

# Zero Foodprint

A Case Study of a County Level  
Commitment to  
100% Regenerative Agriculture

CFF  
10/12/21



# A 20 Year Plan for 100% Regen Ag in Sonoma County

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- Context: Sonoma is experiencing severe drought and wildfire challenges and their Climate Mobilization Strategy includes Ag Carbon Sequestration.
- Scoping Plan from Carbon Cycle Institute targets 250,000 acres of carbon farming, which could sequester 18M tons of CO<sub>2</sub>e (650k total acres).
- Long Term Goal: Funding for the transition of ~34,000 acres per year at \$1000/acre
  - 1% from the restaurant industry: \$8M/year
  - 1% from the wine industry: \$12M/year
  - \$5/month opt-out on trash bills (90%): \$10M/year
  - 1% from Transient Occupancy Tax: \$4M/year
- Sonoma Stakeholders: Carbon Cycle Institute (CCI), Regional Climate Protection Authority, Straus Creamery, 99% of wine acreage certified as "sustainable."

Provisional

# Improving the Grid of Food: Collective Action to Scale Change on Acres

- Zero Foodprint and policy makers across CA and CO are inspired by the shift to renewable energy in over 100 cities & countries. We are applying the CCA model to food and farming to enable structural change.
- Just as a utilities company improves the grid by giving citizens a way to fund a solar/wind farm, businesses can add 1% to purchases or waste haulers can add \$5 to each month's bill to fund local carbon farming.

A few cents per purchase  
or \$5 per month on waste  
hauling bills

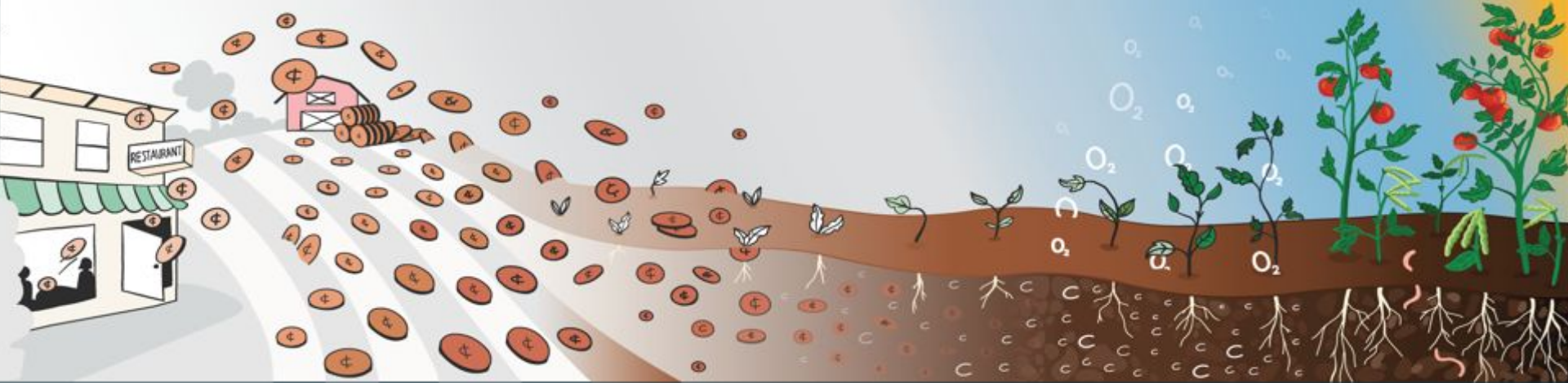
adds up to big investments  
In soil and more acres of  
regenerative farming.

We can restore  
underground  
ecosystems

by restoring  
carbon  
in the soil,

which removes it  
from the  
atmosphere.

This improves our  
food and restores  
our climate.



