ECOSYSTEM MARKET SERVICES: A NEW FRONTIER FOR FARMER FINANCIAL RESILIENCE

DEBBIE REED, EXECUTIVE DIRECTOR, ECOSYSTEM SERVICES MARKET CONSORTIUM
ESMC MISSION

...advance ecosystem service markets that incentivize farmers & ranchers to improve soil health systems that benefit society
Ecosystem Services Markets Conceived & Designed...

...for Agriculture
...to Overcome Past Market Challenges
...for IMPACT
MARKET DESIGN

Point Source v Non-point

Biological Systems

Stacked Assets

Market Demand
MARKET DESIGN

Systems, not Practices

Eligibility Redefined

Harmonized National Market
DUE DILIGENCE

Supply & Demand

Pressure Test with Supply Chain Collaborators

Science-based, Standards-based, Outcomes-based

Technology

2022 Launch
COLLABORATION & CONNECTIVITY: ESMC MEMBERS

- BUNGE
- CORTEVA agriscience
- ADM
- Cargill agriScience
- Noble Research Institute
- General Mills
- Danone North America
- Nestlé
- Syngenta
- Mars
- Tyson
- North American Soybean Association
- National Farmers Union
- American Farmland Trust
- Field to Market
- Arizona State University
- Arizona State University
- California Almonds
- K-COE ISOM
- Almond Board of California
- National Corn Growers Association
- American Soybean Association
- National Association of Conservation Districts
- Soil Health Partnership
- Newtrient
- TRUST IN FOOD
- The Nature Conservancy
- Sustain Ag partners
-trout
- Land O’ Lakes
- Impact AG partners
- PIVOT BIO
- Bayer
- Native Energy
- Impact Ag partners
- Soil Health Institute
- Soil Society of America
- Crop Science Society of America
- WWF
- Open TEAM
- CTIC
- TRUST IN FOOD
- Sand County Foundation
True valuation of ecosystem services is needed. Society can no longer treat the environment as a market externality with no costs or benefits.