

Area One Farms builds equity partnerships with farmers across Canada, enabling farmers to expand without the burdens of common financing solutions. Additionally, Area One seeks to help farmers bridge the gap between their financial capacity and their management capabilities. Their unique impact investment model aligns the interests of farmers and investors, promoting both social and environmental sustainability.

The Industry - Challenges and Solutions

- Farmland investors commonly adopt an unsustainable buy-to-lease model
- A shared partnership model creates meaningful, sustainable outcomes for farmers, their communities and the environment
- Farmers are highly risk averse, making new practices challenging and slow to implement
- The agricultural carbon offset market is immature, making offset projects feasible only at large scale
- Long-term climate projections can be valuable to farmland investment due diligence, but lacks accuracy in rural locations

Role and Responsibilities

- Provide actionable answers to the firm’s lingering sustainability questions/projects
- Assessment of regenerative agriculture practices and on-farm outcomes
- Carbon offset project research and assessment of project feasibility
- Collaborate on ESG Terms of Reference for investment committee
- Develop KPIs for ESG goals
- Market and academic research for climate projection services

Accomplishments and Key Takeaways

Accomplishments

- Developed a “learning tool” for Canadian regenerative agriculture practices
- Provided clarity on the regenerative agriculture problem to key decision-makers
- Established a reference document for tracking investment progress towards ESG goals

Takeaways

- A comprehensive introduction to the North American farmland investing industry
- A strong understanding of the importance of external communication skills
- How to refine large amounts of information into actionable bits for decision-makers



Focus Sustainability Topics:

Regenerative Agriculture

Carbon Offset Market Research

ESG Policy and Monitoring