



Alex McGregor/Alamy, Black Bull Biochar, iStock

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Hello USBI community,

I'm Dr. Tera Lewandowski, and I'm thrilled to join the US Biochar Initiative as your Director of Agricultural Markets.

My roots are in forestry; I earned my PhD in Forestry from the University of Wisconsin–Madison in 2015. I've since translated those forestry insights into industry practice, most recently at Scotts Miracle-Gro, where I evaluated regional waste materials and repurposed them as key components in specialized soil blends for consumer gardens and potted plants. Now, I'm here to champion biochar's agricultural potential: boosting soil health, locking up carbon, and turning biomass into a powerful resource.

I am focused on expanding biochar's reach across key agricultural markets: in-ground soil amendments, horticultural media, fertilizer blends, and compost systems. While demand for healthier soils and regenerative agricultural solutions is growing, three strategic priorities must be addressed to accelerate adoption. First, we need to introduce biochar to new audiences and raise awareness of its unique benefits and the business case supporting implementation. Second, we must equip stakeholders with practical knowledge and guidance for successful field applications—ensuring biochar is not only understood but effectively used. Third, we must establish dependable regional supply chains to ensure farmers and landscapers have access to consistent, high-quality biochar products that meet their needs at a reasonable cost.

Over the coming months, my immediate priorities will include hosting USBI's first Train-The-Trainer session in California to equip cooperative extension agents and conservation professionals with the tools they need to teach stakeholders about

biochar. I will also be forging partnerships with leaders in the regenerative agriculture space, from research institutions to boots-in-the-dirt nonprofits. These collaborations will focus on identifying win-win opportunities to introduce biochar to new audiences—leveraging existing regenerative agriculture markets to expand our reach and amplify impact.

Looking further ahead, my vision is to build a resilient biochar market ecosystem—one that positions biochar not as a standalone commodity, but as a practical tool embedded within broader soil health and agricultural productivity strategies. By aligning biochar with the real-world challenges growers face, we can drive meaningful adoption and deliver lasting environmental and economic benefits

Let's connect and collaborate! I welcome your ideas, questions, and partnership opportunities. You can connect with me [on LinkedIn](#). I look forward to working together to grow biochar's role in agriculture.



Tera Lewandowski, PhD.
Director of Agricultural Markets

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Building Sustainable Markets and Driving Innovation
Writing Biochar's Next Chapter
September 15–18, 2025 | Minneapolis, Minnesota

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Hosted by the United States Biochar Initiative, this premier event is your opportunity to help scale the biochar industry. Secure your spot today and be part of Writing Biochar's Next Chapter.

☐ **ONE WEEK WARNING:** Prices go up August 26. Register now and save!

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We have secured a limited block of discounted hotel rooms near the conference venue in downtown Minneapolis.

☐ **Hyatt is now sold out**, but there are still rooms available at the Royal Sonesta. We recommend you book your hotel as soon as possible!



For additional questions, please contact Tina@biochar-us.org.

Biochar Conference News

Biochar Award Nominations Now Open

We're now accepting nominations for all four categories of the 2025 North American Biochar Conference Awards. These awards honor the trailblazers and leaders shaping the future of our industry. This is your moment to recognize those who have moved the needle in the industry through research, innovation, mentorship or climate impact — and yes, that could also be you! Self-nominations are welcome.

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Nominations are due August 29!

The Preliminary Agenda is Live

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Please note that the schedule is subject to change at any time. Check the schedule page on our website for the most recent updates.

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The show is over 60% sold, but booth reservations are still coming in. It's not too late to register as an exhibitor!

Cost for exhibitors is \$2500 and includes 1 complimentary full conference pass, a 6ft skirted table and two chairs. Deadline to ship booth materials to the Trade Show Decorator warehouse is September 9. [Reserve your booth today!](#)

Our Silver Sponsorship is \$5500 and includes a 10x10 complimentary booth as well as 2 complimentary passes.

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Contact emily@biochar-us.org for more information or to become a sponsor.

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Title Sponsor



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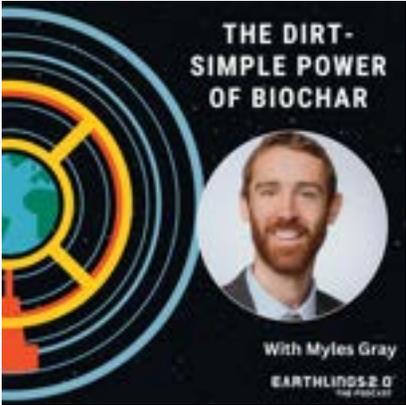


Don't Miss These Biochar Conversations

USBI's Executive Director, Myles Gray, joined two podcasts in July to speak about biochar's endless potential and rapid development across various sectors.

Hear an insightful conversation between Lisa Ann Pinkerton and Myles on the Earthlings 2.0 Podcast.

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Listen in on Myles and Anna Simet discuss biochar on Biomass Magazine's Podcast Series.

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Retail Supply Chains Turn to Biochar to Meet Net-Zero Goals

Biochar for decarbonizing supply chains? It may not have reached the U.S. (yet!), but here's why it should — and why it might happen soon.

Major retailers are beginning to recognize biochar's potential to strengthen and decarbonize supply chains. [Marks & Spencer](#), the UK retail giant, has partnered with [Black Bull Biochar](#) and [Avara Foods](#), one of the country's largest poultry producers, to reduce ammonia emissions from poultry farms, improve soil nutrient retention, and

enhance animal welfare.

The results speak for themselves. A more sustainable, resilient supply chain that supports M&S's net-zero goals and solid proof that biochar can deliver environmental and operational benefits from farm to retailer.

This is a model other large-scale retailers can replicate to cut emissions, close the loop on resources, and integrate biochar into agriculture at scale. It's a practical step toward circularity in food production, and one the U.S. would benefit from adopting in the near future.

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Credit: Alex McGregor/Alamy



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Connect and collaborate at in-person or online events!

ANALYZING THE DATA
BIOCHAR ADDS VALUE TO THE SYSTEM. IT IMPROVES SOIL HEALTH AND PLANT GROWTH. IT REDUCES EMISSIONS AND IMPROVES WATER RETENTION. IT'S A WIN-WIN FOR THE FARM AND THE ENVIRONMENT.

THE RESULTS ARE IN
THE DATA SHOWS THAT BIOCHAR CAN INCREASE YIELD AND IMPROVE SOIL HEALTH. IT CAN ALSO REDUCE EMISSIONS AND IMPROVE WATER RETENTION. IT'S A WIN-WIN FOR THE FARM AND THE ENVIRONMENT.

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