

TRANSFORMING CO2 INTO LIFE

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A Solution Right Under our Feet

SOIL-BASED CARBON SEQUESTRATION

Did you know that the amount of carbon found in soil is up to 3 times higher than all the carbon in the atmosphere?

Background

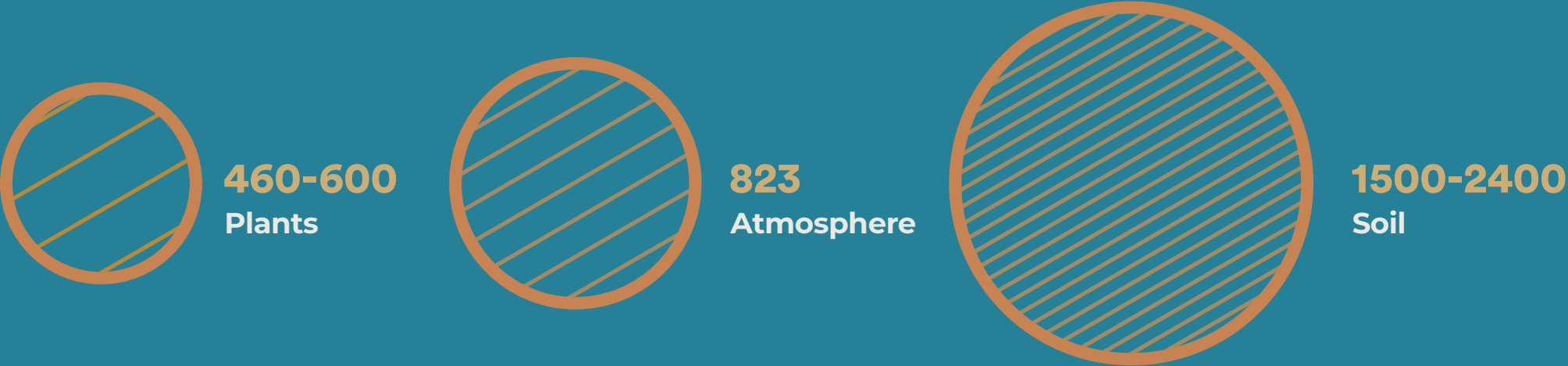
The excessive increase of greenhouse gas emissions into the atmosphere is one of the main causes of the climate crisis.

Our current way of producing food is responsible for ¼ of these emissions, and it simultaneously degrades the ecosystems responsible for capturing carbon from the atmosphere.

More than ½ of our land surface today is used for crop and livestock farming. Approximately 75% of this land suffers moderate to severe soil degradation, mainly due to human action¹.

Degraded soils lack the vegetation that protects them. As a result, they release carbon into the atmosphere, lose their capacity to retain and filter water, become less fertile, and are subject to an increased surface temperature.

We are warming our planet to produce food!



Global Carbon Stocks in Gigatonnes

Soil-based carbon is very important for life. Carbon levels are directly linked to biological fertility, biodiversity, water holding capacity, among other indicators of soil health.

By increasing the carbon stocks by 0,4% within the top 12-inch (30 cm) layer of soil, we could significantly reduce the concentration of CO2 in the atmosphere, allowing us to stabilize the climate, improve food security and the living conditions of millions of species².

¹ Pimentel, D et al. Environmental and Economic Costs of Soil Erosion and Conservation Benefits. Science New Series, Vol. 267, No. 5201 (Feb. 24, 1995), pp. 1117-1123)

² www.4per1000.org

How Can We Capture More Carbon in the Soil?

REGENERATIVE AGRICULTURE

Regenerative Agriculture is a new approach to food production that mimics nature's processes and favors the restoration of biological processes in the soil. For it to work, we must promote fungal environments, avoid plowing, reduce or eliminate the use of fertilizers, herbicides and fungicides, re-incorporate herbivores and establish a grazing plan for them.

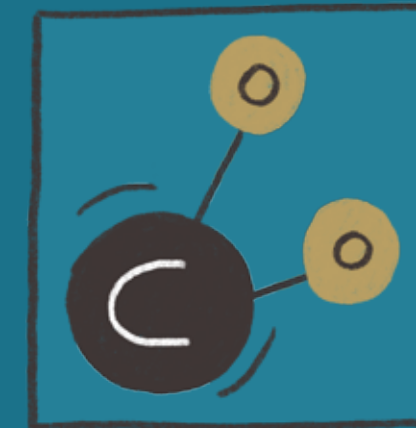
What is Regenerative Agriculture?

