



Chesapeake Bay Program's (CBP)
Scientific and Technical Advisory Committee (STAC)
Workshop

**Advancing Market-Based Approaches in the
Agricultural Sector to Support Chesapeake Bay Watershed Restoration
July 8-9, 2025**

Historic Inns of Annapolis, Annapolis MD
16 Church Cir, Annapolis, MD 21401

Maryland Inn | Duke of Gloucester room

[Workshop webpage](#)

****Exact Times Are Subject to Change****

This meeting will be recorded to assure the accuracy of meeting notes.

Workshop Objective: This workshop aims to identify key knowledge gaps and provide actionable guidance for implementing market-based approaches to achieve Chesapeake Bay goals. A primary focus will be on working cooperatively with federal and state agencies and the private sector to advance corporate sustainability programs and pay-for-performance programs to accelerate the speed and scale of implementation of agricultural conservation practices. Discussion will examine synergies and frictions among incentives and frameworks governing the decisions of private-sector and public-sector partners across the food supply chain. Participants will collectively work to propose next steps and recommendations to improve the coordination and implementation of these approaches.

- **Day 1 Objective:** What is needed to achieve CBP goals, who needs to participate and how, what are their incentives, what drivers and frameworks are guiding decisions?
- **Day 2 Objective:** What are the opportunities and challenges for implementing effective and scalable market-based solutions in the Chesapeake Bay watershed? What do we still not know (science and policy gaps)? What are some research and policy needs and recommendations for the Chesapeake Bay Program?

Tuesday, July 8, 2025

8:45 am **Coffee & Light Breakfast (Provided)**

9:00 am **Welcome and Introductions** – *Lisa Wainger, Professor of Environmental Economics at UMCES, and Yusuke Kuwayama, Associate Professor in the School of Public Policy at UMBC*
Steering Committee Co-Chairs, Lisa Wainger and Yusuke Kuwayama, will kick off the workshop with a welcome and introductions and outline the objectives of the workshop.

9:10 am **Welcome from the City of Annapolis** – *Councilmember Harry Huntley*
Harry Huntley, who represents downtown Annapolis on the City Council and serves as Agriculture Policy Lead at the Environmental Policy Innovation Center, will offer a brief welcome on behalf of the City.

9:15 am **Agriculture's Role in the Chesapeake Bay Restoration: Scaling up Ag conservation**
– *Kurt Stephenson, Professor in the Department of Agricultural and Applied Economics at Virginia Tech and [CESR](#) Report co-editor*
Kurt Stephenson (VT) will outline agriculture's progress toward Chesapeake Bay goals, quantify remaining challenges, and introduce innovative approaches needed to accelerate conservation through new partnerships and funding models - setting the stage for subsequent workshop discussions.

- 9:45 am** **Panel Discussion: Corporate Sustainability Programs - Opportunities to Align with the Chesapeake Bay Restoration**
 This session will explore how corporate sustainability programs align with Bay restoration goals, using Maola Dairies' Sustainable Dairy Program as a case study to examine successful supply chain partnerships, implementation challenges, and measurable outcomes.
- Moderator:** Mauricio Rosales, Senior Agriculture Projects Manager, Alliance for the Chesapeake Bay
Opening presentation: Rod Snyder, Principal, Junction Strategies, LLC. and former President of Field to Market and Senior Advisor for Agriculture for the EPA Administrator
Panelists:
- Janae Klinger, Director of Animal Care & Sustainability, Maryland & Virginia Milk Producers Cooperative
 - John Cox, Chairman of the Board of Turkey Hill Dairy
- 10:45 am** **20-minute Break**
- 11:05 am** **Panel Discussion: Saving our Watersheds through Foodsheds - Engaging the Food Supply Chain to Meet Business and Chesapeake Bay goals**
 This session will explore how major food corporations are partnering with Bay organizations to achieve both business and water quality goals, demonstrating how aligned objectives can accelerate conservation practice adoption across the watershed.
- Moderator:** Jenna Mitchell Beckett, Agriculture Program Director, Alliance for the Chesapeake Bay
Panelists:
- Aaron Harris, Sustainability & Animal Care Specialist, Land O'Lakes, Inc.
 - Scott Raubenstine, Vice President Agricultural Services, Perdue AgriRecycle - Regenerative Agriculture Program
 - Annika Fuller, Sustainability Field Specialist, Dairy Farmers of America
- 12:20 pm** **Lunch (provided)**
- 1:20 pm** **Panel Discussion: Pay for Success**
 This session will serve as a comprehensive discussion of Pay for Success: a new method of financing restoration that has already expanded to be worth over \$100 million in just the past three years. In a Pay for Success program, government defines water quality outcomes and invites applicants to provide them for the lowest possible cost, completing all planning, design, and implementation work themselves. These programs now exist in Maryland, Pennsylvania, and Virginia – as well as sporadically throughout the rest of the country. While Pay for Success can improve the targeting of BMPs and offer farmers more flexibility, there are important questions about how success is defined and how to optimally design these programs.
- Moderator:** Harry Huntley, Agriculture Policy Lead, Environmental Policy Innovation Center
Panelists:
- Kurt Stephenson, Virginia Tech, former STAC member and [CESR](#) Report co-author
 - Tim Rosen, Director of Agriculture and Restoration, ShoreRivers
 - Ashley Allen Jones, Founding Board Chair, Conservation Innovation Fund
 - Jason Keppler, Conservation Grants Program Manager, Maryland Department of Agriculture
- 2:15 pm** **20-minute Break**

