



Photo courtesy of Bethel Heights Vineyards

# Butterfly-Safe Wine? Layering Incentives to Maximize Species Benefits on Private Lands

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ACES 2014



WILLAMETTE PARTNERSHIP





# Overview

- ✦ Incentives Trifecta Program
- ✦ Ingredients of Success
- ✦ Concluding Thoughts



# Incentives Trifecta

**Merger of incentives:** consumer demand (eco-labels), new revenue (ecosystem markets), & regulatory acknowledgement (ESA compliance).

- ✦ Salmon-Safe Farm Certification Standards
- ✦ Willamette Partnership metrics
- ✦ USFWS Safe Harbor Agreement

**-> Recovery of Fender's blue butterfly**





# Fender's blue butterfly

*(Icaricia icarioides fenderi)*

- ✦ **Listed as endangered:** 2000
- ✦ **Critical habitat:** upland prairie with lupine (threatened) & nectar sources
- ✦ **Range:** native upland prairies of Willamette Valley OR
- ✦ **Threats:** habitat degradation, loss and fragmentation







# Fender's blue butterfly

## Recovery Strategy (USFWS 2010):

- ✦ Protect, restore, maintain, and connect remaining fragments of prairie habitats or areas with potential for restoration
- ✦ Restore & maintain multiple viable populations

# Incentives Trifecta

U.S. Fish & Wildlife Service

## Recovery Plan for the Prairie Species of Western and Southwestern Washing



Willamette Daisy



Left: Fowler's Blue  
Below: Brundage's



Above: Nelson's C  
Left: Kincaid's L



## SALMON-SAFE CERTIFICATION STANDARDS FOR FARMS



### REVIEW DRAFT 2.6B

With special thanks to National Fish & Wildlife Foundation

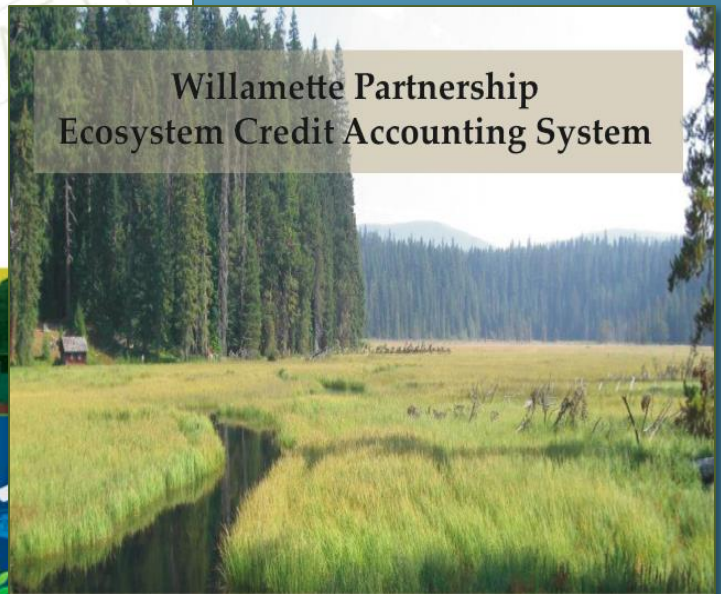
September 1, 2013



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info@salmonsafefarm.org

[www.salmonsafefarm.org](http://www.salmonsafefarm.org)

## Willamette Partnership Ecosystem Credit Accounting System



## General Crediting Protocol Version 2.0 November 1, 2013



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# Incentives Trifecta

## **SALMON-SAFE<sup>+</sup> OVERLAY CERTIFICATION STANDARDS FOR WILLAMETTE VALLEY FARMS**

**REVIEW DRAFT 1.0**

Prepared by Jude Hobbs, Agroecology Northwest  
Developed in collaboration with Willamette Partnership

