

# STAC Workshop Report- Out

*Advancing Market-Based Approaches in the  
Agricultural Sector to Support Chesapeake Bay  
Watershed Restoration*

# Workshop Steering Committee



co-chair

**Leah Palm-Forster\***  
UDel

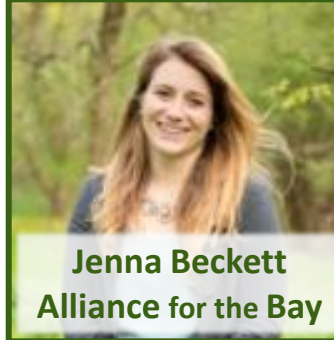


co-chair

**Yusuke Kuwayama\***  
UMBC



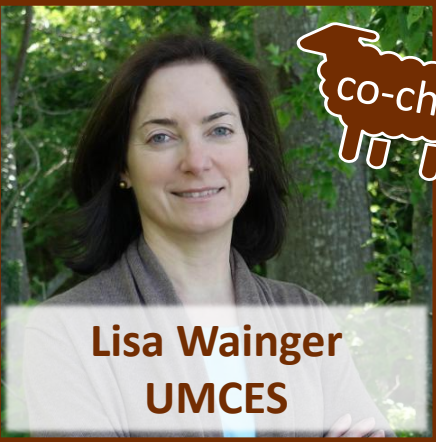
**Doug Austin**  
EPA



**Jenna Beckett**  
Alliance for the Bay



**Katie Brownson**  
US Forest Service



co-chair

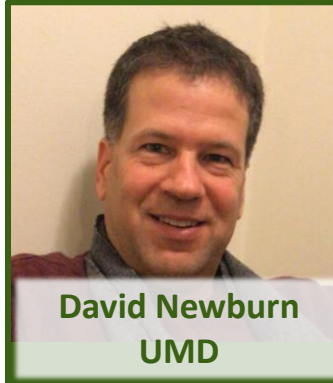
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UMCES




**Elliott Campbell**  
MD DNR



**Scott Knoche\***  
Morgan State, Pearl



**David Newburn**  
UMD



**Kurt Stephenson**  
VT

\* STAC Member



# Workshop Rationale

**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? What are some research and policy needs and recommendations for the CBP?