# Business Leaders Opt-In. Every Purchase is Part of the Climate Solution

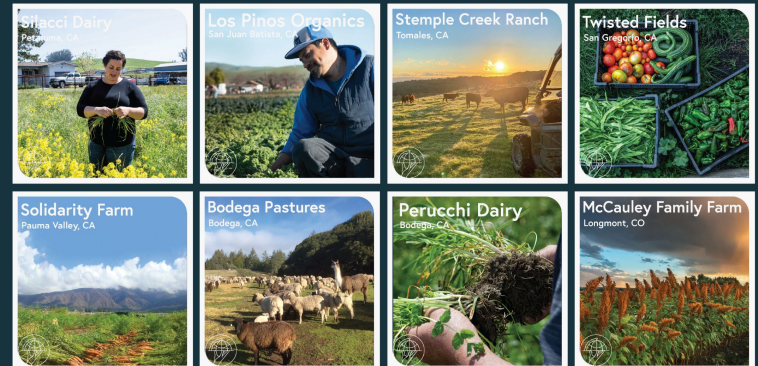
ZFP businesses send 1% of sales. Many restaurants accomplish this at \$0 cost by adding a simple opt-out fee. A 1% contribution from the NY restaurant industry would generate \$500M per year (2019 data).



Since January 2020, ZFP has awarded over \$550K to 31 carbon farming projects in CA, expected to remove 18,000 tons of CO<sub>2</sub>e from the atmosphere.

This is equivalent to not burning 2M gallons of gas!

1%



# Restore: A System to Optimize Climate Benefit Per Dollar

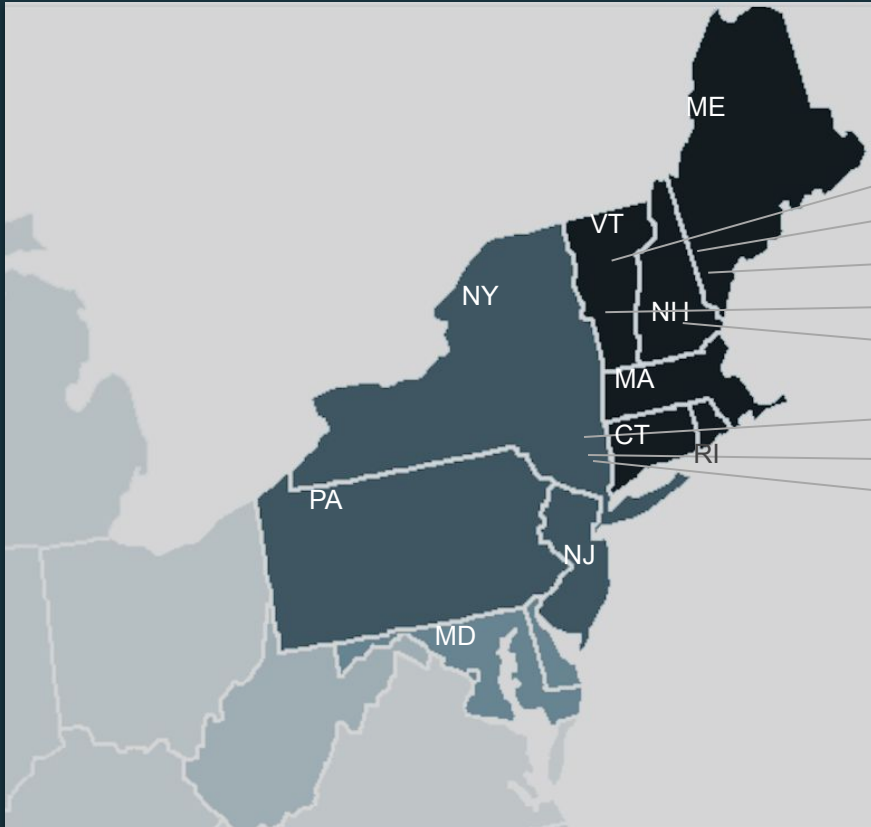
Farmers and Trusted Conservation Experts submit a Grant Request/Competitive Bid.  
 ZFP divides the **THE TOTAL COST** by the **TOTAL CARBON BENEFIT** to find **THE BEST CLIMATE ROI**.

