Building Multi-Benefit Value Chains on Range & Pasture Lands

C-AGG  Washington DC

Shahira Esmail

November 9, 2015
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*

- **On Farm Production**
- **Processing and Distribution**
- **Marketing**
- **Monetization**
- **Inputs**
- **Farmer Awareness and Education**
- **Adoption of Conservation Practices**
- **Quantification of Environmental Benefits**

**Impact investment metrics**

- “Sustainable” branded products
- Expand demand for credits within local markets
- Training Sessions
- Rapid Assessments
- Protocol development, quantification, credit stacking

**Protocol development, quantification, credit stacking**
# Proposed Solutions to Address Current Market Constraints

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