

5 years in, Agoro Carbon sees verified soil credits driving next phase of carbon markets

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The soil carbon company has enrolled 2.5 million acres across 34 U.S. states, paid more than \$30 million to producers, and is positioning scientifically verified carbon credits as the foundation of the evolving nature-based carbon market



Five years after launching its soil organic carbon removal initiative in the United States, Agoro Carbon is doubling down on a model centered on scientific rigor, long-term producer partnerships, and high-integrity carbon credits as demand for nature-based climate solutions continues to accelerate.

Since its inception in 2021, the company has expanded its footprint to 34 states, enrolling more than 600 farmers and ranchers across 2.5 million acres. Approximately 70 percent of the enrolled land comprises rangelands supporting nearly 150,000 cattle, underscoring the growing role of grazing systems in carbon sequestration efforts.

Agoro Carbon has also provided more than \$30 million in direct prepayments to participating producers, helping farmers and ranchers adopt regenerative agricultural practices that improve both environmental outcomes and farm resilience.

The company's emphasis on rigorous measurement, reporting, and verification has emerged as a key differentiator in a carbon market increasingly focused on quality and credibility. Over the past five years, Agoro Carbon has collected more than 100,000 soil samples from cropland and pastureland, developing a data-driven framework designed to accurately quantify and validate carbon storage in soils.

Its robust monitoring protocols and verification processes have enabled the company to secure certification under Verra's Verified Carbon Standard using the Improved Agricultural Land Management methodology, positioning its credits among a growing pool of scientifically validated nature-based carbon removal solutions.

The credibility of its approach has also attracted significant corporate demand. Agoro Carbon recently secured a long-term agreement to deliver 2.6 million carbon removal credits to Microsoft over a 12-year period, one of the largest commitments in the soil carbon market and a strong signal of buyer preference for durable and verifiable carbon removals.

Beyond carbon accounting, the company says producer interest in regenerative agriculture is increasingly being driven by broader operational benefits. Farmers and ranchers are looking to improve soil structure, increase water retention, reduce erosion, enhance biodiversity, and strengthen resilience to increasingly volatile weather patterns and rising production costs.

Agoro Carbon's payment model has been designed to encourage long-term participation by combining upfront financial support, payments linked to credit issuance, and stable pricing mechanisms that are insulated from market fluctuations. The approach aims to make regenerative agriculture economically viable while ensuring that sequestered carbon remains stored over the long term.

The company has also invested heavily in producer engagement, with a significant portion of its workforce dedicated to providing agronomic support and maintaining close relationships with enrolled growers. This hands-on approach is viewed as essential for sustaining regenerative practices and ensuring the durability of carbon outcomes.

As carbon markets continue to evolve, Agoro Carbon believes the next phase of growth will be defined by scientifically verified credits that deliver measurable environmental benefits while creating tangible value for producers on the ground. The company sees durable soil carbon removals and strong farm partnerships as critical ingredients in building a credible and scalable nature-based carbon market.