



## **Carbon RX's Regenerative Agriculture Protocol Gains Approval from Pure Sky, Enhancing Sustainable Farming Practices**

Regina, SK – December 19<sup>th</sup>, 2023 - Carbon RX Inc ('Carbon RX') received approval from the Pure Sky Carbon Registry ('Pure Sky') for its novel RX Regenerative Agriculture Protocol on November 30<sup>th</sup>, 2023, after an extensive review period and endorsement by the Pure Sky registry's membership.

In a collaborative initiative, Dr. Tristan Skolrud, an Associate Professor at the University of Saskatchewan's College of Agriculture and Bioresources, joined forces with Carbon RX to spearhead the development of a novel protocol. This protocol encompasses a meticulously crafted framework and a set of guidelines tailored to produce high fidelity premium carbon credits originating from food production endeavors on farms in Western Canada. "Establishing a quality carbon offset in agriculture requires a comprehensive approach. Farming is a complex business with many moving parts," stated Dr. Skolrud. "We wanted to design something that reflected the Canadian farming system with deliberate metrics on nitrogen use, fuel efficiency, crop yield, and a series of other parameters that takes into account the way a modern farm looks at sustainability."

In a dynamic response to the escalating demands placed on corporations to fulfill their commitments outlined in Environment, Social, and Governance (ESG) reporting, the voluntary carbon market has witnessed a significant upswing. Notably, a November 2023 report by McKinsey & Company underscored the substantial momentum in this space, revealing that more than 8,000 companies have dedicated themselves to achieving net-zero carbon emissions. Marty Seymour, CEO of Carbon RX, underscores the significance of this announcement, stating, "This marks a significant milestone for Carbon RX. Canadian companies looking to procure carbon credits from local farms now have a dedicated platform to champion positive agricultural practices without the need to explore international markets for carbon offsets. We take pride in presenting a 'Made in Canada' solution."

Pure Sky supports and endorses conventional carbon credit methodologies from CDM, Gold Standard and Verra, but also houses emerging protocols dedicated to progressive measuring validating and reporting of processes that support advancement of carbon reduction and carbon removals in any and all industries. Eddie Soleymani, CEO of Bluesphere Ventures Inc. and a founding member of the Pure Sky consortium, commented on the approval of the RX Regenerative Agriculture Protocol by Pure Sky. He stated, "Carbon RX is a founding member of Pure Sky and their protocol represents an advancement in the agricultural carbon credits domain, emphasizing the role of regenerative practices in addressing climate change. As a part of Pure Sky, I am excited to witness such groundbreaking initiatives, especially in a crucial yet often undervalued sector like agriculture in the context of the carbon market. This development marks a substantial stride towards sustainable and responsible farming practices in Canada. It aligns with our commitment at Pure Sky to foster high-quality carbon credit methodologies and to aid industries in their journey towards carbon reduction."



## About Carbon RX

Headquartered on Treaty 4 Territory in Regina, SK, Carbon RX specializes in the origination and streaming of carbon credits. Backed by a team of agriculture, forestry, and hydrocarbon experts, Carbon RX provides high-fidelity carbon credits to the international voluntary carbon market, ultimately aiding Canada in the race to net-zero emissions. Carbon RX is a member of the Pure Sky carbon registry.

## About Pure Sky

Pure Sky is a member-based carbon registry dedicated to promoting sustainable environmental practices. The organization champions a range of carbon credit methodologies, including CDM, Gold Standard, and Verra, to drive carbon reduction and removal in various sectors. Pure Sky is a reliable partner for companies aiming to fulfill their Environment, Social, and Governance (ESG) objectives with effective and credible carbon offsetting solutions.

For more information, visit [carbonrx.com](https://carbonrx.com).

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