

Water - Ecosystem Services Markets

- What's the current focus
- Who's interested
- Why
- What's the priority
- What areas are ripe for consideration
- How do you identify common priorities
- What are they worth to others
- How do you engage top players in your state



What is the current focus?

- wetland trading
- water quality
- erosion control / sedimentation
- water quantity / flow

Who's interested?

- Water providers
- Stormwater managers
- Industry
- Land & community developers
- Land managers
 - federal, state, local, private
- Environmental, habitat, recreation, health, and other organizations
- Security agencies
- Those interested in fiscally responsible land management

Why?

- Meet their mandate
- Save dollars
- Minimize impacts
- Compensate for impacts
- Protect water supply
- Protect water quality
- Protect habitat and scenery



What's the priority?

- National Focus due to realities of climate change
 - Change in water pack and water flow impacting and expected to impact communities and ecosystems
- Regional focus
 - Land management concerns – fire, supply, water rights
- Local changes
 - Population growth

What areas are ripe for consideration?

- Priority watersheds in danger of or that have had high intensity fires
- Threatened reservoirs that are pivotal public water supplies
- Point source pollution sites
- Industry and energy plant water supplies that have or will have reduced water available
- Heavy stormwater sites
- Sites geophysically suited for artificial wetlands
- Damaged wetland & riparian areas

How do you identify common priorities?

Ask!

For example, the USDA FS:

- Watershed protection is one of the main reasons the FS was created
- Water is one of R2's 3 major emphasis areas
- Water is a focus of its constituents and partners

What are they worth to others?

What is the cost of ...

- Water Quality

preventing degradation and improving water quality through beaver dams and wetlands filtering

Vs.

building, maintaining, and staffing man-made structures (water treatment plants, sediment ponds, dams, etc.)

or

- Flow rate and timing

ecological retention (wetlands, soils)

Vs.

trucking water, building reservoirs to ensure flows, etc .

Be able to define why any potential partner would want to engage.

How do you engage top players in your state?

Get an intern, volunteer, or employee to

- **sift through the Web, publications, etc**
- **examine how other states are engaging in this new marketplace**
- **talk with federal, state, and local agencies**
- **identify organizations and foundations with a similar interest**
- **Create an annotated list of the top specialists**
- **Connect with specialists to see how you can move forward in collaboration**



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Title: An Index of Farm Health Reflecting Food Production, Biodiversity, and Ecosystem Services

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Abstract:

Basic needs shared by current and future generations necessitate a reliable and sustainable food supply, a biologically diverse world, and functioning ecosystem services. A Healthy Farm Index (HFI) is being developed as part of broader research in organic agroecosystems initiated at the University of Nebraska-Lincoln, now joined by Clemson University. The index seeks to assess farm health based on measures of farm production, biodiversity, and associated ecosystem services that underpin rural landscapes. The HFI structure uses 12 indicators as measures of four ecosystem service components. Initial measures of the Biodiversity Enhancement component are based on bird and insect surveys and associated vegetation data evaluated at field, farm, and landscape scales; the second year of data collection on 27 Nebraska farms has been completed. The Environmental Enhancement component measures soil and water protection through land cover and land use. Food and Fiber Production and Quality of Life components