

Emerging Opportunities in Ecosystem Trading Markets

Kris Johnson, PhD

A person is seen from behind, sitting in a small, light-colored boat on a body of water. The person is wearing a dark jacket and a hat. Two long oars are positioned horizontally across the boat, one on each side. The water is calm, reflecting the golden light of the setting or rising sun. The overall mood is peaceful and contemplative.

Our Mission

To conserve the lands and waters on which all life depends

Our Vision

A world where the diversity of life thrives and people act to conserve nature for its own sake and its ability to fulfill our needs and enrich our lives

Our Team



3,600
conservationists

1,300
prominent
volunteer leaders

72
countries

400
scientists

A FAR-REACHING ALUMNI NETWORK
of leaders in the conservation community

50
U.S. states

1 MILLION
dedicated members

Soil Health and Nutrient Management

Cover
Crops

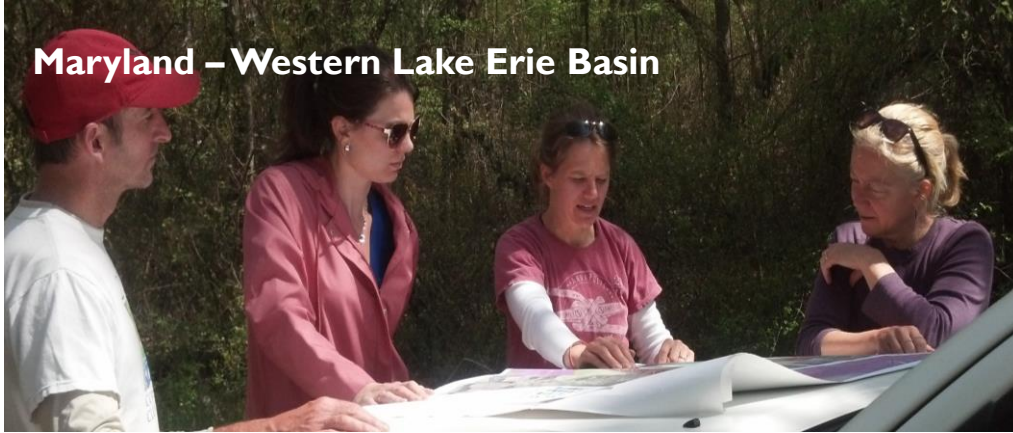
Crop
Rotation

Reduced
Tillage

Nutrient Management

Our Projects

Maryland – Western Lake Erie Basin



Florida

Wisconsin





Achieve widespread adoption
of adaptive soil health and
nutrient management
systems on more than 50%
of U.S. cropland by 2025

Size OF THE PRIZE

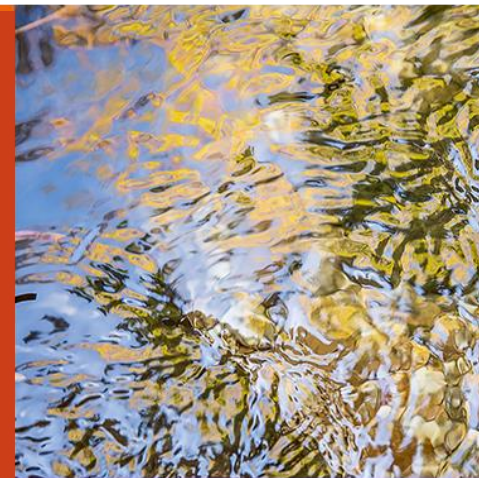
**25
million**

metric tons of
greenhouse gas
emissions mitigated



**116
million**

metric tons
of soil erosion
eliminated



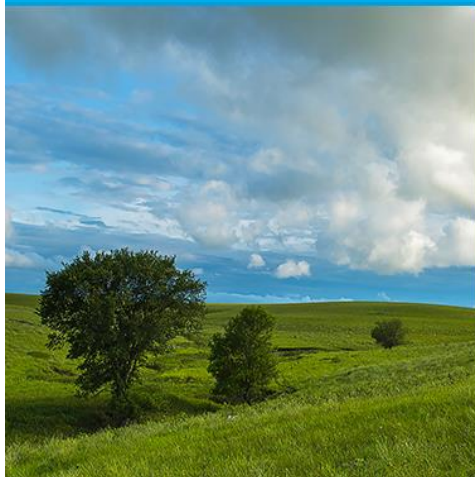
**344
million**

pounds of nutrient
loss to the environment
reduced



**3.6
million**

acre-feet of available
water capacity in
cropland soils



A photograph of a herd of black and white cows in a green field. A large, semi-transparent green circle is overlaid on the center of the image, containing white text. The background shows rolling green hills under a blue sky with white clouds.

