

# ruumi farm intro

*AQM has partnered with ruumi to help our members future-proof their business.*

Due to: Sustainability demands, increasing input costs & extreme weather in near future.

With AQM and Ruumi partnership program, Farmers can expect to:

- Reduce farm emissions while maintaining full productivity
- Save money by reducing/removing dependence on inputs
- Massively boost your soil's fertility and ability to handle droughts and floods
- Earn extra income between £200-500 per ha (£40-100 per ha annually)

*All at zero cost for the farmer!*

**All farmers get a customised plan to make 3 key improvements:**

1. Rotational grazing optimised (help from grazing App, webinars and experts)
2. Multi-species swards established (diverse grass mix tailored to farm)
3. Gradual reduction of fertiliser (possible because of nitrogen-fixing species)

*This happens over the course of 5 years and always on the farmer's terms.*

## **Proven Carbon Emission reductions**

Because ruumi can prove the positive environmental effects of these improvements with soil samples and our satellite-technology, farmers can get paid for reducing emissions.

The money to pay farmers in the program comes from either

- Buyer(s) in your supply chain that wants to market a low-emission product
- Vetted companies that voluntarily support farmers via carbon credits

Normally the payment comes from carbon certificates the first 1-2 years and then when we finalise an agreement within your supply chain, the payment will come from your buyers. This change will not make a difference for your payment nor farm improvement plan.

## **The highest verification standard = highest possible farm reward**

Because we use Verra, the most scientifically robust and valid standard, we can pay farmers around 3 times as much as the closest alternative. The price is increasing and farmers will enjoy the full benefit of any future price increase.

**Process:** 1) Farm info collection call 2) Carbon potential projection 3) Plan revised & agreed  
Hereafter ongoing support, soil samples are taken before and after the 5 years.

# FAQ – Frequently asked questions

## ***What effort will it take for me as a farmer to succeed?***

You will get a tailored plan, which mostly includes rotating animals between fields more often, reseeding or overseeding fields gradually in a 5-year plan and using the ruumi app.

## ***How does the ruumi App help farmers with grazing?***

The ruumi App provides a complete map-based overview of your farm, helps to plan and keep track of animal rotations, which fields to cut for silage, and avoid overgrazing.

## ***Who will help me if the adjustments are difficult at times?***

Ruumi has a network of experts, a help desk and personnel whose only aim is to help you succeed with the improvements on your farm. Apart from that AQM will be able to help as well.

## ***What about paperwork, sounds like there must be a lot of that involved?***

There is almost no paperwork involved in the program, since everything is automatically logged via the use of the ruumi App. Only the agreement and receipts for seeds and inputs

## ***What if I already graze with rotations, have herbal lays on fields and/or zero fertilisers?***

Some farmers are already too far ahead for ruumi to reward via carbon credits, and they would only be able to get rewarded from supply chain programs with buyer(s) involved.

## ***How does ruumi then survive as a business?***

Ruumi gets a 20% commission from the sales of verified carbon certificates. The 20% covers the soil sampling, verification process and support throughout the program.

## ***What is the difference between this program and Carbon Audit/Accounting?***

Carbon Accounting/audits just provides a snapshot of your farm emissions status quo. In our Carbon Farming program, we also help to improve your farm emissions status quo with practical adjustments and can reward farmers for doing that.

## ***What is a carbon credit really?***

The best way to look at them is to consider them ‘transition credits’ where companies voluntarily choose to financially support a farmer in reducing their emissions. Each credit represents 1 tonne of carbon emissions reduced and is a standardised and tradable credit.

***I have been told that I should keep 'my carbon credits for myself'?***

This is a common misconception. Before you enter into a carbon farming program, you do not have any carbon credits 'to keep' since they do not exist yet. For them to exist, it requires that they are baselined and verified by a carbon farming project such as ruumi.

***Who is buying the carbon credits?***

We only sell carbon credits on what's called *the voluntary market*. The buyers are companies that voluntarily support you to bring down your emissions, it would typically be within the likes of the financial and IT services. We only sell to companies that are already well on their way to reducing their own carbon emissions.

***What if I am not net zero with emissions on my farm?***

This is a very hard thing to achieve on a livestock farm, and does not prohibit you from getting payment from carbon credits regardless of who is paying for the credits. Credits depend on *the improvement made over 5 years* and not a single snapshot of your farm.

***What happens after the 5 years program?***

After the program, you will have lowered your emissions for the future and have a more profitable farm operation. In some cases you may choose to enter into another 5-year agreement, if there are still potential to improve further, but you are free to do as you please.