Where the Buyers Are Coming to the Market

Conservation Marketplace, Midwest

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Outline

• About Conservation Marketplace, Midwest

• Drinking water source protection (wellhead)

• Pollinators

• Row Crop Certification
Conservation Marketplace, Midwest

- Nonprofit, comprised of conservation professionals
- Established in 2008, formally Conservation Marketplace of Minnesota
- 2008 had promising regulatory drivers
- Regulatory markets delayed, still have potential
- Switched focus to voluntary markets
City of Cold Spring (population 3,000)

- Wellhead nitrate concentrations
  - One well taken offline (10.4 mg/L)
  - Four operating wells (4.0 to 9.5 mg/L)
- Agricultural row cropping a concern
- 2010
  - 3 of 7 producers within the management area
  - 277 acres of the 500 desired
  - Reduced applications by 4,076 lbs
- 2011
  - 3 of 7 producers enrolling 313 acres
  - Reduced applications by 3,515 lbs
- 2012, numbers not yet available
City of St. Peter (population 11,196)
- City has a reverse osmosis system
- 2006 consumption was 426 million gallons
- 2020 estimated consumption is 1.2 billion gallons
- Exploring O&M cost savings by crediting reductions
- Agricultural row cropping a concern
- 2011 funding level, $10,000
  - 8 producers addressing 1,706 acres
  - N stabilizer, switch to spring applications and rate reductions
Pollinator Habitat

- Pollinator decline (Colony Collapse Disorder)
- Globally, 35% of all crops require pollinators
- Benefits of managed honey bees
  - Perform the majority of pollinator services
    - 2000, $15 billion estimated worth to US crops
- Native pollinators provide services for another $3 billion of crops
- Crops totally dependent on pollinators include: sunflowers, apples, alfalfa and almonds
Pollinator Habitat - Private Sector Buyers

• Rural Advantage -- Seven Story Farm pilot test of specifications

• Unimin, silica sand mine operator established 8.5 acres in 2011

• General Mills, established 20+ acres in 2012 - 2013
Pollinator Habitat

Buyer interests in pollinator habitat include:

- Social responsibility
- Sustainable supply chains
- Name recognition

General Mills:  
http://blog.generalmills.com/2012/10/growing-better-bee-habitats/

Häagen-Dazs Ice Cream:  
http://www.helpthehoneybees.com/
Growing better bee habitats

by Bridget Christenson

General Mills' work to help honey bees is growing, thanks to $50,000 in grants from The General Mills Foundation to Conservation Marketplace of Minnesota.

Conservation Marketplace of Minnesota has identified and awarded grants to 10 farms to establish bee-friendly habitats in rural areas of Minnesota. The grants are essentially “seed money” to establish prairie plantings that will attract native pollinators.
Imagine a world without honey bees.

Now imagine that world without tasty pears, luscious raspberries and juicy strawberries. Honey bees are responsible for pollinating one-third of all the foods we eat, including many of the ingredients that define our all-natural ice creams, sorbets, frozen yogurt and bars.

We’ve created this site because honey bee populations are disappearing at an alarming rate, and we want to keep these little heroes buzzing.

We hope you’ll join our mission.
Row Crop Certification

GNP company
- Gold’n Plump Chicken™ and Just BARE Chicken™
- Currently operating a Carbon Accounting Program
- Interested in expanding to a water quality certification program for a sustainable supply chain
- Chickens eat a lot of corn

Sustainability: People, Planet, Poultry and Progress

Paul Helgeson, GNP Company Sustainability Manager
Row Crop Certification (RCC)

GNP Company-led effort:

- Focus on water quality
- Benchmark programs
- Select preferred elements
- Feasibility assessment
- Develop protocols/pilot test
- Adjust and take to scale

Views shared during early discussions by Paul Helgeson:

- Sustainability is becoming increasingly important to the consumer
- RCC is not expected to increase market share
- Sustainability programs help maintain market share
Summary

Conservation Marketplace, Midwest is:

• Focusing on voluntary market development
• Identifying buyers with a specific environmental benefit/need
• Working with buyers to develop the right markets for them
• Operating as a service provider:
  ▪ Connect buyers with credit generators
  ▪ Oversee installation and operation of the practices
  ▪ Document performance
• Preparing for regulatory-driven markets