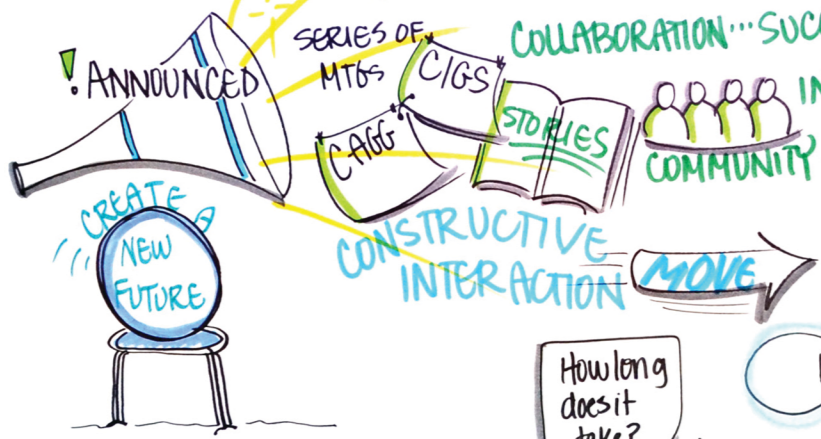


# C-AGG

NOVEMBER 2015

## LESSONS LEARNED FROM THE "MESSY PHASE"

## USDA 2011 GHG CONSERVATION INNOVATION GRANTS SUCCESS & CHALLENGES



**RICE** PARTNERS: 21 FARMERS, 21000 ACRES, 3 PROJECTS

**GOOD OR BAD?**

- GOOD: LEARNING, EXPERIENCE, NO WITHINING, DATA, FUTURE!
- BAD: CREDITS, ECONOMY

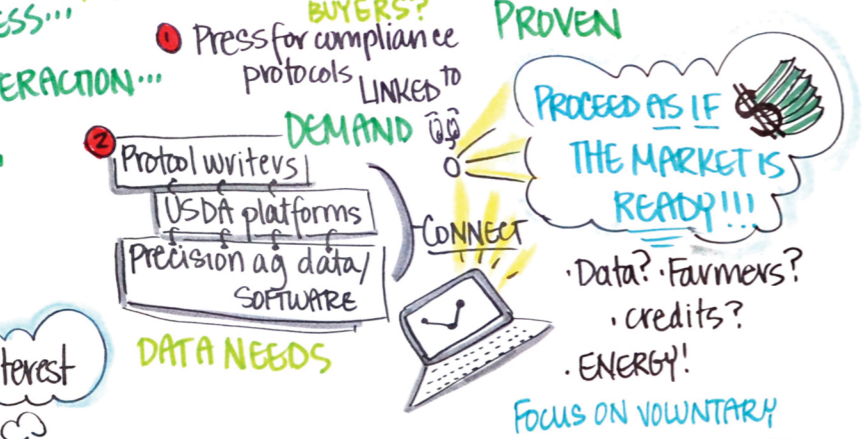
**STAKEHOLDER OUTREACH**: growers, conservation community, DATA, FUTURE!

**STAFF CHANGES**: TOO MANY NEW FACES, ARS, LAND GRANTS!

**COMPLEXITY**: what? when? how?

**20% FARMERS WILLING TO PAY FOR IT...**

**PROBES**: SOIL ECONOMICS YES → WHY?



**DATA NEEDS**

- USDA platforms
- Precision ag data/ SOFTWARE
- CONNECT
- DATA CHALLENGES: 5yrs ≠ Yes
- USER FRIENDLY INTERFACE

**INTEREST**

How long does it take? 5 years

**FOCUS ON VOLUNTARY FERTILIZER CREDIT**

YOU CAN DO IT... BUT CONTEXT IS HUGE

**INTEREST IS THERE... SIMPLIFY INTAKE.**

**Was Ag retail engaged?**

Yes, wrong TIMING

**PRICING CHANGES...**

**SHIF** Fertilizers adjustments

NEW product center

RIGHT THING

## GRASSLANDS

GRASSLAND CONVERSION PROTOCOL

- CARBON MKTS
- EQUIP OPPORTUNITIES
- FOLLOW, DEVELOP CREDITS
- PROTOCOL DEVELOPMENT
- EXECUTION OF CREDITS
- 20000 GRASSLAND ACRES
- ... MODEL ... CONNECT ... EXECUTE ...

