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For Immediate Release

## **Athian Launches Scientific Advisory Board**

***Independent experts guide Athian in its mission to develop a carbon credit marketplace focused on the beef, dairy and livestock supply chains.***

INDIANAPOLIS, IN – December 21, 2022 - Athian (<https://athian.ai>), the world's first carbon Insetting marketplace for the livestock industry, announces the creation of a scientific advisory board to provide guidance on scientifically based solutions that drive greenhouse gas reductions throughout the value chain.

To expand perspectives and grow sustainability opportunities, Athian announces four leading industry experts for the Athian scientific advisory board:

- Dr. Ermias Kebreab, Professor, University of California-Davis.
- Mr. Robert Parkhurst, President of Sierra View Solutions.
- Dr. Kim Stackhouse-Lawson, Director of AgNext at Colorado State University.
- Dr. Juan Tricarico, Vice president of sustainability research at Dairy Management Inc.

The scientific advisory board brings independent industry insight, science-based approaches, and current practices and protocols for U.S. dairy and beef producers.

“A significant reduction in greenhouse gas emissions will require the entire value chain to work together to find solutions and fund innovations that will move the industry towards their sustainability goals. We are excited to partner with academic and industry leaders to achieve progress towards climate neutrality by 2040,” declared Athian CEO, Paul Myer.

The scientific advisory board will focus on intervention protocols currently available to the dairy and beef sectors and new protocols needed to meet industry sustainability

goals. “The Athian scientific advisory board brings independent experts together to review insetting interventions, verify protocols of current methods, and oversee the adoption of new protocols. We are pleased that these incredible experts have joined the advisory board and are giving Athian sound recommendations for the future”, said Myer.

## **About Athian**

At Athian, we are technology experts with farming in our genes. We enable environmental sustainability for animal agriculture because we believe in being good stewards of the earth’s resources for generations to come. We use software to aggregate, certify, and fund greenhouse gas reduction plans throughout the entire livestock value-chain.

Athian’s *Sustainable Livestock Systems* platform is an industry-based analytics tool that enables the livestock industry to make good on its sustainability commitments by providing carbon insetting credits. Athian’s carbon credit marketplace provides quality greenhouse gas credits that fund livestock producers’ sustainability measures. Athian is a High Alpha Innovation company based in Indianapolis, IN, and is currently raising a seed funding round led by Elanco Animal Health. Learn how to join us in this effort at [Athian.ai](http://Athian.ai).

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