

Soil Value Exchange Announces Their First Soil Carbon Storage Sale to Global Commerce Company Shopify

HOUSTON — (September 15, 2020) Soil Value Exchange today announced their first sale of soil carbon storage certificates to global commerce company Shopify.

Certificates representing carbon dioxide stored in soil will be provided by regenerative ranchers within the Soil Value Exchange (SVX) rancher network, whose land management practices draw down carbon from the atmosphere and restore soil and ecological health. All SVX soil carbon storage certificates are backed by soil measurements and independently certified under a new voluntary carbon standard in development at Rice University's Baker Institute of Public Policy.

"We are thrilled to be working with Shopify to help us unlock the potential for grassland soils as a natural climate solution. By choosing carbon storage in healthy soils as part of their carbon removal portfolio, Shopify is demonstrating the value and demand for this technology. Their purchase helps us support more ranchers in making the transition to regenerative grazing," said Megan Parks, Executive Vice President and co-founder of Soil Value Exchange.

SVX supports landowners in transitioning to regenerative grazing, which simulates the way bison would eat on an open prairie. Plants, insects, and soil microbes thrive in these fields, allowing the soil to capture much more CO₂.

Over 40% of America's land (more than 650 million acres) is dedicated to livestock and the crops that feed them. If half of these lands transitioned to regenerative grazing, Soil Value Exchange estimates these lands could store up to 25% of all US-based CO₂ emissions annually.

The Soil Value Exchange purchase is part of Shopify's commitment to invest a minimum of \$5 million annually into the most promising, impactful technologies and projects fighting climate change globally. Through their Sustainability Fund, Shopify is working with pioneers of carbon removal in order to kick start the market and enable companies to offer more affordable, effective carbon reduction options in the future.

"For the first year of Shopify's Sustainability Fund, we chose to work with companies that have innovative ideas that we believe have the highest potential to reverse climate change," said Stacy Kauk, Director of Shopify's Sustainability Fund. "The world needs ambitious entrepreneurs like those at Soil Value Exchange to continue pushing the carbon removal frontier, and chart the course for those who will follow in what is shaping up to be humanity's most important industry yet."

About Soil Value Exchange

[Soil Value Exchange](#) helps companies invest in healthy soils as part of their portfolio of climate change solutions, by providing verified soil carbon storage certificates. Each certificate represents one tonne of carbon dioxide removed from the atmosphere and stored securely in the healthy soils of regenerative ranches. Landowners within the Soil Value Exchange network receive support in transitioning towards regenerative practices that restore healthy soil, store carbon, nourish wildlife, and enhance ranch profitability.

About Shopify

Shopify is a leading global commerce company, providing trusted tools to start, grow, market, and manage a retail business of any size. Shopify makes commerce better for everyone with a platform and services that are engineered for reliability, while delivering a better shopping experience for consumers

everywhere. Headquartered in Ottawa, Canada, Shopify powers over one million businesses in more than 175 countries and is trusted by brands such as Allbirds, Gymshark, Staples, and many more. To learn more about Shopify's sustainability efforts visit [Shopify's Sustainability Fund](#).

Contact: Megan Parks, Soil Value Exchange
megan.parks@soil-value-exchange.com