# Corporate Sustainability Programs – Opportunities to Align with the Chesapeake Bay Restoration

## Moderator



**Mauricio Rosales**  
Alliance for the  
Chesapeake Bay

## Opening Presentation

**Rod Snyder**  
Junction Strategies, LLC;  
Formerly EPA



## Panelists



**Molly Elgin**  
McWilliams  
J-Team Dairy, LLC



**Janae Klinger**  
Maola Local  
Dairies



**John Cox**  
Turkey Hill Dairy



# Saving our Watersheds through Foodsheds – Engaging the Food Supply Chain to Meet Business and Chesapeake Bay goals

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## Moderator

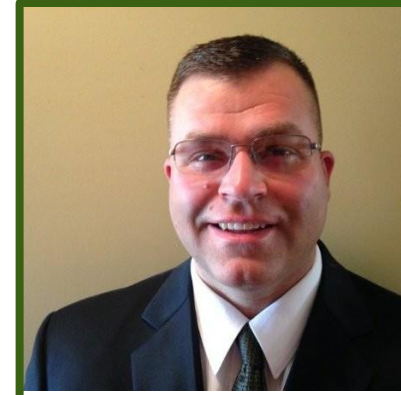


**Jenna  
Mitchell Beckett**  
Alliance for the  
Chesapeake Bay

## Panelists



**Aaron Harris**  
Land O'Lakes, Inc



**Scott  
Raubenstine**  
Perdue  
AgriBusiness



**Annika Fuller**  
Diary Farmers of  
America



# Pay for Success

## Moderator



**Harry Huntley**  
Environmental  
Policy Innovation  
Center (EPIC)

## Panelists

**Kurt Stephenson**  
VT



**Tim Rosen**  
ShoreRivers



**Ashley Allen Jones**  
Conservation  
Innovation Fund



**Jason Keppler**  
MD Dept of Ag



# Reflection on Day 1, Objectives for Day 2

## Moderator



**Leah Palm-Forster**  
University of  
Delaware

## Panelists



**Kristen  
Hughes Evans**  
Sustainable  
Chesapeake



**Patrick Fleming**  
Franklin &  
Marshall College

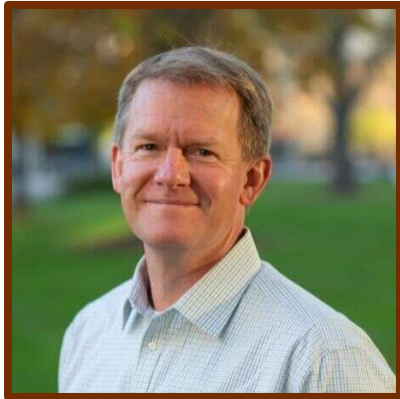


**Jenna  
Mitchell Beckett**  
Alliance for the  
Chesapeake Bay



# Decision-Making: Private & Public Sector Priorities

## Moderator



**Tim Male**  
Environmental  
Policy Innovation  
Center (EPIC)

## Panelists

**Kristy Miron**  
Land O'Lakes, Inc



**Janae Klinger**  
Maola Local  
Dairies



**Denice Coleman**  
PA NRCS



**Jake Reilly**  
NFWF





# Scalability: Market-Based Incentives for Ag Conservation

## Moderator



**Kristen  
Hughes Evans**  
Sustainable  
Chesapeake

## Panelists

**Andy Young**  
Keystone Dairy



**Janae Klinger**  
Maola Local  
Dairies



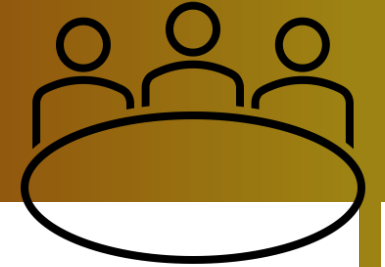
**Scott Raubenshtine**  
Perdue  
AgriBusiness



**Jeremy Weaver**  
Weaver  
Environmental  
Consulting



# Roundtable Questions to Consider



## Table topics

T1: **Metrics** - Measuring, monitoring, and verifying outcomes

T2: **Funding & Financing** - Needs and challenges

T3: **Ag Practices** - Identifying alignment and misalignment with CB goals and science gaps

