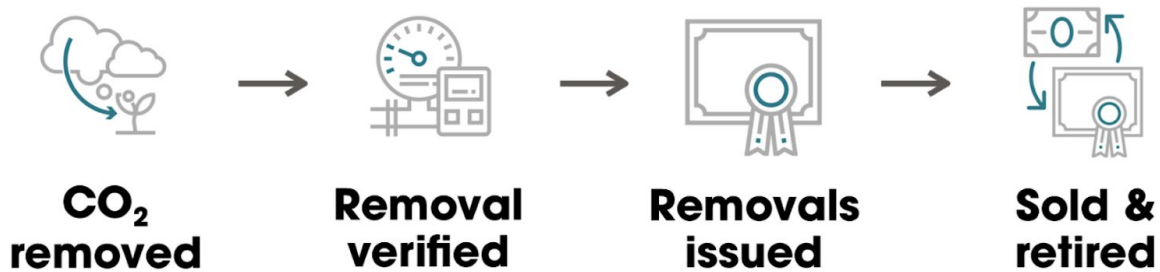


About the Nori Pilot

Last updated January 8th, 2019

How the marketplace works

Nori is a company based in Seattle, Washington building a voluntary marketplace to help US growers get paid for removing and storing carbon dioxide (CO₂) from the atmosphere. Nori helps these growers, aka carbon removal suppliers, generate a Nori Carbon Removal Tonne (NRT) for every tonne of CO₂ they can remove.



Reasons to join the Nori pilot

Get paid for adopting regenerative farming practices

Not only is there money to be made in storing carbon, there are other benefits to improving your soil health described by our friends at [Kiss the Ground](#):

- Increased water holding capacity and infiltration
- Increased soil aggregation and soil life
- Increased nutrient availability and retention
- Increased productivity and profitability

Get paid for carbon you've already stored with regenerative farming

As an incentive to join our pilot program, Nori can allow select growers to sell up to **5 years** of carbon removal from previous years as part of enrolling their project. This



opportunity only lasts until the end of 2020, after which we will transition into open enrollment where credit will only be issued for ongoing carbon removal.

Impact how the marketplace is designed

Suppliers who join our pilot program will have a direct impact on how the marketplace is designed not only for themselves, but for all future growers that enroll in our marketplace. This is your chance to influence how you are rewarded for your efforts in enriching your soils.

What Nori is looking for in a pilot project

While Nori is constantly updating our requirements to be as inclusive as possible, there are certain restrictions for joining the Nori pilot that growers should review before continuing. These are not hard requirements, but the more boxes a grower can check, the better chances they'll have to qualify for the Nori pilot.

- US-based croplands, preferably owned and managed by you, the applicant.
- Adopted at least one of the following regenerative practices in the last 10 years:
 - Keep soil covered with cover crops
 - Minimize soil disturbance with less intensive tilling methods
 - Keep roots in the ground after harvest
 - Increase in plant diversity
 - Integration of animals to croplands
- Quality farm management records for 3+ years before your practice switch date, e.g. you started using cover crops in 2012 and can provide records for 2009-2011.
- Ideally, able to enroll at least 1,000 acres.
- Able to personally submit data to Nori by entering records into a spreadsheet or have someone on staff or contract who can help enter data.
- Able to provide digital field boundaries for the fields you want to enroll.
- Willing to pay project verification costs which include the following:
 - Proof of land ownership/right to list project
 - Proof of no double-selling in other markets
 - Random sampling of management data inputs/sources



- Willing to sign a [10-year project registration contract](#) to make best efforts at removing and storing carbon.

How to get started

Step 1 (Optional): Get a payout estimate

1. Calculate total potential tonnes of CO₂ you can sell using an online tool called COMET-Planner (<http://comet-planner.com>)
2. Multiply the output by **\$15 per tCO₂e** to get potential revenue (based on recent sales but subject to change).
3. Subtract **\$5,000 for potential verification** costs of your management data and ownership assignments.

Step 2: Fill out an enrollment application

Folks that qualify will have the opportunity to schedule a follow-up call with Nori's pilot enrollment team. This should take you less than 5 minutes.

[Start new pilot enrollment application](#)

What to expect if you qualify

While the experience will vary from grower to grower, there are 5 basic steps to complete before a grower can begin selling removals in the Nori marketplace. Our staff will coach you through each of these steps.

1. **Data collection** – Provide the boundaries for the fields you wish to enroll and a full record of how the land was managed in the past and is expected to be managed in the future. This could be done by you or the person who keeps track of your records.
2. **Quantification** – Run those land management records through a model to estimate the amount of incremental carbon built up in the soil over time. This is when you will know the actual revenue from participating in the Nori market.
3. **Verification preparation** – Now that you know how much you stand to gain, it's time to gather additional documents, e.g. evidence of ownership assignment. Nori



will provide a list of pre approved verifiers but you must have a contract for a specific statement of work in place for verification activities prior selecting an official verifier for your project.

4. **Verification** – Your selected, independent verifier will review the records you submitted and any other evidence you’ve decided to include.
5. **Sign contract and Issuance** – Upon accepting the verification results, you will be asked to sign the Nori Project Registration Contract at which point we are able to issue your Nori Carbon Removal Tonnes (NRTs) which can be sold in the Nori Marketplace.

Still have questions?

Check out our [Nori suppliers FAQ](#) or drop us a line at pilot@nori.com