



Carbon Farming and Sustainable Wool

How our Carbon Farm Plan has made
us better ranchers and unlocked new
value for our American Wool



What is a Carbon Farm Plan and how has it influenced the ranch?

- Inventory of practices and processes that omit, consume and/or sequester carbon
- Gives you a number or range of how much carbon you are sequestering or omitting as a ranch
- From this plan, you can evaluate your ranch and stay the same, implement new, or adjust practices and know their effect on our environment
- Good decisions come from good data



Pondering why Climate Beneficial Wool?

- Ranch by ranch evaluations/accountability
- Actually measuring carbon benefit (sellable credits)
- Many ranches already qualify
- Opens more opportunities for grants

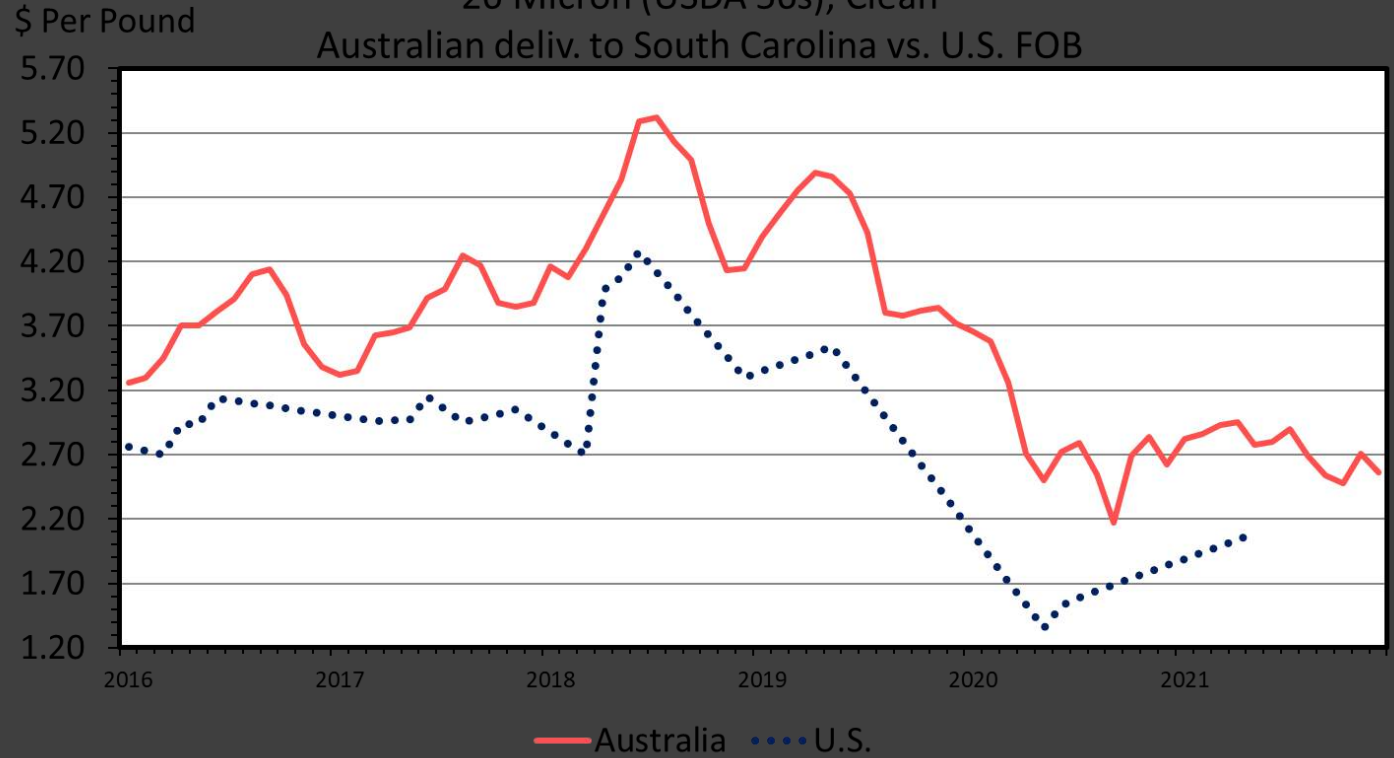




Why Worry about Wool?

- Amazing Product
- Undervalued by ranches
- Undervalued by buyers
- Loved by the new consumer

MONTHLY AVERAGE WOOL PRICE
26 Micron (USDA 56s), Clean
Australian deliv. to South Carolina vs. U.S. FOB



Be honest, Produce Quality and Be Proud

- See our wool at ImperialYarn.com
- Instagram
[@CaliforniaSheepRancher](https://www.instagram.com/CaliforniaSheepRancher)
- Podcast: Sheep Stuff Ewe Should Know

