

Nitrogen Fertilizer Management CIG

C-AGG | September 2016



Project goals

Infrastructure

reduce barriers for growers to participate in environmental markets by improving existing protocols and quantification tools

Implementation

create a large-scale nitrogen fertilizer management project and generate 25,000 tons of reductions

Progress: Two steps forward, one step back

- Understanding of current on-farm management tools
 - Full picture of state-of-the-science and policy
 - ← Behavioral economics indicates low interest at current \$/acre
 - Getting creative about messaging and incentive framing
 - Interest from progressive and data-smart growers
 - ← Timing alignment for project and agricultural growing season
 - Project listing document under development



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