Source: Escuela de Regeneración



[LINK TO VIDEO](#)

Benefits of Regenerative Agriculture



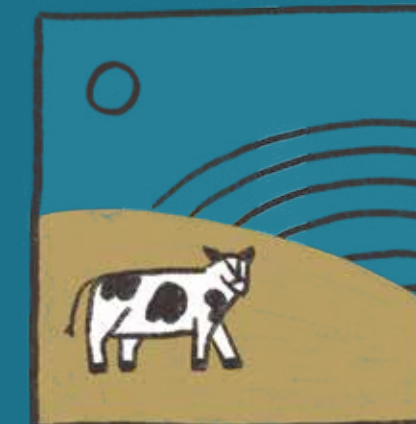
Climate Change

Soil regeneration promotes the removal of carbon from the atmosphere through photosynthesis, storing it as humus for hundreds of years.



Water Cycle

The water cycle relies on soil health. A healthy soil allows basins to heal, promotes water retention, and filters and feeds drinking water into water tables.



Biodiversity

Regenerating land means recovering the fauna and flora, that is, making landscapes more complex instead of simplifying them.

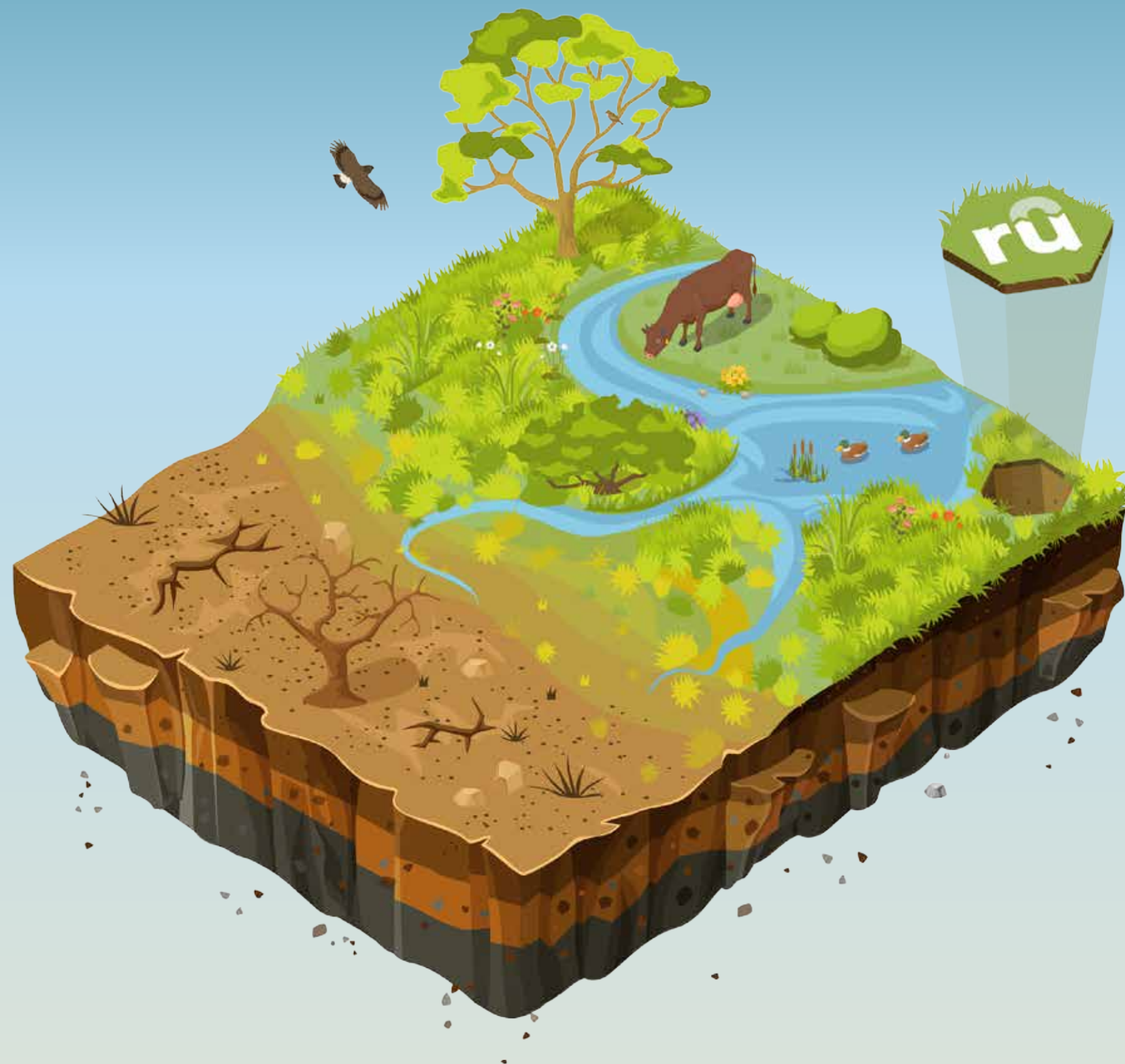


Food Security

By improving the biological fertility of the soil, as well as its biodiversity and capacity to retain water, we can produce more food with less agricultural inputs, thus increasing our resilience to climate change.

