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Agtech Agreena scales its carbon farming platform across two million hectares

- Agreena registers two million hectares of European farmland on its pioneering soil carbon platform - an area the size of Slovenia
- More than 1,000 farmers across 17 countries have now joined AgreenaCarbon - transitioning from conventional farming to regenerative agriculture
- Agreena's ability to scale soil carbon removals has been supported through the use of cutting-edge remote sensing technology coupled with machine learning

COPENHAGEN - 16 November 2023: Agtech company, Agreena, has confirmed its leading position in Europe with today's announcement that its pioneering soil carbon platform now covers two million hectares across 17 European countries. The company launched AgreenaCarbon to financially support farmers' transition to regenerative agriculture, enabling them to take an active role in addressing the climate crisis by removing carbon from the atmosphere and storing it in their soils.

The magnitude of the two million hectares of farmland converted to regenerative farming practices with Agreena is equivalent to the size of Slovenia, or 2.8 million European football fields. More than a thousand farmers are now using the AgreenaCarbon platform demonstrating the potential for technology to support a shift in agricultural practices and farmers' efforts to mitigate climate change.

"Carbon sequestration in agriculture is one of the top solutions to scale climate action according to the IPCC, but it can involve high upfront costs for farmers. Agreena leverages cutting-edge science and technology to convert climate-friendly farming efforts into high-quality carbon removal credits, delivering vital additional revenue to farmers," said Julie Koch Fahler, co-founder and COO of Agreena.

The company's scalable impact is supported by its innovative techstack. In 2022, Agreena acquired cutting-edge measurement, reporting, and verification (MRV) technology for regenerative agriculture practices, using remote sensing and AI to further build out its capabilities. Coupling soil sampling and ground-truth field data with advanced machine-learning and computer vision techniques, the company is building out soil carbon intelligence at scale.

"Accurate, faster, and more transparent than manual farm audits, digital MRV solutions ensure that carbon farming programmes can scale effectively," says Fahler, adding that the company is uniquely positioned to continuously monitor and track what is going on at the field-level to provide an extra level of trust and credibility for carbon credit buyers.

To ensure integrity, data review and field inspections are undertaken by an independent third-party Validation and Verification Body prior to issuing credits for sale in the voluntary carbon market. This confirms that emission reductions and carbon removals have taken place, strengthening the quality of the carbon credits and their role as a viable solution on the path to net zero.

Ends

For media enquiries please contact:

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Notes to Editors

1. This announcement is being made on the final day of the Web Summit conference, where Agreena co-founder and COO, Julie Koch Fahler is delivering a [keynote speech](#), sharing her insights on scaling a climate tech business. Julie is also speaking on a [panel](#) to discuss how innovative technologies can empower farmers to combat climate change.
2. Agreena is one of Europe's most promising climate tech companies; it has raised €75 million in capital and grown from 20 to 200 employees in the last two years.
3. The food and agriculture industry is responsible for approximately [26% of global greenhouse gas emissions](#) and it is estimated that at least 50% of the carbon in the earth's soils [has been released](#) into the atmosphere over the past centuries.
4. Farmers in the AgreenaCarbon programme transition from conventional farming to regenerative agriculture by adopting a range of practices including: reduced soil disturbance, use of cover crops, use of organic fertilisers, and optimal residue management.
5. Following an IPCC-aligned rigorous scientific methodology and the world's leading voluntary carbon market certification standard, Agreena's internationally accredited and third-party validated programme quantifies the farm's greenhouse gas reductions and carbon removals. Farmers can keep the credits, trade them on the voluntary carbon market, or Agreena can sell them on their behalf.
6. Beyond reducing emissions and storing carbon, regenerative agriculture improves soil health to provide a suite of benefits, including: reduced soil erosion, biodiversity, strengthened water retention capacity and flood resistance.

About Agreena

Agreena unlocks the power of soil carbon removals and natural capital to finance the transition to regenerative agriculture. Working in close collaboration with partner farmers across 17 European markets and growing, AgreenaCarbon is Europe's leading soil carbon platform. Combined with market-leading satellite monitoring technologies, Agreena's solutions can support farmers, companies, and governments on the road to net zero.

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