Project goals

**Infrastructure**
reduce barriers for growers to participate in environmental markets by improving existing protocols and quantification tools

**Implementation**
create a large-scale nitrogen fertilizer management project and generate 25,000 tons of reductions
Progress: Two steps forward, one step back

→ Understanding of current on-farm management tools
→ Full picture of state-of-the-science and policy
← Behavioral economics indicates low interest at current $/acre
→ Getting creative about messaging and incentive framing
→ Interest from progressive and data-smart growers
← Timing alignment for project and agricultural growing season
→ Project listing document under development