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Ruuts is a platform that empowers companies and individuals to support the regeneration of ecosystems by funding and purchasing certified environmental outcomes from regenerative farmers.



How it Works



1

Companies offset their footprint by financing farmers who want to transition to Regenerative Agriculture.




2

The market incentives accelerate the adoption of regenerative practices and principles among farmers.



3

We monitor the resulting environmental impact and issue carbon credits, known as Regeneration Units. Verified by Ruuts  or other certification schemes (Verra, GS).



4

Companies receive the generated credits.




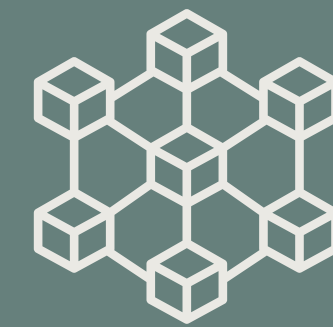
We are Building the Architecture to Scale Regenerative Agriculture

What is a ru?

We believe in a holistic approach to carbon credits, where the health of the ecosystem is not an optional outcome, but a necessary condition for the issuance of credits.

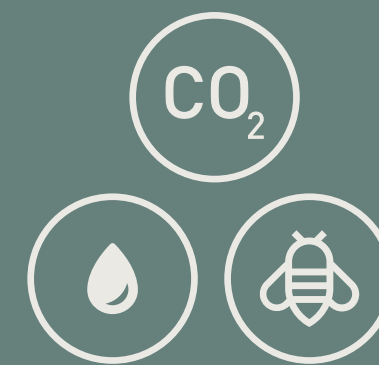
Regeneration Units are high-quality carbon credits issued by means of verified land regeneration processes.

 = 1tn CO₂e



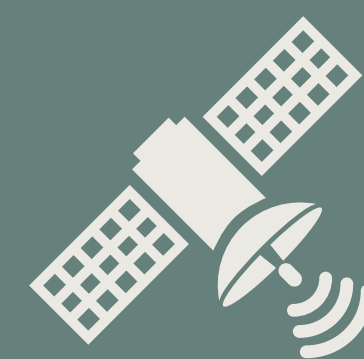
Education & Support

We support farmers to improve how they manage their work with our Regeneration Virtual School & in-field partners.



Ecological Outcomes Monitoring

We measure ecological indicators such as soil carbon, water infiltration and biodiversity in the field. So far, there is no way to replace the accuracy of field measurements.



Science & Tech

We are working with satellite images, machine learning, and process-based models to improve the way we monitor and predict soil carbon changes.

ru Benefits



Regeneration Measurement

We assess the ecosystem as a whole, not just carbon. Soil regeneration indicators are required criteria for the issuance of carbon credits.



Backed by Science

We apply robust, scientifically-recognized methods to monitor and quantify carbon levels, water, and biodiversity in the soil.



Straight to the Farmer

We encourage working directly with the farmer so that most of the value stays at the source.

Carbon Offsetting Alternatives Compared



Renewable Energy



Reforestation



Forest Conservation



Soil Regeneration

	Renewable Energy	Reforestation	Forest Conservation	Soil Regeneration
Reduced Emissions	✓	✓	✓	✓
Immediate Implementation	✓		✓	✓
Low Investment				✓
Impact on Environmental Degradation		✓	✓	✓
Carbon Removal		✓		✓
Food Security				✓

Soil regeneration is currently the most cost-effective alternative, providing triple the impact.

Regenerative Farmers Network



Ruuts is part of the largest regenerative movement in South America, including hundreds of farmers and field professionals who have been working collaboratively for many years to create a paradigm shift in the current production model.

+300

Farmers

+2.5 Million

Acres registered with ruuts

+3.7 Million

Acres under regenerative management

Community: Partnerships



Pioneer in the introduction of holistic management in South America in 2008. Regional reference for agricultural land regeneration.

www.ovis21.com 



Leading school in regenerative agriculture. It has trained more than 800 practitioners of holistic management.

www.escueladeregeneracion.com 

Alliances



www.4p1000.org 

Sistema



www.sistemab.org 



Ruuts originated from our passion for land regeneration.

With this passion, comes the urgency to accelerate an exponential change.

As a company, we believe that the market strength is the fastest and most dynamic tool to achieve these necessary changes.

We spent many years working side-by-side with a community of innovative farmers and soil professionals who risked their capital and reputation to do things differently.

Nothing is more powerful than an idea ready to blossom.
There is no question: it is time for Regeneration.

Pablo F. Borrelli

Co-Founder & CEO

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