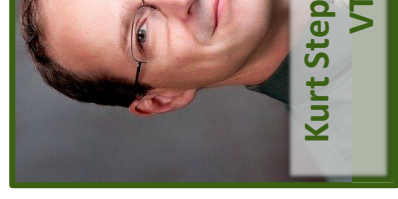
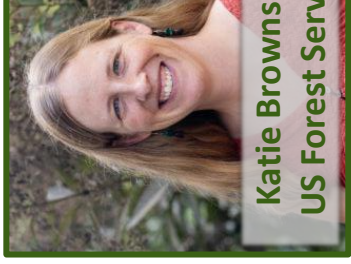


STAC Workshop Repo Out

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

Workshop Steering Committee



* 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 incentives, what drivers and frameworks are guiding decisions?

Day 2 Objective: What are the opportunities and challenges to implementing effective and market-based solutions in the Chesapeake Bay watershed? What do we still not know? What are the research and policy needs and recommendations for the future?

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

Moderator



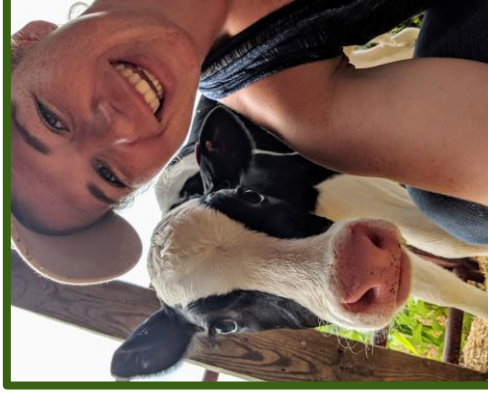
Mauricio Rosales
Alliance for the
Chesapeake Bay

Opening Presentation

Rod Snyder
Junction Strategies, LLC;
Formerly EPA



Panelists



Molly Elgin
McWilliams
J-Team Dairy, LLC



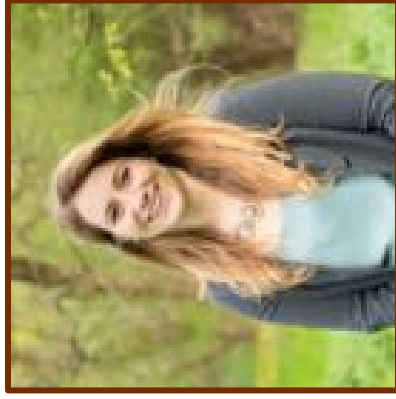
Janae Klinger
Maola Local
Dairies



Tracy

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

Moderator

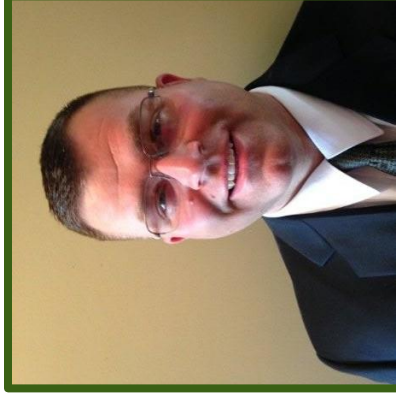


Jenna
Mitchell Beckett
Alliance for the
Chesapeake Bay

Panelists



Aaron Harris
Land O'Lakes, Inc



Scott
Raubenstine
Perdue
AgriBusiness



Dianna

Pay for Success

Moderator

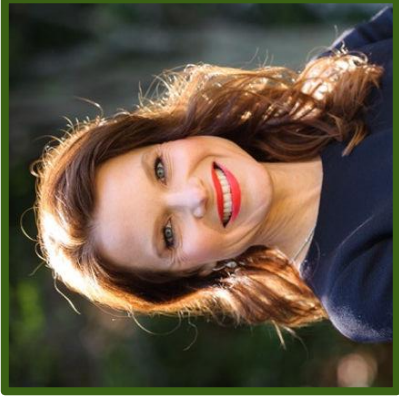


Harry Huntley
Environmental
Policy Innovation
Center (EPIC)

