

## NEWS RELEASE

For Immediate Release – March 24, 2020

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### Ecosystem Services Market Consortium Announces Request for Proposals

The Ecosystem Services Market Consortium (ESMC) recently released two Requests for Proposals (RFPs) for technical contractors to carry out testing, development and assessment of cost-effective, scalable tools, technologies and models to support ecosystem service markets for agriculture. The work is funded through ESMC's \$20.6M public-private partnership with the Foundation for Food and Agriculture Research (FFAR) and ESMC member organizations as part of a national build-out to prepare for a 2022 ecosystem services market launch.

The first RFP seeks to engage one or multiple partners to identify, assess, test, and map the development of advanced tools and technologies that can more efficiently and cost effectively measure and quantify soil C changes and net GHG reductions to help ESMC generate carbon and GHG assets. The work will include in-field testing of promising innovative tools and technologies on ESMC pilot project sites. View the RFP [here](#).

The second RFP seeks partners to design and implement testing and evaluation of the APEX water quality model as part of ESMC's Protocol. The work will cover ESMC's 2020 pilot regions to demonstrate viable water asset generation, identify modeling improvements or adaptations, recommend Protocol refinements, and identify opportunities to support model calibration, validation, expansion and automation. The RFP may be viewed [here](#).

Proposals are due by Friday, April 7, to ESMC. Go to the ESMC website for complete information at: [www.ecosystemservicesmarket.org/esmc-technical-rfps/](http://www.ecosystemservicesmarket.org/esmc-technical-rfps/).

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#### About the Ecosystem Services Market Consortium

The Ecosystem Services Market Consortium LLC was formed in May 2019 and is a subsidiary of the Soil Health Institute. ESMC's mission is to advance ecosystem service markets that incentivize farmers and ranchers to improve soil health systems that benefit society. ESMC LLC is a member-based organization launching a national scale ecosystem services market for agriculture to recognize and reward farmers and ranchers for their environmental services to society. ESMC members represent the spectrum of the agricultural sector supply chain with whom we are scaling sustainable agricultural sector outcomes, including increased soil carbon, reduced net greenhouse gases, and improved water quality and water use conservation. ([www.ecosystemservicesmarket.org](http://www.ecosystemservicesmarket.org))

ESMC Founding Circle members include: ADM; Bunge; Cargill; Corteva Agriscience; Danone North America; General Mills; Land O'Lakes Inc.; McDonald's USA; National Fish and Wildlife Foundation; Nestle; Noble Research Institute, LLC; Nutrien; The Nature Conservancy; the Soil Health Institute; and Syngenta. ESMC Legacy Partner members include: Almond Board of California; American Farm Bureau Federation; American Farmland Trust; American Soybean Association; American Sugarbeet Growers

Association; Anuvia Plant Nutrients; Arizona State University; Arva Intelligence; Bayer; the Conservation Technology Information Center; Farm Foundation; Farmers Business Network; Farmobile; Field to Market: The Alliance for Sustainable Agriculture; Impact Ag Partners; K-Coe Isom; Low Carbon Prosperity Initiative; Mars, Inc.; National Association of Conservation Districts; National Cattlemen's Beef Association; National Corn Growers Association; National Farmers Union; NativeEnergy; Newtrient, LLC; OpenTEAM; Pivot Bio; Sand County Foundation; Soil Health Partnership; Tatanka Resources; The Fertilizer Institute; the Tri-Societies; Trust in Food, a Farm Journal Initiative; Tyson Foods and World Wildlife Fund. Partners pledge financial support and active participation to establish private ecosystem service markets for agriculture and to improve ways to measure, verify and monetize increases in soil carbon, reductions in greenhouse gas emissions, improved water quality and increased water conservation. ESMC welcomes companies, nonprofit and conservation organizations and agricultural organizations as partners.

###