Session 8B:

“Where Buyers Are Coming to the Market”


Session Moderator:
Mark S. Kieser
Session 8B Objectives

- Focus on Buyers
  - Water quality trading (WQT)
  - Voluntary ecosystem service markets
- Buyer identification and engagement
  - WQT complexity/regulatory compliance
  - Voluntary markets corporate promotion or environmental outcomes
- How to successfully engage buyers
Session 8B Format

- Three case example presentations:
  - *Phosphorus Credit Demand in Ontario’s Fastest Growing Region* (George Zukovs)
  - *A Raw Look at Buyer Needs for Nutrient Offsets* (Mark S. Kieser)
  - *Conservation Marketplace: Surviving Beyond Pilots with Voluntary and Visionary Market Demand* (James Klang, P.E.)
- Q&A case study panel
- Panel Discussion with the “buyers”