

## Breakout 2C: Back 40s, Backyards, And Landowners: The Supply Side of Ecosystem Markets

### Panelists:

- Rod Ginter, Cardno-JFNew
- Tracy Schohr, California Rangeland Conservation Coalition and California Cattlemen's Association
- Douglas Duren, WI Forestland Owner
- Moderator Sarah Hines, USDA Forest Service

### Abstract:

Emerging ecosystem markets and payment for ecosystem services programs seek to engage landowners to generate supply. Indeed, large-scale conservation of ecosystems the services they provide depends on broad participation and engagement by many types of landowners. But have we been doing a good job of engaging landowners? In this panel session, we'll explore what it takes to engage landowners effectively and discuss the specific situations of those involved in forestry, ranching, and a suburban PES project.

### 1. Overarching themes and key takeaways

- Ginter: Organization held a "reserve auction" to test interest of landowners in participating in program for best management practices to improve local water quality
  - willingness to pay in exchange for reduced costs in BMP equipment
  - term "ecosystem services" excluded from pilot study
- There are already a lot of successful programs and models in existence
- Challenges of private landowner: What can I do as a landowner, what are my options without putting the land back into crop productions? What are the economic opportunities in the short term?
  - Landowners are skeptical; new landowners tend to be more open
- Means of communication to reach landowners
  - avoid permanent easement
  - word of mouth
  - vendors of services
  - face to face communication on their turf
  - more landowner than agency folks present at stakeholder meeting
  - get landowners engaged
  - use Extension programs
  - find the trendsetters/trusted members in the community
  - build trust
- The land can dictate what the management will be so test a project in a small location adjacent to neighbor (vetting); work with voluntary landowners; use novel ideas
- Challenges on the supply side: don't get discouraged by those who decline to participate, programs take time to show their effectiveness, people take awhile to come around, landowners fear loss of control of their land.