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**Abstract LEARN-04**

**A study of the Attitudes and Awareness to Carbon Offset Protocols in Alberta's  
Agricultural Community**

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Alberta has the highest Greenhouse Gas (GHG) emissions in Canada and, at the same time, one of the largest and most diverse agricultural economies. The agricultural sectors have significant potential for reducing GHG emissions and for storing carbon in biomass and soil. Since 2007, Alberta farmers have been able to enter into offset contracts in which they can get rewarded for adopting farming practices that reduce GHG emissions as part of the Alberta's Greenhouse Gas Offset System; however, the extent to which farmers adopt activities and alter their practices will depend on beliefs, costs, potential revenues, and other economic incentives created by climate policy. This research looks at the challenges, implications, and opportunities for the promotion and adoption of Alberta's carbon offset protocols based on data collected from farmers regarding their participation and attitudes toward Alberta's Greenhouse Gas Offset System. The research offers a participatory framework for a legitimate assessment of Alberta's carbon offset protocols and suggests reasons for their adoption (or lack of adoption). The research draws on broad trends in agriculture and uses personal interviews and survey research to incorporate a grassroots perspective.

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