- 2:35 pm Roundtable Discussions : Identifying Challenges, Innovations, and Opportunities**
Subject-matter experts will facilitate focused discussions on challenges and opportunities, with participants free to rotate tables or stay put.
- 4:00 pm Roundtable Report Out**
- 4:30 pm Wrap-Up Discussion: Key Takeaways from Day 1 – led by workshop Steering Committee**
- 4:45 pm Recess**
- 4:45 pm Optional Dinner**
STAC Staff will share a list of nearby restaurants within walking distance of the workshop location.

Wednesday, July 9, 2025

- 8:45 am Coffee & Light Breakfast (Provided)**
- 9:00 am Panel Discussion: Reflection on Day 1 and Objectives for Day 2**
This panel will provide a brief summary of Day 1’s outcomes and set the stage for Day 2, focusing on identifying opportunities and challenges for implementing effective and scalable market-based solutions. Panelists will discuss key takeaways from the previous day and introduce the day’s goal of drafting actionable recommendations for the Chesapeake Bay Program, aimed at advancing practices and strategies.
- Moderator:** Leah Palm-Forster, Associate Professor of Applied Economics, University of Delaware, and workshop Co-chair
- Panelists:**
- Kristen Hughes Evans, Executive Director, Sustainable Chesapeake
 - Patrick Fleming, Professor of Economics and Public Policy, Franklin & Marshall
 - Jenna Mitchell Beckett, Agriculture Program Director, Alliance for the Chesapeake Bay
- 9:30 am Panel Discussion: Decision-Making: Private & Public Sector Priorities**
Panelists will examine how food companies, agencies, and funders prioritize sustainability investments, including criteria for Pay-for-Performance programs and policy barriers. The discussion will highlight alignment opportunities between public-sector priorities and private-sector actions, identifying high-impact areas where public support could reduce investment risks. Experts from Land O’ Lakes, NRCS, NFWF and dairy cooperatives will share insights.
- Moderator:** Tim Male, Executive Director, Environmental Policy Innovation Center
- Panelists:**
- Kristy Miron, Manager, Execution Sustainability & Animal Care Member Relations, Land O’Lakes
 - Janae Klinger, Director of Animal Care & Sustainability, Maryland & Virginia Milk Producers Cooperative
 - Denise Coleman, State Conservationist, PA Natural Resources Conservation Service
 - Jake Reilly, Director, Chesapeake Bay Programs at National Fish and Wildlife Foundation
- 10:45 am 20-minute Break**
- 11:05 am Panel Discussion: Scalability: Market-Based Incentives for Ag Conservation**

This session will explore how market-driven approaches can accelerate conservation adoption, focusing on barriers like farmer capacity and private investment gaps. Panelists will discuss practical solutions, including supply-chain partnerships and financial incentives, while addressing on-the-ground needs for water quality, changing conditions, and biodiversity goals.

Moderator: Kristen Hughes Evans, Executive Director, Sustainable Chesapeake

Panelists:

- Janae Klinger, Director of Animal Care & Sustainability, Maryland & Virginia Milk Producers Cooperative
- Andy Young, Operations Coach, Keystone Dairy
- Jeremy Weaver, Owner and President, Weaver Environmental Consulting
- Scott Raubenstine, Vice President Agricultural Services, Perdue AgriRecycle – Regenerative Agriculture Program

12:00 pm	Lunch (provided)
1:00 pm	Small Breakout Group Session
2:25 pm	Breakout Groups Report Out
2:55 pm	20-minute Break
3:15 pm	Group Discussion: Synthesis and Next Steps – <i>led by workshop Steering Committee</i> This session will summarize key takeaways from both days and focus on identifying three priority areas for follow-up. Participants will discuss actionable next steps, research needs, and recommendations to advance market-based solutions for the Chesapeake Bay Program.
4:00 pm	Closing Remarks and Workshop Conclusion – <i>led by workshop Co-Chairs</i>
4:30 pm	Adjourn