Measure, Advise, Monetise.

What do we do?

Ecometric's integrated approach combines best in class soil sampling and laboratory analysis with groundbreaking AI technology to enable accurate, scalable assessments of carbon sequestration.

As part of the ecometric service, carbon sequestered from the atmosphere is measured annually to align with the cropping cycle, support management decisions and enable access to annual carbon revenue.

Clients who achieve a net carbon surplus, where more carbon is sequestered than emitted, can originate tradeable Carbon Dioxide Removal (CDR) credits based on the ecometric MRV protocol and Regen Network Credit Class. These can be retained or sold with the confidence that comes from market leading quantification accuracy and independent Registry accreditation and governance.

To ensure transparency all project data and credits originated through the ecometric service are immutably recorded on the Regen Networks blockchain registry, giving complete confidence to sellers and buyers.

How do we do it?

Ecometric's approach combines physical soil sampling with satellite-based AI spectral analysis to deliver precise measurements of SOC at scale. This ground-breaking methodology reduces cost while improving on the accuracy of both soil sampling and model based methods. Higher quantification accuracy delivers greater management insight for the farm while and raises carbon credit buyer trust enables farmers, landowners, and project developers to take advantage of the growing carbon inset and offset market and be rewarded for improving soil health through regenerative practices.

What makes ecometric different from other carbon monitoring companies?

We directly measure SOC at field level. Unlike services that rely heavily on model-based projections and historic databases, ecometric's approach is rooted in direct measurement at field level. We deliver highly accurate results by combining physical soil sampling and laboratory analysis on every monitoring round with advanced AI-powered satellite imagery analytics.

We capture field-level SOC variability to ensure stock quantification accuracy. Our process ensures that measurements reflect the unique characteristics of every project, capturing the full complexity of soil systems. This tailored approach stands in stark contrast to the "one-size-fits-all" methods often used in SOC modelling, which can overlook critical variations and fail to account for localised differences.

We relate SOC change to agronomic practice cause to support evidence based system change. Not only does our methodology ensure affordability and scalability, but it also establishes clear, evidence-based links between soil carbon changes and agricultural practices, thereby driving meaningful and measurable system change.

We are fully accredited by a US Carbon Registry to enable farms to monetise SOC gains. Many other providers who take soil samples are not connected into the carbon markets so the data is a dead end and gains cannot be monetised. Our accreditation process by the Regen Network took 14 months to achieve and involved us publishing our methodology for expert academic peer and public scientific review. Unlike many companies in this space where capability is a self-declared marketing exercise, we have been subject to robust independent scientific review and are governed independently by the Regen Network.

We do not charge commission and make no money form the trading of carbon. There is an obvious conflict of interest where project developer revenue models are based on commission as they are drawn to inflate credit issuance. At ecometric we believe that all of the money for the carbon credit trade should flow back to the land custodian who has carried out the hard work to remove CO2 and lock it in their soils.

Why should I choose ecometric?

Ecometric's methodology is built on rigorous scientific and industry standards. Our unique processes have been subjected to the most stringent standard protocols (Regen Network) to 3rd party audit (Carbon Direct and Nova-Cert) and to comprehensive peer review. Our measured approach ensures the generation of high quality, credible carbon credits that are sought after by buyers. By maintaining the highest standards, we provide unmatched reliability and integrity in carbon measurement and credit origination.

What makes a good carbon trading system?

A quantification methodology that has been peer reviewed, with monitoring data independently validated and verified. The entry cost of a system will reveal the level of measurement as low or no-cost systems indicate the complete lack of direct measurement. To meet buyer requirements a system must impose permanence responsibilities on the project owner as they rightly expect the removed carbon to be held in the soil and not simply released again in the short-term. Any system that does not impose permanence responsibilities is offering no real climate benefit and will increasingly fail to meet buyer requirements.

Can SOC (really) be measured?