T4: **Performance/Outcome Based Programs**

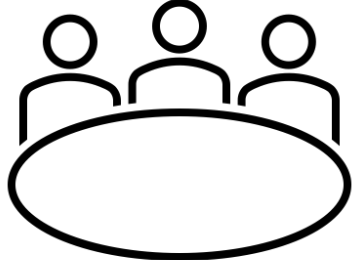
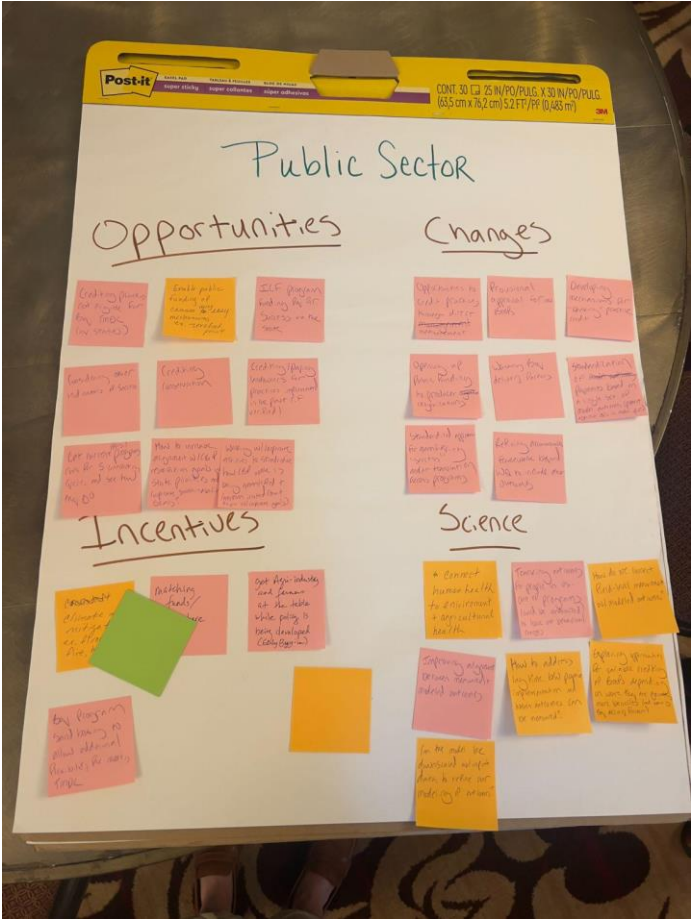
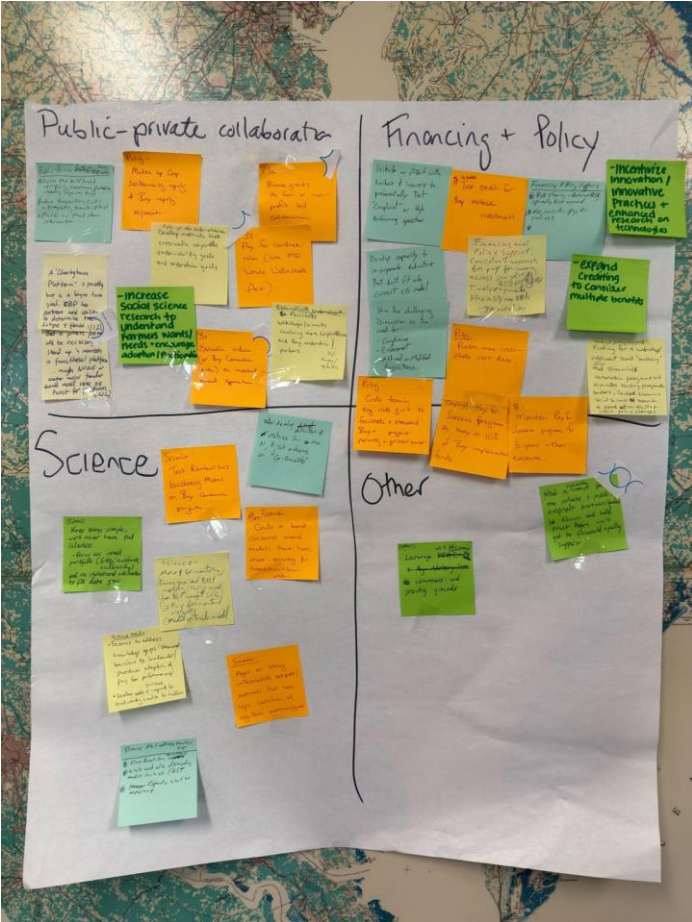
T5: **Public Sector** - Desirable changes to regulations and policies to enable opportunities

T6: **Private Sector** - Opportunities and barriers to private sector engagement in market-driven environmental solutions

- What are the primary opportunities (immediate vs. longer-term) as they relate to your table topics?
- What changes are needed to make these opportunities realistic and effective? What ideas can increase scalability, alignment of incentives and transferability across sectors?
- What additional incentives are needed? Who will create these incentives?
- What new science is needed to support your table topic?



# Collecting Feedback from Roundtables & Breakouts



# Post-Workshop Qualtrics Survey

*Seventeen recommendations came out of the breakout group activity on day 2 of the workshop. Please indicate the importance you place on each recommendation below.*



# Key Themes From the Workshop

## Pay-for-Performance Programs

1. What is a “pay-for-performance” program?
  - a. Participants had different definitions
  - b. Differences in how programs define performance
  
1. Tradeoffs in applying different evaluation criteria
  
1. Pay-for-performance as a complement to existing programs



# Key Themes From the Workshop (continued)

## Corporate Sustainability Programs

1. Corporate focus is GHG, animal welfare, and habitat.
1. Successful market-based examples often depend on building trust and existing relationships, which do not scale easily.
1. Consumers are generally unwilling to accept price increases for sustainable products



# Key Themes From the Workshop (continued)

## Other Themes

1. Need for transparent data and standardized metrics
1. Public policy frameworks are too risk averse
1. Regulatory agencies could support innovation through sandboxing approaches
1. Existing payment programs lack flexibility and payments are often delayed
1. Markets for ecosystem services depend primarily on public funds

