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Indigo Ag secures $1.5M from Google for regenerative agriculture program in Oklahoma

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Â Indigo Ag andÂ GoogleÂ have joined forces to scale up adoption of regenerative agriculture practices to replenish nearly one and a half billion gallons of water over the next seven years. Google'sÂ $1.5 millionÂ contribution supports regenerative agriculture on enrolled farms inÂ Oklahoma, expected to result in increased soil moisture and water retention.

Through Indigo Ag's regenerative agriculture program, supported by Google, farmers receive incentives to implement regenerative practices, such as cover cropping and no-till farming. These practices improve soil-water retention, facilitate groundwater recharge, and improve crop drought resilience, contributing to sustainable farming ecosystems. The resulting water savings supportsÂ Google's 2030 goalÂ to replenish 120% of its freshwater consumption across its offices and data centers, while also working to improve watershed health in the communities where it operates.

This first-of-its-kind agreement for Indigo Ag is another key milestone in its expanding portfolio of trusted and robust sustainability solutions alongside a global leader and major household name in technology and sustainability initiatives.

"Our ongoing focus on quality and reliability, and working with our network of outstanding partners will enable us to quickly engage farmers to effectively meet Google's needs," saidÂ Dean Banks, CEO at Indigo Ag. "Our collaboration is another step toward verifiable positive impact on natural resources, the environment and climate through our robust and trusted mitigation strategies. We look forward to working with Google and other tech companies to ensure the environmental sustainability of data centers here and across the world."

"We are thrilled to work with Google in bringing agriculture to life as a water and climate solution and we believe this initiative can serve as a useful model to enable technology leaders to meet their climate and stewardship goals," saidÂ Ewan Lamont,

Head of Sustainability Solutions at Indigo Ag.

"This collaboration between Indigo Ag and Google demonstrates our ongoing commitment to supporting healthy watersheds in the communities where we operate," saidÂ Ben Townsend, Head of Infrastructure Strategy & Sustainability, Google. "By providing farmers with the necessary resources to adopt water-saving practices, we're demonstrating how sustainable agriculture can create tangible, positive change for watersheds inÂ Oklahoma."

Program Details
The program begins this fall and will run through 2032. The initiative is expected to impact several thousand acres in the relevant watersheds for Google's data center inÂ Pryor, Oklahoma.

Water replenishment is estimated using a widely accepted process-based model that simulates the impacts of weather, soil, crop and land management practices on water quantity. Indigo Ag's approach is consistent with its longstanding commitment to measurable and independently verifiable outcomes for our sustainability solutions. This program is also aligned with Volumetric Water Benefit Accounting guidance for corporate water stewardship.

Indigo Ag's existing measurement, reporting and verification (MRV) platform, data collection, and farmer enrollment capabilities allow for immediate implementation