



Building Multi-Benefit Value Chains on Range & Pasture Lands
C-AGG Washington DC

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Current Environmental Market Context

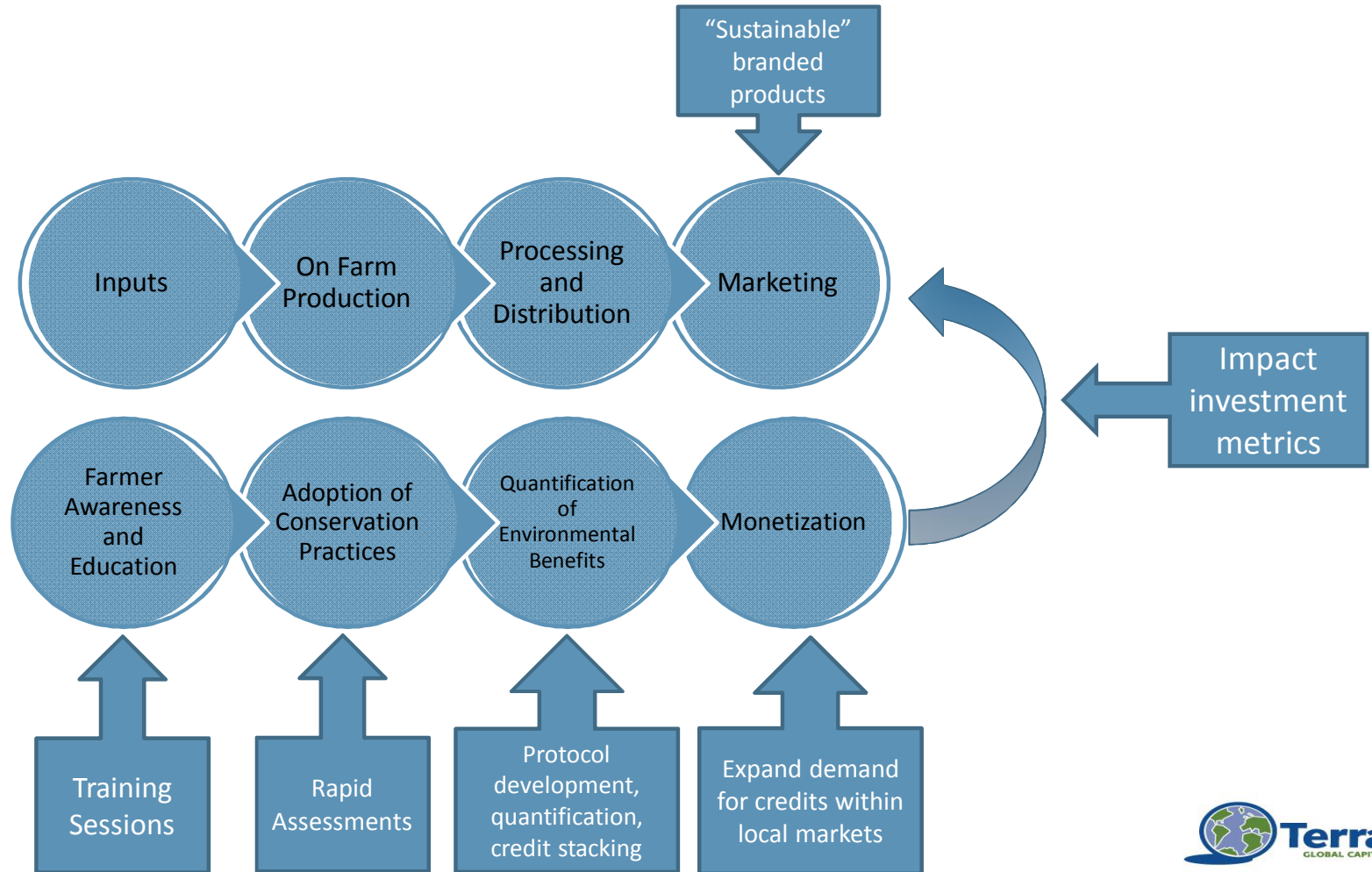
Range and Pasture Lands

Constraints

- “ Market is fragmented and not yet economically attractive to producers
- “ No GHG market methodologies supports full suite of NRCS conservation practices
- “ Few marketable GHG credits produced
- “ Limited consumer-branding of conservation and environmental benefits
- “ Lack of metrics for investors

Building Integrated Climate Smart Value Chains

Intervention along multiple points of value chain



Proposed Solutions to Address Current Market Constraints

Constraints	Intended Results
Not economical for growers	Multiple revenue streams
Lack of comprehensive methodology	Development of modular methodology under CAR
Very few GHG credits produced	Validate, verify and monetize GHG credits & demonstrate stacked credits
Limited consumer-branding of conservation and environmental benefits	Pilot formalized consumer labelling
Lack of investment metrics	Develop range and pasture land specific impact investment metrics