

Case Study: From Forest to Funding – Helping Landholders See ETS Potential

The Challenge

ETS-eligible forest was already growing on farms across the Puketoi to the Pacific catchment - but farmers had no easy way to assess it. Most weren't even aware of its carbon potential, so that value was going unclaimed.

With limited time and capacity, the Puketoi to the Pacific Catchment Collective (PPCC) needed a simple way to identify opportunities and connect farmers with support, without getting bogged down in technical detail.

How the platform was used

PPCC used the CarbonCrop platform to assess the catchment and flag farms with likely ETS potential. Rather than completing detailed assessments for every property, the team:

- Ran high-level estimates using CarbonCrop's tools to identify which farms had the most potential, and engaged the farmers directly
- Used the platform to map native forest, check historical imagery to confirm eligibility, and show likely ETS areas using 3D terrain views - using built-in forecasting tools to estimate potential carbon revenue for each property
- Helped landholders move forward with ETS registration - either by continuing in the platform to gather the info they needed, or by using it to brief their forestry consultant
- Provided training and support to catchment coordinators so they could assist landholders using the platform independently

This meant the catchment group's coordinators could focus on engaging farmers, while the CarbonCrop platform handled the technical analysis in the background.

Outcome

- Over \$60,000/year in ETS-eligible native forest identified within 3 months
- Significant areas of eligible forest now moving toward ETS registration, supporting farmers to unlock
- PPCC exceeded its annual landholder engagement targets within four months

“When farmers can clearly see the value, they’re ready to move. CarbonCrop made it easy to get started.”

— June, PPCC Administrator

Case Study 2: Prioritising ETS Support Where It Matters Most

The Challenge

With farmers potentially eligible to claim up to three years of backdated ETS credits if they registered before the end of 2024, the PPCC team needed a fast way to identify farms with existing native forest that had ETS potential - and where the value was likely to be.

There wasn't time to work through every farm in detail. They needed to scan the catchment quickly, prioritise the strongest opportunities, coordinate outreach, and focus support where it would have the biggest impact for the farmer.

How the CarbonCrop platform was used

CarbonCrop helped PPCC streamline their approach to early-stage ETS assessments for more efficient prioritisation:

- The CarbonCrop team trained and provided guidance to PPCC's coordinator and administrator to understand the basics of the ETS and to use the platform for quick, high-level ETS eligibility checks
- Coordinators used these tools to identify which farms had stronger ETS potential - helping them focus conversations and prioritise their time
- Larger or more complex farms were scanned to confirm broad potential using CarbonCrop's remote assessment tools
- Interested farmers were referred to CarbonCrop for platform-based registration, or to support with their existing forestry consultant

This meant early engagement stayed local and personal, while the technical detail was handled by the platform or handed over when needed.

Outcome

- Coordinators focused effort where it could unlock the most value — helping farmers with the strongest opportunities act in time
- Coordinators were able to focus their time on the farms with the highest potential — making the most of limited capacity and delivering greater value across the catchment
- The catchment group kept pace with demand, without overwhelming staff or losing momentum

“We can now have more confident conversations with farmers early on. It's made it easier to keep things moving.”

— Lynda, PPCC Coordinator

Case Study: Exceeding MPI Milestones – Driving Membership with CarbonCrop

The Challenge

As part of its Ministry for Primary Industries (MPI) funding, the Puketoi to the Pacific Catchment Collective (PPCC) needed to meet a key milestone: sign up a targeted number of landholders as formal members. While membership was free, farmers had to opt in, and with limited time and capacity, turning passive interest into active sign-ups was proving difficult.

Farmers were curious about the ETS and native planting, but many weren't sure if it applied to them, or what the value of joining the collective actually was. PPCC needed a way to create urgency and offer something tangible.

How the platform was used

PPCC used CarbonCrop to offer free forest carbon assessments, exclusively to members. This gave landholders a clear reason to sign up and opened the door for deeper engagement.

Instead of asking farmers to join based on general interest, the team:

- Offered a practical incentive - free forest carbon scans for members only
- Used the CarbonCrop platform to assess individual properties and identify ETS-eligible native forest
- Shared simple maps showing likely eligible areas, supported by historical imagery and carbon revenue estimates
- Created an easy sign-up process, followed by timely, data-driven conversations with each new member

This flipped the model, giving farmers immediate, personalised insights in exchange for joining, rather than expecting commitment upfront.

Outcome

PPCC exceeded its MPI membership milestone target in record time. New members received tailored insights into their ETS potential, not just generic advice. The initiative helped shift landholders from curiosity to action, building trust and momentum for future projects.

“Having something practical to offer helped us connect the dots. We had strong interest, people saw the benefit straight away. The information gave farmers a reason to take that next step.”

— June, PPCC Coordinator

Case Study: Making Carbon Real: Shifting from “What Have I Got?” to “What Could I Have?”

How PPCC used the CarbonCrop platform to help farmers see the value of their native forest

The Challenge

For many farmers in the Puketoi to the Pacific Catchment Collective (PPCC) area, carbon felt complicated. It seemed tied up with pine plantations, paperwork, and consultants - not something that applied to scattered native forest on hill country farms.

But the PPCC team knew there was real opportunity in those smaller, often overlooked areas of native bush. The challenge was helping farmers see that potential, and making the ETS feel practical, relevant, and worth exploring.

How the CarbonCrop platform was used

PPCC used the CarbonCrop platform in real-time sessions with farmers to explore what trees were already there and what *could* be there in the future.

The coordinator:

- Sat down with farmers to map their properties using the CarbonCrop platform, identifying small native forest blocks with likely ETS potential
- Used the platform’s terrain tools and historical imagery to show what could qualify, and where forest fragments could be connected to meet ETS rules
- Helped shift the conversation from pine to native, and from risk to opportunity
- Explored options for future planting, such as retiring low-productivity paddocks to link up forest areas and unlock more value

By working directly with farmers on their own land, the process helped make carbon feel real and realistic.

Outcome

- Farmers who hadn’t considered the ETS began actively exploring their options
- Scattered native forest was seen as an opportunity, not a barrier
- Some farmers started planning to connect small blocks and restore marginal land
- PPCC deepened engagement through live, farm-specific conversations

“Sitting at the table, seeing their own farm live in CarbonCrop made it real and really easy. What astonished me was how fast it shifted from ‘What have I got?’ to ‘What could I have?’” - June, PPCC Administrator