

Carbon Neutral Ag Science

Pioneering Sustainable Agriculture Solutions with Paul Goldberg at the Helm



is driving positive change and creating a sustainable future with certified biodegradable products.

Paul's Journey at Carbon Neutral Ag Sciences: The Key Inspiration

Earlier, Paul's business endeavors were focused on purchasing distressed assets. A business associate informed him about a product that has positively impacted his operations. However, the vendor struggles with inconsistent supply and pricing issues. He encouraged Paul to help him as he also invested in that business. After conducting due diligence, Paul and his friend decided to acquire the company that held the patent for BountiGel®. During the review process, Paul spoke to a loyal customer of BountiGel®. The enthusiasm expressed by their General Manager about the savings in water consumption and fertilizer was noteworthy. Additionally, a row crop engineer shared how BountiGel®'s constant delivery of nutrients throughout the day protects crops from the mid-afternoon sun, preventing stress, mitigating disease, and improving yields.

A Farmer's Focused Approach and Strategies

Listening to farmers' concerns and questions and establishing proof of concept through testing is essential. Innovative products like BountiGel® are not traditional inputs. Therefore, communicating their message effectively relies on providing verifiable results.

They take time to learn about the farmers' soil type and the crop they are growing, while also understanding their financial challenges. This helps them determine what

At the forefront of a revolution in irrigated agriculture, Carbon Neutral Ag Sciences is pioneering a new era of sustainable farming practices. Led by the visionary leader, Paul Goldberg, the company produces BountiGel® an eco-friendly, super-absorbent soil amendment that absorbs up to 250 times its weight in water while maintaining its mechanical strength through patented chemistry. By harnessing the power of innovation and technology, the Carbon Neutral Ag Sciences



savings or increase in yield would justify the use of BountiGel®.

Cultivating a Culture of Sustainability and Scientific Innovation

The term 'sustainable' is one that agricultural companies aspire to associate with their brands. At CNAS, this translated to ensure that their products would not leave microplastics in the soil. Traditionally, polyacrylamide was a key ingredient in agricultural superabsorbent polymers (SAPs), but it was later found to leave residual microplastics. In contrast, BountiGel® is polyacrylamide-free. To validate its sustainability, the CNAS team submitted BountiGel® to the USDA for testing. Following a rigorous evaluation, the USDA officially declared BountiGel® to be both biodegradable and compostable—a game-changer for sustainable agriculture.

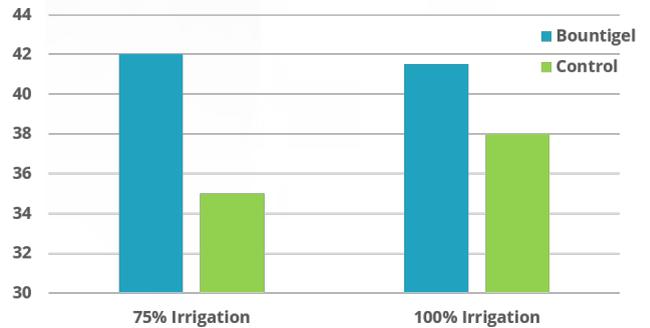
Paul collaborated with strategic partners to develop a slow-release fertilizer by blending NPK (Nitrogen, Phosphorus, and Potassium) with BountiGel®. This innovation resulted in a prill, that can be applied directly to the soil, to enhance nutrient efficiency and minimize environmental impact.

Navigating the Challenges

Having never worked in the agriculture industry or visited a farm, Paul suddenly found himself marketing innovative technology to a group of people who think differently than a typical corporate vice president. For farmers, their co-workers are often their family, and their home is their office. Every decision they make requires careful consideration. Growers tend to be risk-averse and need reassurance that their business is taken seriously. Coming from a background where decisions are made in 30 days, rather than 30 months, posed a significant challenge. It took time for him to learn this reality, and, more importantly, to respect their process regardless of how long it takes.

“Scaling this business for CNAS has been done organically through testing worldwide on diverse environmental conditions and crops. Then I realized distribution, having products in the country, and regional agronomists who understand the local elements were mandatory. We sought strategic partnerships with companies that were forward-thinking and wanted a diverse product line. We never could scale without these regional partners,” - he explains.

The 10 Best Agritech Companies Disrupting Agricultural Landscape in 2025



Addressing the Major Issues in Irrigated Agriculture

Paul embarked on this journey in 2020, during the COVID pandemic, a time that brought significant challenges for growers worldwide. Initially, his focus was on escalating fertilizer costs and supply chain disruptions. However, over time recognized the increasing importance of irrigation concerns and the effects of climate change. As these issues have become more pressing, Paul and his team have been invited to share their insights through podcasts, interviews, and industry discussions, helping to drive awareness and change.

What Makes BountiGel® Stand Out?

BountiGel® is unique because it is recognized by the USDA as a biodegradable and compostable hydrogel. Unlike other hydrogels with polyacrylamide, BountiGel® does not leave microplastics in the soil. BountiGel® utilizes a patented double cross-link structure, providing it with superior mechanical strength. This enables BountiGel® to hold and release water for up to three years, while most comparable products are only effective for one planting season. Additionally, hydrogels and other additives can be affected by salts and minerals in the soil, so BountiGel®'s robust structure remains unaffected.

As a result, several EU countries are implementing laws to ban products containing polyacrylamide-

Ensuring Technologies Remain Environmentally Safe and Economically Viable

Paul learned early in his due diligence that it was essential to determine whether BountiGel® was environmentally safe. The ingredients and the finished product have

undergone rigorous testing. However, cost remains a significant concern for growers, who are aware of how much they can invest per acre for specific crops. To address this, the team works closely with growers, evaluating the feasibility of BountiGel® as a viable solution. With in-house agronomists engaging directly with farmers, they provide empirical data and clear insights into the expected outcomes, helping growers make informed decisions.

The Future Roadmap for Carbon Neutral Ag Sciences

Paul and his team are concentrating on strategic partnerships in specific regions. For instance, they collaborate with an NPK manufacturer in India, blending BountiGel® with their proprietary NPK formula. This approach allows them to utilize local manufacturing, distributors, and warehousing while working directly with customers. Their vision is intended to be implemented on a global scale.

Pearls of Wisdom

Paul advises challenging conventional standards and embracing adaptability as a key to success. More than ever, consumers want to know where their food comes from. Supermarkets now prominently display the names of the farms that supply their produce, and farm-to-table restaurants are gaining popularity. This growing transparency in the food industry underscores the importance of sustainable and innovative agricultural practices—something Paul believes is essential for the future.

Carbon Neutral Ag Sciences

is recognized by Prime View Magazine as



The annual listing of “*The 10 Best Agritech Companies Disrupting Agricultural Landscape 2025*” celebrates the best agritech companies for their unwavering commitment to providing comprehensive solutions to their clients, making a significant impact across the agricultural industry.

Sonal K
Editor-in-Chief



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