Panelists



Kurt Stephenson
VT



A C Ir



Tim Rosen
ShoreRivers



Ja M

Reflection on Day 1, Objectives for Day 2

Moderator



Leah Palm-Forster
University of
Delaware

Panelists



Kristen
Hughes Evans
Sustainable
Chesapeake



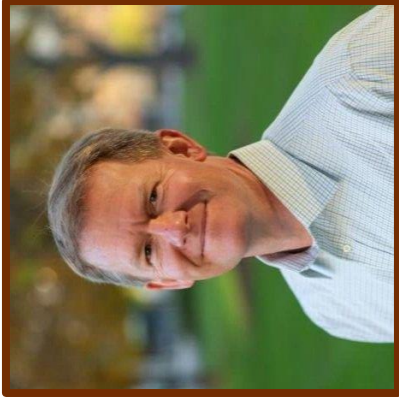
Patrick Fleming
Franklin &
Marshall College



M
A
Ch

Decision-Making: Private & Public Sector Priorities

Moderator



Tim Male
Environmental
Policy Innovation
Center (EPIC)

Panelists



Kristy Miron
Land O'Lakes, Inc



Dana P.



Janae Klinger
Maola Local
Dairies



Jan N.

Scalability: Market-Based Incentives for Ag Conservation

Moderator



**Kristen
Hughes Evans**
Sustainable
Chesapeake

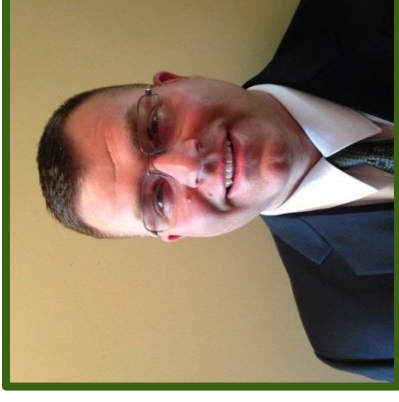
Panelists



Andy Young
Keystone Dairy



Janae Klinger
Maola Local
Dairies



S P A



Je W E C

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**

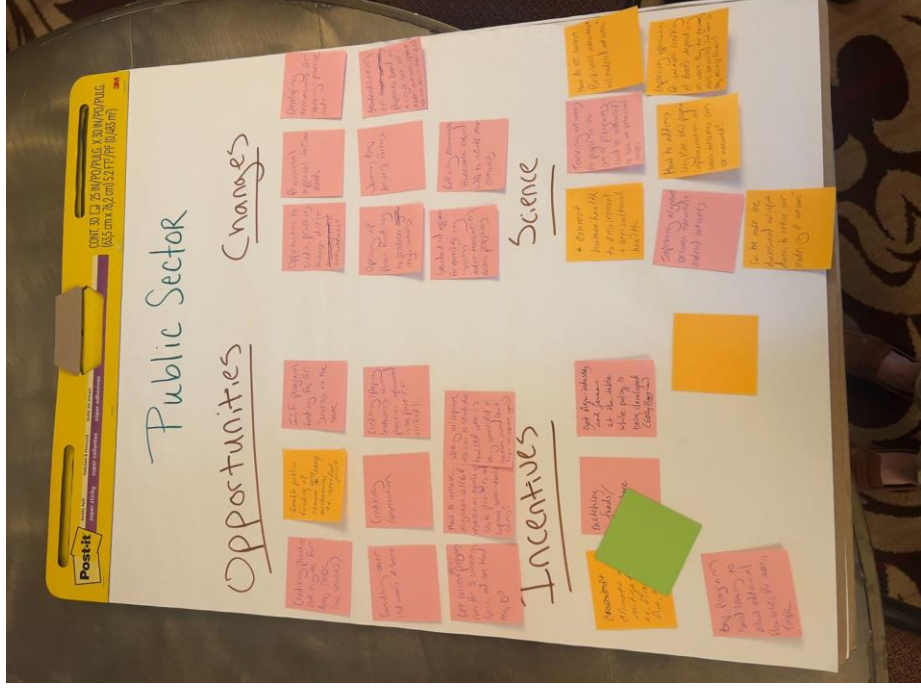
T5: **Public Sector** - Desirable changes to regulations and policies to enable opportunities