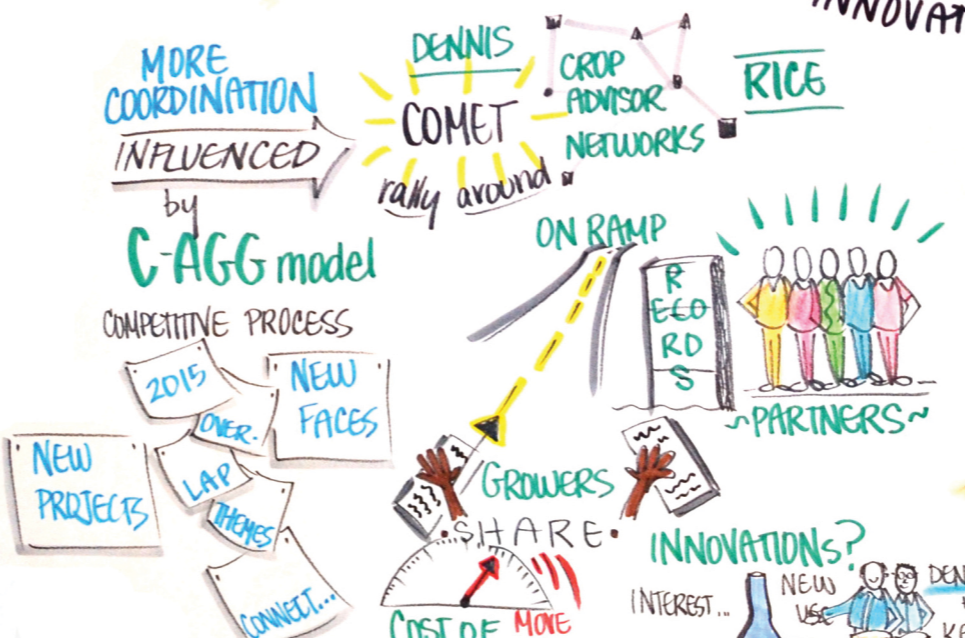
**NRCS PARTNERSHIP**

PUSH NEEDLE FORWARD

CHALLENGES = ECONOMICS = DIVERSE EXPERTISE

REPORTING REQ'D COMMUNICATION ENGAGEMENT

# BUILDING ON SUCCESS



**SARA** Large scale nutrient project

PARTNERS

ON THE GROUND

- WORKING w/ PRODUCERS
- RETAILERS
- AGRONOMISTS

**INFRASTRUCTURE**

- PROTOCOL (UPDATED? ARB)
- DATA
- QUANTIFICATION

**IMPLEMENTATION**

- CORN + ALMOND 1st
- PROTOCOL FOR OTHER CROPS

30 PILOT PARTICIPANTS

75000 ACRES

OUTREACH; WORKSHOPS



**JOHN FORESTRY**

CARBON PROTOCOL

STANDARDIZED METHODOLOGY

- ✓ REPORTS
- ✓ UPDATE / PROCESSES
- ✓ GROWTH SELF-AUDIT

**MESS CLEANUP!**

BASELINE

ADDITIONALITY

PERMANENCE

**VAN ECK PROJECT**

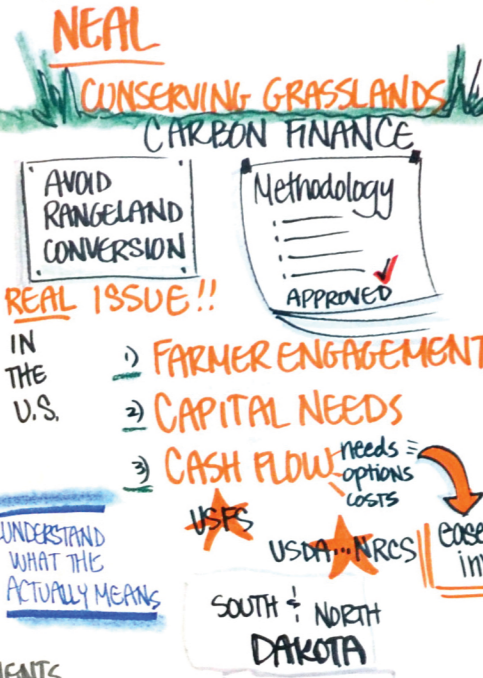
STAKEHOLDER GROUPS

COMPLIANCE - STRICT

VERIFICATION - SERIOUS

INVENTORIES could NOT be VERIFIED

**EXPENSIVE**



**BILLY EXPAND**

WORKING RANGELANDS NORTHERN GREAT PLAINS

APPLY LESSONS LEARNED

2.0

CIRCLE BACK WITH PARTNERS

@ 10,000 ACRES LEVERAGE EQUIP

@ 50,000+ CREDITS

**GHG PROTOCOL**

RESERVED/ AWIDED DRAINAGE OF WETLANDS

? SCIENCE/ WETLAND SYSTEMS

WORTHWHILE DISCUSSION AT THE TABLE

- GAPS?

- OPPORTUNITIES?

DIVERSITY

STREAMLINE INTO PROTOCOL DEVELOPMENT

