

Bayer launches carbon capture program to support 'eco-friendly' farming

Bayer AG launched a pilot program in the United States and Brazil on [July 21] that will pay farmers for capturing carbon in cropland soils, making it the latest agriculture company to capitalize on environmental initiatives.

The company seeks to enroll about 1,200 row crop farmers in its Bayer Carbon Initiative in the first season, scale up in upcoming seasons, and ultimately expand to other countries, company executives said.

...

The program is the latest in a string of recent environmentally focused initiatives by agriculture companies, which have been criticized for using harmful chemicals and not doing enough to stop deforestation in Brazil.

[Read the original post](#)