

the Texas soil carbon challenge

is a competition to recognize Texas land stewards who are increasing the productivity and water-holding capacity of their soils by increasing soil organic matter.

We all know that we want more carbon in our soils, and now we have a simple, effective way to monitor soils and produce good data, which contributes to our learning and creates recognition of those land managers who are successful.

Competitions **change the question** from Can it be done? to How well are people doing it, and how fast? 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.

The Soil Carbon Challenge measures soil carbon change with scientifically sound, replicable permanent plots, field sampling and elemental carbon analysis that will provide high confidence for detection of soil carbon change. Baseline plots can be resampled at years 3, 6, and 10.

It's not a carbon "offset" scheme. It's about water, productivity, and resilience. You can bring it to your district, sector, or community.



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soilcarboncoalition.org/texas