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

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

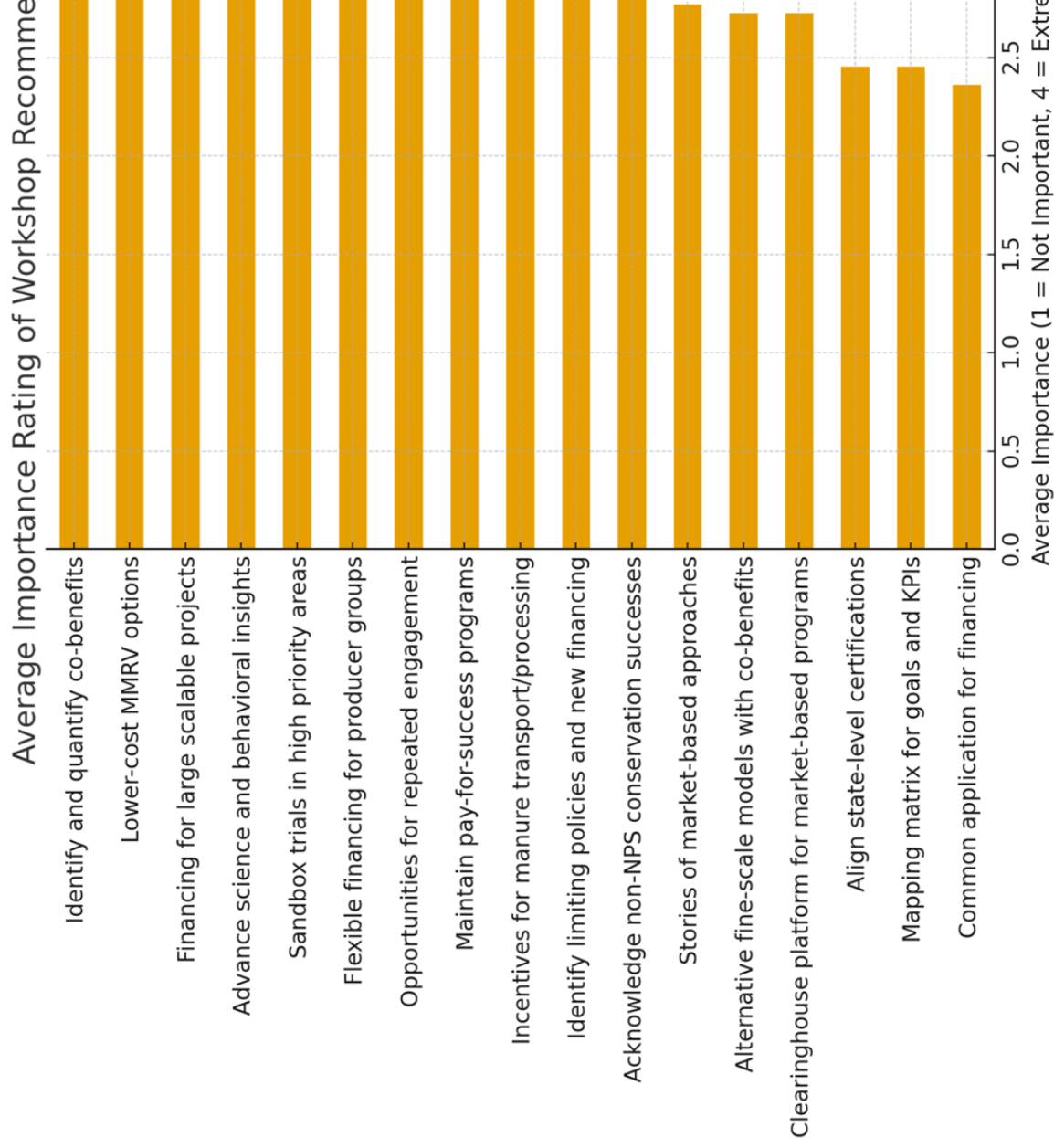


Collecting Feedback from Roundtables & Break



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 in 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 de
1. Markets for ecosystem services depend primarily on public funds

