

What is Decode 6?

DECODING CARBON & ECOSYSTEM SERVICES

THE CHALLENGE

Carbon and ecosystem markets are proliferating, but growers are reluctant to participate. Why? There is a lack of unbiased, science-based information, and no extensive, centralized education resource to which growers and their trusted advisers can turn.

OUR SOLUTION

Decode 6 drives innovation in the agricultural sector by bringing clarity to carbon and ecosystem service markets through transparent, unbiased, and freely accessible educational content for all.

STRATEGY

Hub-and-Spoke Model: Our network of contributors provides content for the platform. The Decode 6 team translates content into accessible, reviewed educational material.

- Decode 6 and partners push information to audiences through various communication channels.
- The Decode 6 site acts as a central repository and reference source for content.

Content Contributors include our deep roster of scientists and subject matter experts. They also include:

- Certified Professional Soil Scientists
- Certified Crop Advisers
- Market Research Specialists
- ASA, CSSA, and SSSA members
- Multiple public-sector, private-sector, and non-profit organizations

AUDIENCE

- Farmers
- In-Field Advisers
- Agricultural Retailers
- Conservationists
- Market Developers
- Asset Purchasers
- Students & Early Career Professionals
- Underserved Agricultural Communities

CONTENT

Decode 6 content is multimedia to meet the needs of all learners.

Short articles, podcast episodes, and videos cover six main topic areas (at right) and embody these key attributes:

- Bite-sized
- Science-based
- Unbiased
- Diverse
- Inclusive
- Actionable

SUPPORT

Excellent education should be accessible, inclusive, and representative.

Seed funding was provided by the:

- American Society of Agronomy
- Crop Science Society of America
- Soil Science Society of America
- Agronomic Science Foundation

Free content for all: But to keep producing top-notch content--and keep it free--we're looking for funding opportunities and support.

CONTACT

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Carbon



Water



Markets & Economics



Nutrients



Habitat



Climate