Sustainable Grazing Lands

Improved practices &
Integrated Ranch Management
Planning

Why Grazing Lands?

BY THE NUMBERS ...

**12
Billion**
Acres Globally

40%
of U.S. Lands

>700,000
U.S. Ranching
Operations

50%
Grassland
habitat lost

1.7M
Acres Converted
Great Plains 2017

Our Projects - Fox Ranch

Species



Grasses



Social /
Economy





improved practices on
240M acres of grazing lands
in the U.S. by 2025

Why Grazing Lands?

FOR PEOPLE AND NATURE

Water

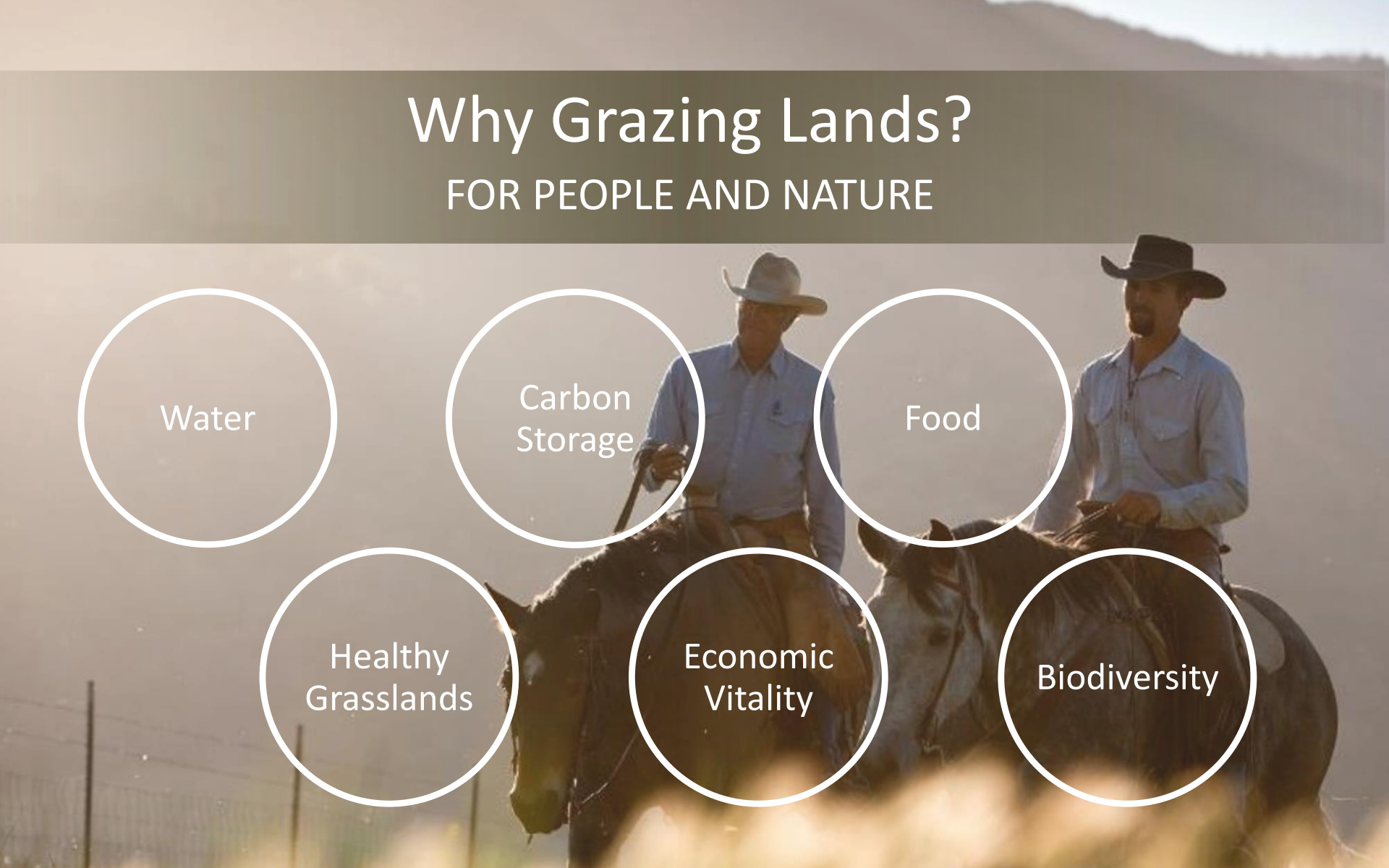
Carbon
Storage

Food

Healthy
Grasslands

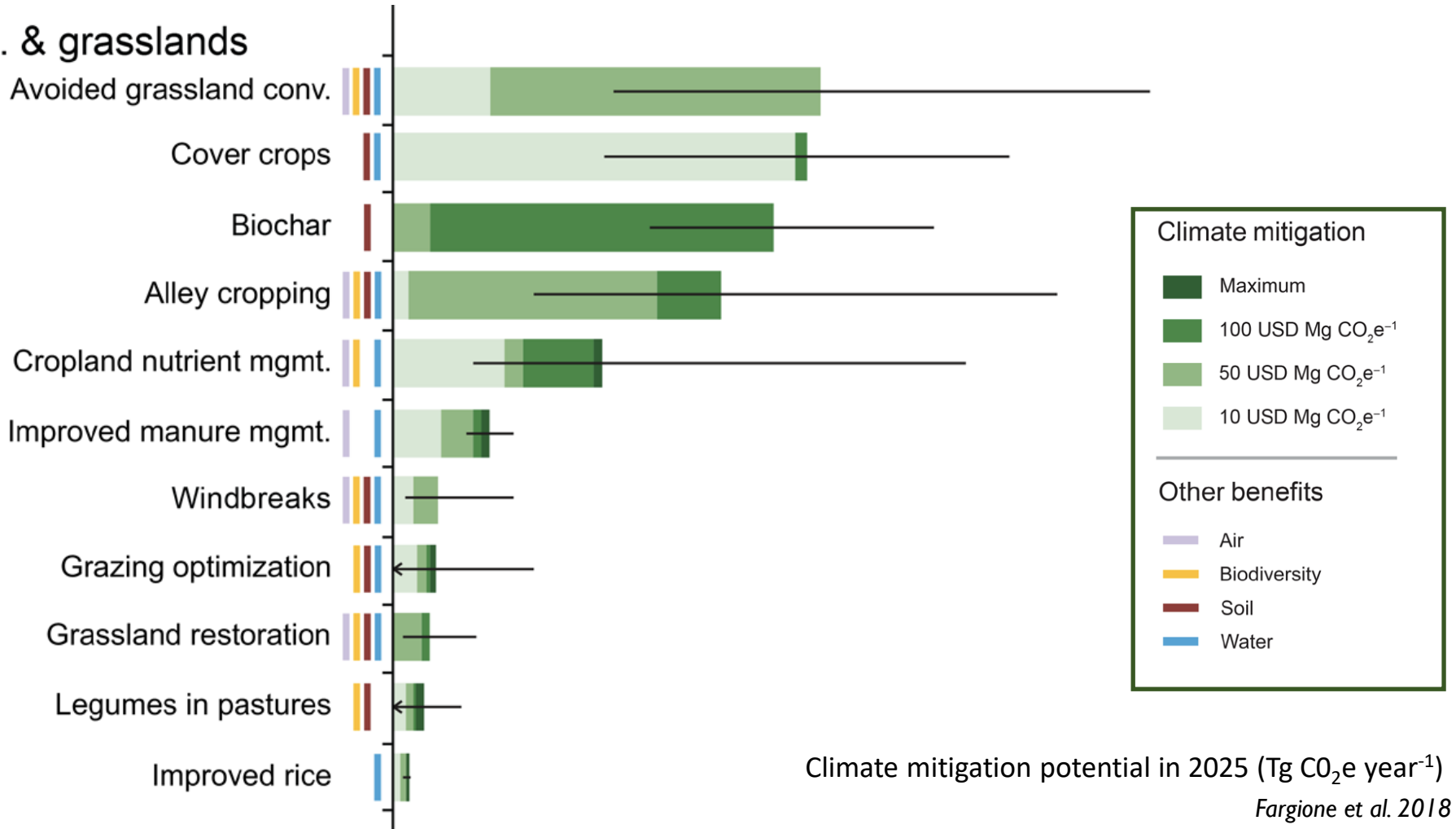
Economic
Vitality

Biodiversity

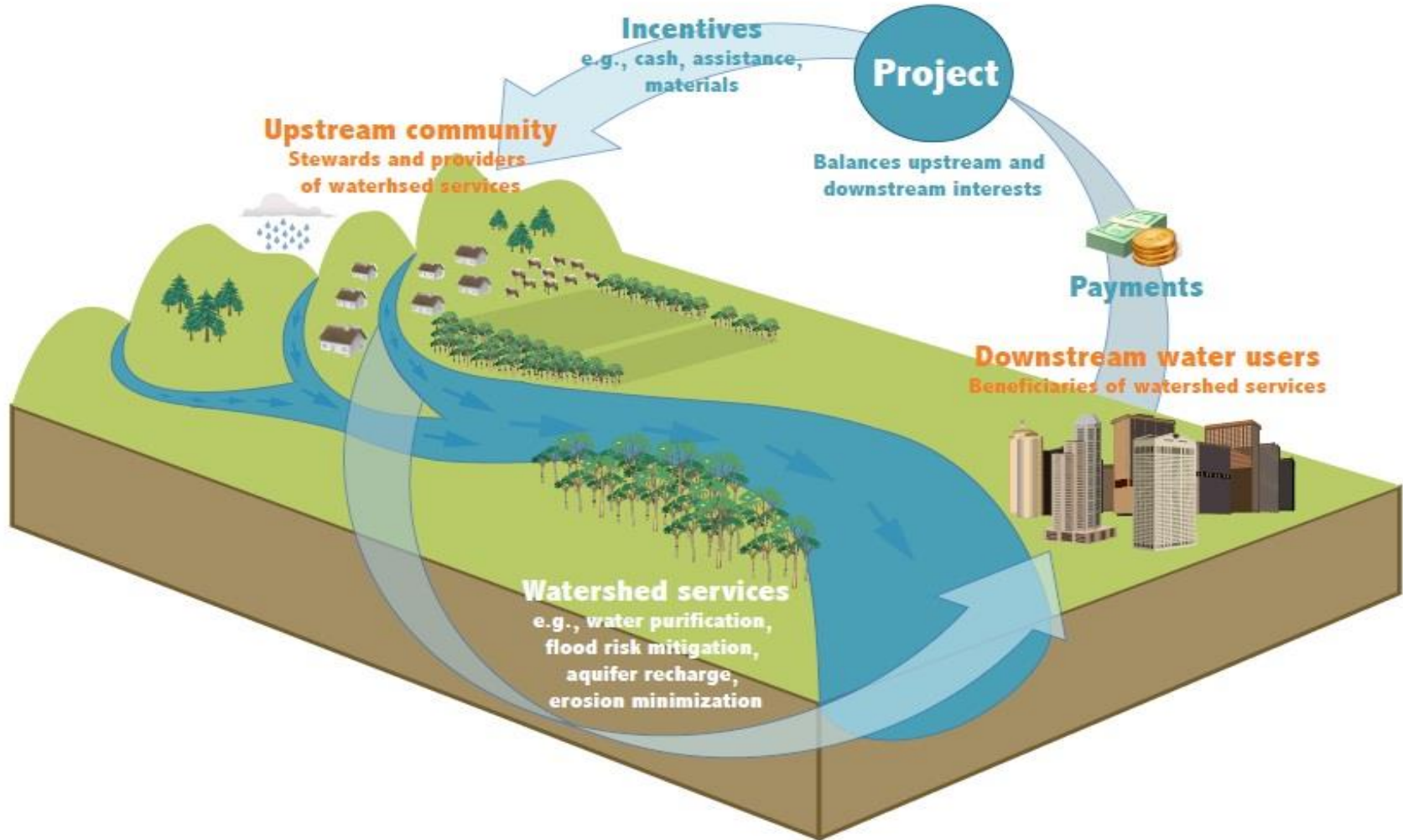


Natural Climate Solutions from Agriculture

Ag. & grasslands



The Water Fund Model





Ecosystem Services Markets Consortium

MISSION

Advance ecosystem service markets that incentivize farmers and ranchers to improve *soil health systems* that benefit society

<https://ecosystemservicesmarket.org/>

ECOSYSTEM
SERVICES MARKET
CONSORTIUM

Why Ecosystem Services Markets?

Scale

Scientific
Rigor &
Consistency

Producer
Benefits &
Incentives

Efficiency



Thank You



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The Nature
Conservancy



nature.org/workinglands