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## Ecosystem Services Market Consortium Special News Update – January 30, 2020

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**Our Mission:** To advance ecosystem service markets that incentivize farmers and ranchers to improve soil health systems that benefit society.

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### ESMC Special News Update

ESMC was honored to provide the closing keynote at the 2020 Trust in Food Symposium today in Chicago. In her keynote address, “Ecosystem Services Market as a New Frontier for Farmer Financial Resilience,” ESMC Executive Director, Debbie Reed, shared with the assemblage news about the latest pilot announced this week and recent reports that have been released by ESMC. Highlights follow.

### News of Note

#### **ESMC Launches Pilot Project with General Mills and the Kansas Department of Health and the Environment**

On Tuesday, ESMC Founding Circle member General Mills, the Kansas Department of Health and Environment, and the ESMC signed a Memorandum of Understanding to pilot test ESMC’s program to reward farmers for generating environmental assets by improving soil health on their land. Read the full story [here](#).

#### **ESMC Protocol Assessments Technical Brief Posted Online**

“Ecosystem Services Markets Conceived and Designed for Agriculture: An Assessment of Protocols, Methodologies, Tools and Approaches to Inform ESMC’s Integrated, Tiered Ecosystem Services Market Protocol for Working Agricultural Lands” has been posted on the ESMC [website](#). This technical brief provides a foundational reference to support and inform the development of ESMC’s integrated, modular protocols. The full report and supporting documents can be found [here](#).

#### **ESMC “Lessons Learned” Policy White Paper Posted Online**

“Ecosystem Services Markets Conceived and Designed for Agriculture: Lessons learned from Two Decades of Agriculture Carbon Market Programs” may be found on the ESMC website [here](#). This policy brief was prepared for the Bipartisan Policy Center.

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### Welcome New Members

ESMC and Trust in Food, a Farm Journal Initiative, were pleased to announce their new partnership at the Trust in

Food Symposium this week. Trust in Food has joined ESMC as a Legacy Partner member. Additional Legacy Partner members joining since those announced in the January 14 newsletter include: Farmers Business Network and Low Carbon Prosperity Institute. Welcome to all!

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### **ESMC News in February**

Watch for more news in February when the monthly ESMC newsletter continues with a report from the next quarterly in-person member meeting scheduled for February 11-12 in Las Vegas.

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