Total Cost	÷	Total CO2e	=	Climate ROI
\$16,000.00		118.0		\$13.39
\$19,900.00		931.24		\$21.37

Name	Practices	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
Mundi 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	\$24,500.00	200.0	431.63	Gold Ridge RCD	\$4,100.00	\$66.26
asbar Far...	Compost Application Cover Crop No-Till	\$29,000.00	\$24,500.00	200.0	369.00	Dixon RCD	\$500.00	\$67.91
Vindrose ...	Compost Application Compost Application	\$29,000.00	\$24,500.00	200.0	196.09	Upper Salinas-Las Tablas	\$2,000.00	\$72.42
Vindrose ...	Compost Application Compost Application	\$29,000.00	\$24,500.00	200.0	216.32	Upper Salinas-Las Tablas	\$2,000.00	\$74.89
ilacci Dai...	Riparian Forest Buffer* Compost Application	\$29,000.00	\$24,500.00	200.0	253.31	Sonoma RCD	\$3,000.00	\$78.95
onoma C...	Hedgerow Planting	\$29,000.00	\$24,500.00	200.0	315.00	California Land Trust Inc	\$0.00	\$79.37
varnecke ...	Conservation Cover Compost Application	\$29,000.00	\$24,500.00	200.0	260.23	Sonoma RCD	\$5,000.00	\$90.47
White Buff...	Compost Application Cover Crop	\$29,000.00	\$24,500.00	200.0	47.40	UCANR	\$0.00	\$105.06
odega Pa...	Compost Application Hedgerow Planting	\$29,065.70	\$24,665.70	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	\$0.00	\$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!)

# Restore Northeast: Expansion Plans



Zero Foodprint is currently gathering stakeholders around a Restore Northeast program:

Cool Farm Alliance

OpenTEAM

Three Rivers Farm Alliance

Regenerative Food Network

Stonyfield Organic

Glynwood Center for Regional Food & Farming

James Beard Foundation

NYS Assemblymember Didi Barrett

Cornell Cooperative Extension

Regional Conservation Districts

We plan to launch in 2022 with 25-50 member businesses and farm projects across the Northeast.

# Calls to Action

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## Policy-Makers

- Scale up municipal compost programs
- Elevate regenerative agriculture into the sphere of renewable energy--it's both a bigger climate opportunity and creates more local benefits.

## Funders

- ZFP is raising \$100k to help farmers in the region apply compost, plant cover crops, and other regenerative practices.
- Community Compost Co. can use \$300k to build an on-farm compost facility to transform 20,000 Cubic Yards of food scraps into enough compost for over 3000 acres of farmland.

## Individuals

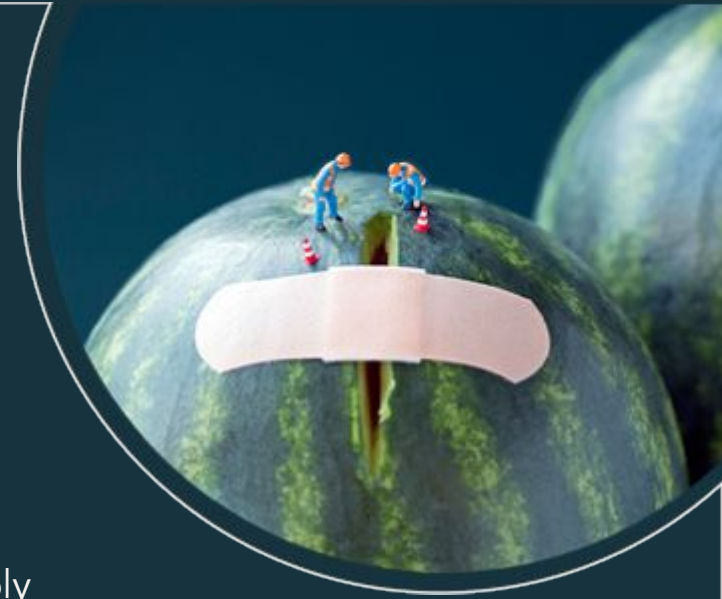
Compost!!!

