



## **Smart MRV: Cut Verification Costs by 70% Using a Mix of Digital Data and Selective Sampling**

Exhaustive soil Monitoring, Reporting, and Verification (MRV) is the main financial barrier to the scalability of business models. The cost of traditional lab analysis and sampling can consume a large part of the budget, making payments to farmers unfeasible. Establish a proportionate MRV system that uses digitalization for mass verification and reserves costly laboratory analysis for selective validation. This involves remote verification and leveraging existing data. The most cost-efficient MRV systems combine three data sources: 1) Remote sensing and satellites (to verify compliance with practices like cover cropping, reducing costs by up to 70%), 2) Farmer-provided agronomic data records (e.g., fertilizer use), and 3) Soil sampling only for the essential set of indicators (e.g., Soil Organic Carbon and aggregate stability). For Advisors: Use digital tools (GIS, mapping) to reduce the need for expensive field visits and the volume of samples. For Farmers: Keep accurate records of your practices; your information can be used as proof of compliance and reduce the need for physical sampling.