Yes, very accurately at a single point in space by taking a physical soil sample for DUMAS dry combustion laboratory analysis to directly measure the amount of CO2 released by the sample as it is combusted at >1000 degrees. SOC varies spatially and this variation must be captured by the soil sampling design to get close to the true SOC value. Our AI system can then relate laboratory measured SOC to satellite measured spectral values to increase the accuracy of stock quantification by accessing two different but related sample types.

How can SOC be measured?

SOC is a complex mix of decomposed plant and animal residues, living organisms and substances synthesised by soil organisms. Carbon is cycled from atmosphere to soil by photosynthesis, so a key sequestration pillar is to maintain living canopy and roots for as many days of the year as possible, while the microbial and fungal

biomass plays a vital role in decomposing organic matter and cycling nutrients. Catch and cover crops are a good example of how to close the green-cover gap between cash crops to both continue late summer sequestration and to protect the soil from over winter rainfall which can erode and leach carbon stocks. Maximising returned organic mater through crop residue and and organic amendments and minimising cultivation and bare soil are also very important elements to a soil-focused management system. Ecometric carefully relate SOC change data to management practices across our whole project area to combinations that best protect and increase SOC stocks. This cause: effect information is shared across our project community to allow high performer strategies to be adopted with confidence to maximise the evidence-based system change opportunity.

How can SOC be monetised and traded?

As part of the ecometric service, carbon sequestered from the atmosphere is measured annually. Clients who achieve a net carbon surplus by sequestering more carbon than they emit (SOC Gain [tCO2e] - GHG Emissions [tCO2e]), can originate tradeable Carbon Dioxide Removal (CDR) credits based on the ecometric MRV protocol on the Regen Registry. These can be retained or sold with the confidence that comes from market leading accuracy in quantification and an annual performance monitoring cycle. To ensure transparency all credits and monitoring information is immutably recorded on the Regen Registry's blockchain ledger, giving access to buyers and verifiers as a key integrity pillar.

Who is interested in your carbon?

We have enabled our project farmers to sell their credits commission free to a wide range of buyer sectors, spanning finance and banking, food and drink, insurance, real estate, office management, maritime, hotels, automotive and motorsport. We are

constantly working to engage buyers and increase demand to maximise the financial reward flowing back to project farmers for the public good of CO2 removal.

How often will my farm be sampled and why is that the case?

Projects begin with a baseline to establish the start point field-level SOC stocks. The follow-on monitoring interval is determined by the estimated length of time a given management system can achieve a measurable SOC gain and range from 1-3 years.

Where do we do it?

Ecometric operates across the globe, with operational projects in the UK, Mexico and Brazil and new projects at planning stage in Canada, Iceland, USA, Zambia and Kenya. Our innovative methods are adaptable and scalable, allowing us to deploy them across diverse geographies and environments with our largest projects over 1 million hectares in size.

How will I know how my project is progressing?

We will keep you updated through regular project milestone updates but our team is always on hand to answer any questions/queries you have throughout the process. We pride ourselves on providing a tailored service with a dedicated Project Manager on hand to answer any of your queries.

I don’t want to include my whole farm in the project, do you have a minimum area?

Our minimum project area is 150Ha so you don't have to baseline your whole farm when you start to work with ecometric.

What is your payment schedule?

Our invoices are issued when we hit certain milestones through the project year. Routine invoicing is divided into 4 equal payments due on initial data collection, soil sampling, data processing and report completion.

What is your cost per Ha?

This can vary depending on scale, farming system and underlying SOC variability. For large farms we advocate and support the establishment of a self sampling capability using Wintex coring machines fitted to a gator to reduce cost and access additional contractor business by sampling other projects. We now have a network of independent sampling contractors to call on, operating common equipment to our specific sampling methodology, with ecometric retaining control of the sample planning and digital support. Please get in touch to discuss your requirements and for a no obligation quote.

How can I find out more about the science behind what you do?

The full details of our peer-reviewed methodology are available to read on the Regen Network website – Methodology for Soil Organic Carbon Estimation in Regenerative Cropping and Managed Grassland Ecosystems.