# Press Release

Bezannes (France), 30th of May 2025

## MyEasyFarm partners with Conectta Carbon to promote carbon farming and regenerative agriculture projects in Brazil

**Strategic collaboration to provide advanced MRV solutions for carbon credit programmes in key agricultural regions.**

MyEasyFarm, a leading AgTech start-up specialising in Regenerative Agriculture (RegenAg), Carbon Farming and Precision Agriculture, and Conectta Carbon, a pioneering Brazilian company specialising in carbon credit and sustainability services, have announced a strategic partnership.

This collaboration will leverage MyEasyFarm's innovative MyEasyCarbon platform to measure, report and verify (MRV) the reduction and removal of greenhouse gases (GHG) in Conectta Carbon's carbon farming initiatives, with a special focus on the MATOPIBA region, especially in western Bahia, supporting the growth of regenerative agriculture and the carbon market in Brazil.

Following the successful model of previous partnerships, MyEasyFarm will provide its proven MRV technology to support Conectta Carbon's projects, improving scientific rigour and scalability in the generation of carbon credits, according to recognised standards such as VERRA VM0042.

Conectta Carbon's projects encompass extensive agricultural areas focused on restoring degraded soils, improving biodiversity, and driving sustainable land management practices in Brazil's diverse ecosystems. By integrating MyEasyFarm's expertise in data collection and interoperability with satellite imagery, soil analysis, and precision farming tools, this partnership aims to ensure reliable carbon accounting and foster the development of impactful, verifiable carbon credits **while empowering farmers with agronomic insights, farm management optimization, and access to new income through the carbon market**.

"*We are excited to join forces with Conectta Carbon to accelerate the adoption of regenerative agriculture and carbon farming in Brazil*," said François Thierart, CEO of MyEasyFarm. "*Our technology is designed to provide transparent, science-based monitoring that empowers farmers and stakeholders to meet sustainability goals and contribute meaningfully to climate action*."

Bruno Matta, representative of Conectta Carbon, added: '*We at Conectta Carbon are excited about the collaboration. We are sure that by adopting MyEasyCarbon's technology, our regenerative agriculture projects will achieve the reliability needed to generate carbon credits, along with the integrity that the market demands.*

*Our good agricultural practices project, through a robust monitoring protocol, will offer credit buyers a unique chance to invest in a robust strategy for removing and reducing GHG emissions in the agricultural sector, which uses the voluntary market methodology (VM0042). Rural producers, on the other hand, will benefit not only from the higher value of the credits generated, but also from an excellent tool to support the management of rural properties.*'

This collaboration underscores MyEasyFarm's commitment to expanding its impact in Latin America's carbon farming ecosystem and aligns with global efforts.

For more information about this partnership and MyEasyFarm's solutions, please visit www.myeasyfarm.com.

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***More information on MyEasyFarm :***

*At MyEasyFarm, we're Ag Data experts. We leverage satellite, agricultural machinery, soil, weather, and virtually any available Ag data in our SaaS collaborative platform. We empower the entire agrifood supply chain—from farmers to food companies—to MMRV (Measure, Monitor, Report and Verify) the shifts in farming practices.*

*We generate reliable and verifiable KPIs to help Corporates match their Sustainable commitments (SBTI, CSRD, …) and connect farmers to financial incentives like Carbon Credits and Regenerative Agriculture Corporate premiums.*

*As Kelvin said, "You can only manage what you measure"—our mission is to drive measurable improvements in $CO_2$ emissions, soil health, and biodiversity, advancing regenerative agriculture for a more resilient future.*

*MyEasyFarm is based at VillagebyCA Reims and has offices in Italy, the Netherlands, Germany and Brazil. The MyEasyFarm team is made up of 25 people from engineering schools in Agriculture/Agronomy and Computer Science. MyEasyFarm is part of many associations in the AgTech field (La Ferme Digitale, Pôle de compétitivité B4C, Terrasolis, 4pour1000, ...) MyEasyFarm is supported by BPI, Business France and the Grand -Est region and is accelerated by Scal'Enov, HECTAR and is in the EIT Food RisingStar programme.*

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***More information on Conectta Carbon :***

*Conectta Carbon is the bridge between carbon credit producers and companies looking to offset their greenhouse gas (GHG) emissions, creating a positive impact on the environment, local communities and helping rural producers to generate and diversify financial income from rural property. With a focus on Western Bahia, our mission is to contribute to the energy transition and help Brazilian agribusiness stand out in the global carbon market.*

*With professionals working for over 15 years in the carbon market, both in the development and auditing of projects, with an effective contribution to generating positive impacts on the climate and biodiversity. The company implements low carbon strategies and mitigates the impacts of climate change with innovative and effective solutions in the voluntary carbon market.*

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