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Cool Planet Joins Field to Market

Pledges to advance soil health and support Field to Market's goals

GREENWOOD VILLAGE, Colo. (February 23, 2016) — Cool Planet joins Field to Market: The Alliance for Sustainable Agriculture, a multi-stakeholder initiative uniting the agricultural supply chain to define, measure and advance the sustainability of food, fiber and fuel production.

“The Field to Market mission of responsible, sustainable agriculture development and adoption precisely aligns with Cool Planet’s values,” says Howard Janzen, CEO of Cool Planet. “We are committed to developing solutions to optimize water retention, improve nutrient efficiency at the root level of plants and nurture microbial growth creating healthier soil, growing healthier plants contributing to a lasting legacy of healthier farms.”

See complete list of Field to Market member organizations – [CLICK HERE](#)

As a new Field to Market member, Cool Planet will work with grower organizations, academia, conservation groups, public sector partners and agriculture organizations to catalyze opportunities for improving productivity, environmental quality and human well-being across the agricultural value chain.

“We are pleased to welcome Cool Planet as a new member and look forward to collaborating on opportunities to advance sustainable outcomes in agriculture,” said Rod Snyder, president of Field to Market.

Cool Planet and Field to Market both pursue sustainable agriculture in a way that is grounded in science. Field to Market provides useful measurement tools and resources, like the [Fieldprint® Calculator](#) to track and promote continuous improvement at the field and landscape levels.

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About Cool Planet

Cool Planet is commercializing a game-changing agricultural technology that increases crop production at lower cost while removing greenhouse gas from the atmosphere. The company’s green fuels are chemically identical to fossil fuels, and our engineered biocarbon platform improves soil health, reduces water consumption, and optimizes fertilizer use while sequestering substantial amounts of carbon (over 2.5 tons of CO2 removed from the atmosphere for every ton of Cool Terra™ put in the ground). The highly porous physical structure of Cool Planet’s Engineered Biocarbon product also makes it an ideal delivery system for microbials and nutritionals that enhance plant growth and productivity. The result is a healthier planet, increased food production, with higher grower profitability.

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