

# Sierra Solutions: PRICE OF A SUNSET Pilot Carbon Credit Program Underway



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Industry: [Environment](#)

**Press Release Summary: The Sierra Business Council created the Sierra Nevada Carbon Cooperative in 2008 with start-up funding through a Sierra Nevada Conservancy grant. The SNCC is actively engaged in the first pilot project based on avoided deforestation—carbon credits for preventing the planned residential and golf course development.**

**The Waddle Ranch project in Martis Valley will be registered and verified this month with the California Climate Action Registry (CCAR). Based on the inventory of the carbon pools on the forest and a calculation of the baseline, CCAR serializes each ton of carbon registered. These can be permanently retired once purchased or held in the project's account. The SNCC acts as a liaison, connecting buyers of carbon offsets, landowners, and CCAR, to develop, register, and market these forest carbon offsets. Funds are returned to land owners,**

**allowing owners to finance the conservation and ongoing stewardship of their land.**



Press Release Body: The Sierra Nevada Carbon Cooperative (SNCC) can't tell you the price for watching the Alpenglow sunset over Waddle Ranch, but they can tell you the price for carbon offsets created by preserving this 1,500 acre property. As fine a vision as open spaces in the setting sun may be, the bigger benefit here is the potential for a model that finances forest conservation.

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The Sierra Nevada region is a prime location for carbon offset projects. SNCC forest projects are certified under the highest standards, ensuring multiple co-benefits, such as protecting California's upper watershed lands, maintaining wildlife habitat, and fostering a new green economy in a region with a long history of resource extraction.

"We're examining how to maintain the Sierra Nevada as a carbon sink rather than a carbon source in order to draw more [carbon] out of the

atmosphere than we are emitting. The Sierra Nevada will be a model and we must begin examining alternative forest management methods if we want to mitigate and plan for climate change in the state of California.” Betony Jones, Sierra Business Council

Come hear SNCC program director Betony Jones discuss this project, and other important carbon impact reduction programs from the Environmental Defense Fund and The Nature Conservancy at the Sierra Solutions conference.

**Web Site:** <http://www.sbcouncil.org/Events/Schedule>

Contact Details: ABOUT THE CONFERENCE: SIERRA SOLUTIONS—



Tools for Sustainable Communities, Economies  
and the Environment  
October 3-4, 2008  
Mammoth Resort Conference Center  
Mammoth Lakes, CA

Hosted by The Sierra Business Council and the  
Sierra Nevada Conservancy, SIERRA  
SOLUTIONS highlights leading sustainability  
speakers.

More on Sierra Nevada Carbon Credits  
<http://www.sbcouncil.org/Projects/SNCC>

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