Watch Kiss the Ground

Buy from regenerative farmers

Read Project Drawdown and All We Can Save

Send \$10/month to carbon farming





Thank you!

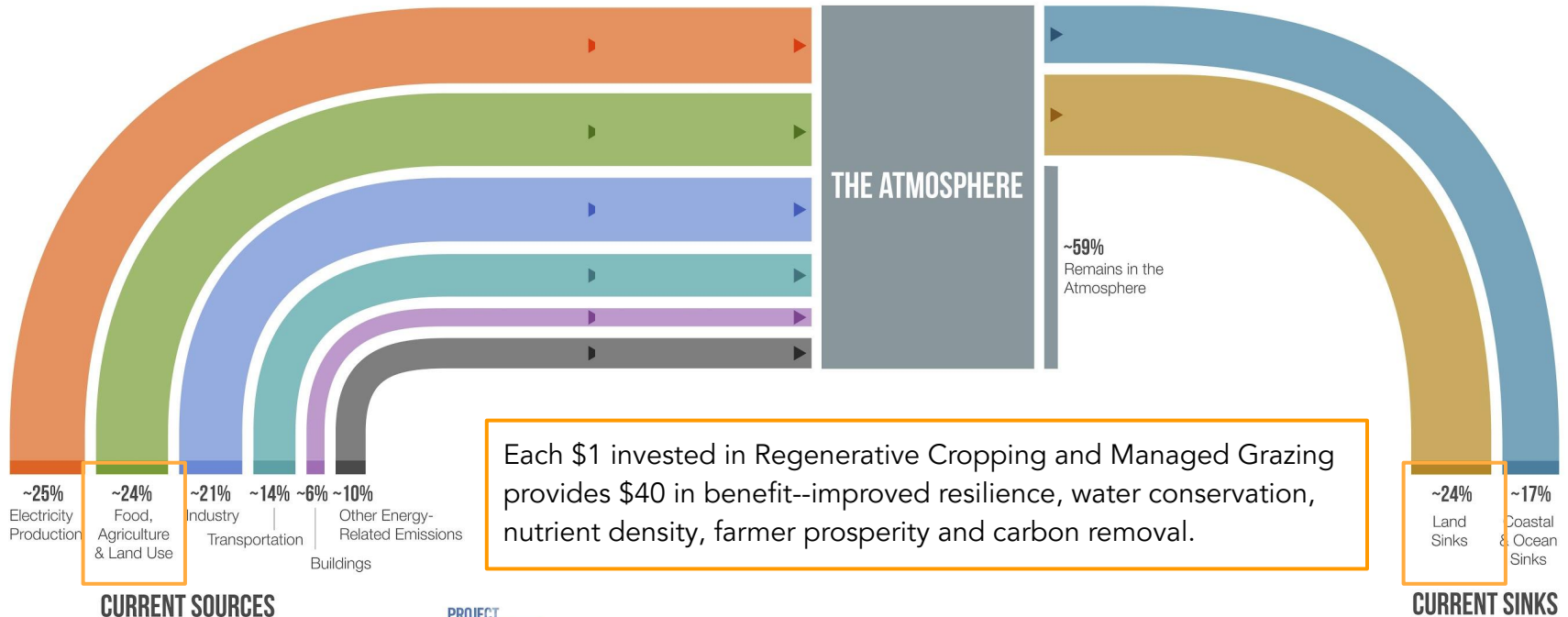
Appendix



# The Opportunity: Just 1% of GDP Each Year Could Lower Global Temperatures

Project Drawdown estimates that we can solve the climate crisis by reducing and removing ~1 trillion tons of GHG from the atmosphere by 2050. This global effort will cost \$29 Trillion dollars--just 1% of GDP.

Zero Foodprint is establishing a circular economy in the food system to scale regenerative agriculture, a.k.a. carbon farming.



**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.

**New Science**

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

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

(Metric Tonnes CO<sub>2</sub> 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 <sub>2</sub> -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
<b>Total</b>		<b>100.00</b>	<b>-1.00</b>	<b>0.10</b>	<b>99.10</b>	<b>\$27,600.00</b>

\*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

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.