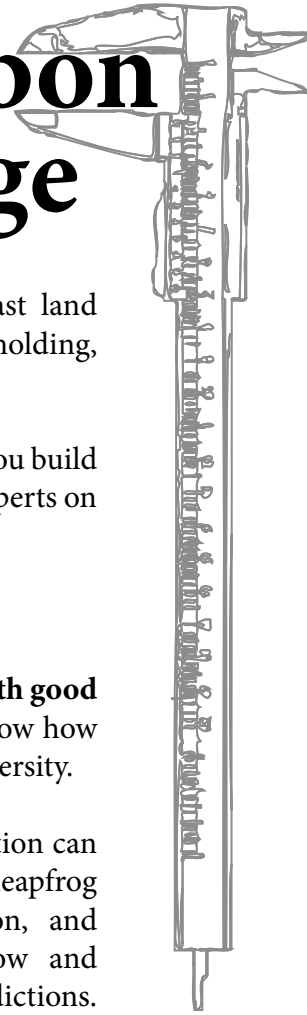


the soil carbon challenge



is an international as well as local competition to see how fast land managers can turn atmospheric carbon into water-holding, fertility-enhancing soil organic matter.

If you want to find out how fast a human can run 100 meters, do you build a computer model, do a literature search, or convene a panel of experts on human physiology to make a prediction?

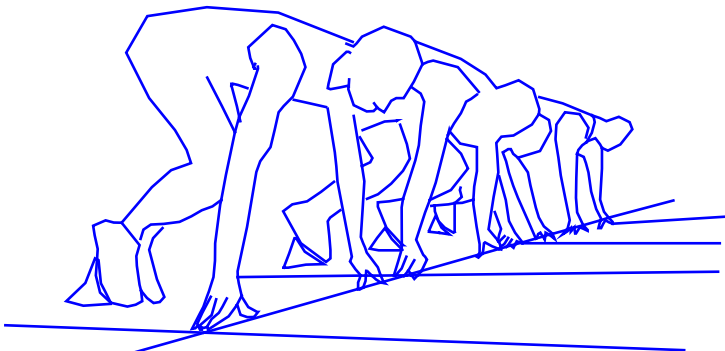
No, you **run a race**. Or a series of them.

There's been tons of talk about soil carbon, but it's time to **show with good data** what's possible, and recognize those land managers who know how to enhance soil water capacity, production, and underground biodiversity.

Where things are stuck or the way forward is unclear, a competition can supply creative and unconventional solutions. A competition can leapfrog the decades-long cycle of research, pilot projects, legislation, and incentives, and can showcase leadership based on knowhow and performance rather than on politics, promises, or predictions. Competitions **change the question** from Can it be done? to How well, and how fast?

The Soil Carbon Challenge measures soil carbon change with highly replicable permanent plots, field sampling, and elemental analysis. Baseline plots can be resampled at years 3, 6, and 10.

It's not an offset scheme. It's the next agricultural revolution, it has begun, and you can bring it to your district, sector, or community.



<http://soilcarboncoalition.org/challenge>