

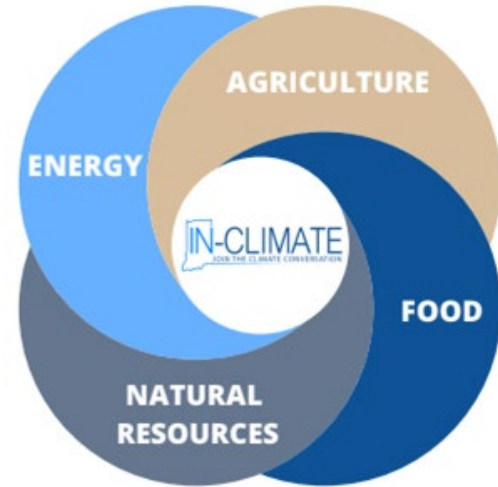


Ag as the Solution

# What is IN-Climate?

IN-CLIMATE is a growing network of industry professionals representing the food supply chain, fuel, and natural resources sectors working to better understand and ultimately guide the conversation around climate in Indiana.

This first of its kind group, members become trusted partners that gather for collaborative dialog, educational forums, and information sharing that aims to lead to better decision-making and balanced climate policy.



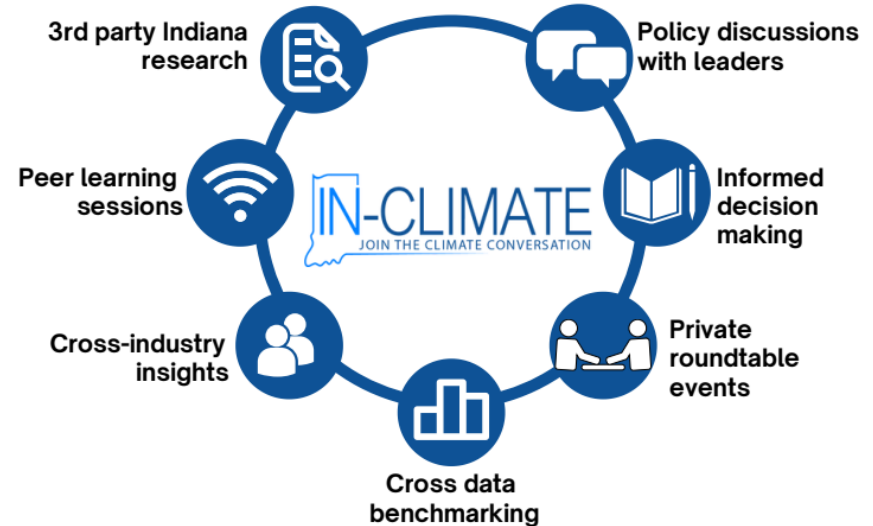
# 6 Pillars for Agriculture Climate Conversations

- **Carbon Markets and Carbon Sequestration**
- **Sustainability and Conservation**
- **Renewable Energy and Energy Transition**
- **Advanced Bio-Fuels/Renewable Fuels**
- **Green Finance and Climate Smart Funding Sources**
- **Consumer Pressures and Public Perception**

# Why Leaders choose NOW to commit to INClimate

IN-CLIMATE is the only unbiased cross-industry organization of non-partisan groups that come together to form strategic partnerships, gather essential insights on the topic of climate, and build a competitive advantage.

## Resources, Information, Connections

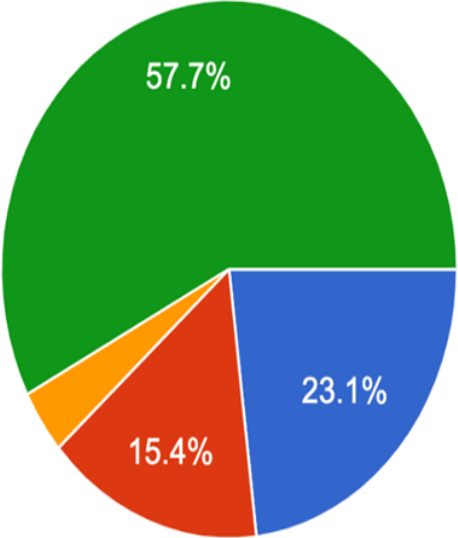


# Climate Smart Agriculture - Approaches

- **First, seeing agriculture as a solution**
- **Uncovering more options and approaches as a solution**
- **Awareness and adaptation by growers must increase**
- **But, 'climate smart' is not well liked**

# Which term do you most prefer to describe conservation-oriented production system?

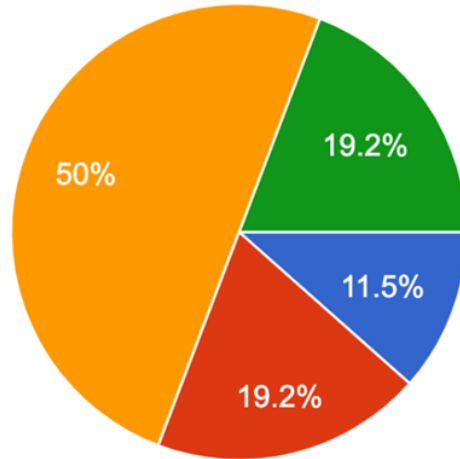
Landowner  
Survey Summer  
2023



- Regenerative agriculture
- Climate-Smart agriculture
- Carbon negative or carbon neutral agriculture
- Conservation agriculture

## Which term do you least prefer?

Landowner  
Survey Summer  
2023



- Regenerative agriculture
- Climate-Smart agriculture
- Carbon negative or carbon neutral agriculture
- Conservation agriculture

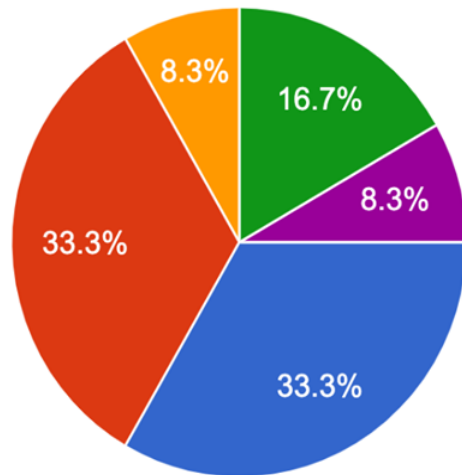
# Climate Smart Agriculture- Barriers/Challenges

- **Equipment**
- **Labor**
- **Typical crop rotation mindset**
- **Perceived and real cost to adopt new technologies**
- **Perceived 'lack of benefit'**
- **Training and education**
- **Branding/messaging/polarizing terms/language**



## Which topic do you find most interesting?

Summit  
Feedback  
Survey



- Sustainability and Conservation
- Carbon Markets and Carbon Sequestration
- Green Finance and Climate Smart Funding
- Consumer Pressures and Public Perception
- Renewable Energy and Energy Transition
- Advanced Bio-fuels and Renewables...

# Finally...

It comes down to:

- **defining what sustainability means to you**
- **Building internal buy-in and understanding**
- **Creating a language or messages you agree with**
- **communicating that message to your stakeholder and customer in a way they feel is valuable to them and doesn't jeopardize your relationship**
- **Building influence in the broader industry and beyond!**

# Stay Connected!



[inclimateconversations.com](http://inclimateconversations.com)



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