September 1, 2013



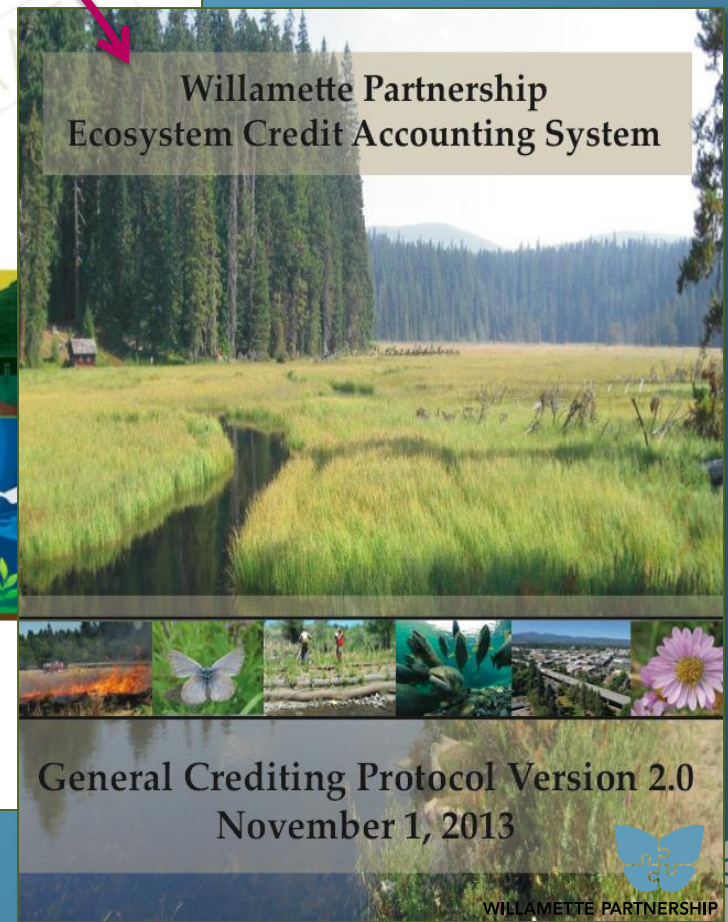
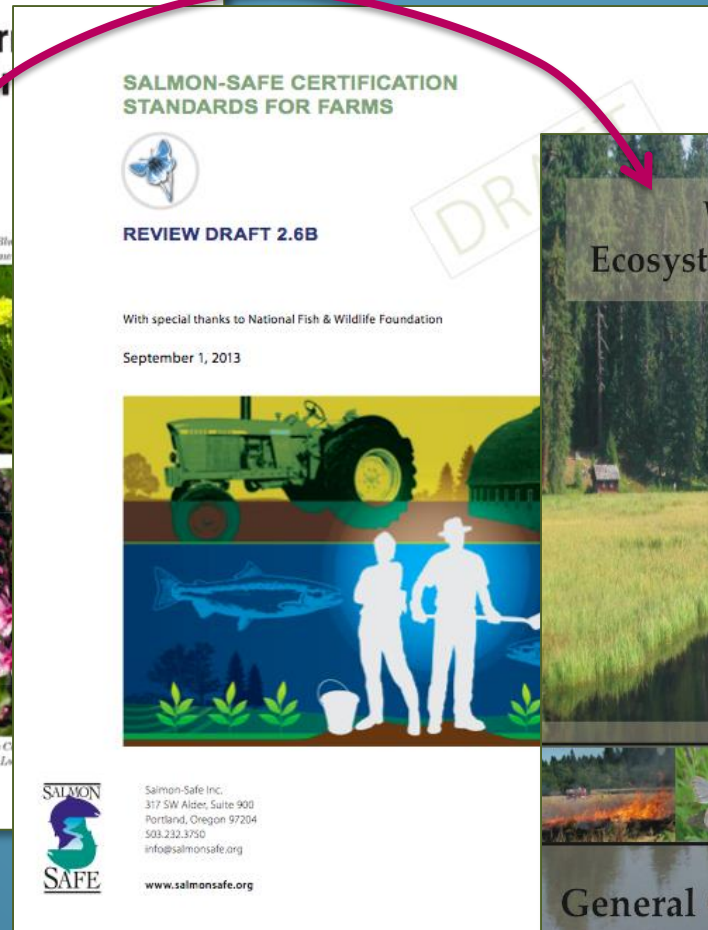
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Industry BMPs  
compatible with Fender's  
habitat restoration and  
protection



# Incentives Trifecta





**PRAIRIE HABITAT QUALITY CALCULATOR**  
**USER GUIDE**

Wisconsin Department of Natural Resources  
 Wisconsin Prairie Foundation

Upland Prairie Habitat				
2.3		Before entering new data, clear any numbers in the shaded cells Column D of this worksheet.	Date:	
2.4			Investigator:	
		Does any part of this site qualify as "upland prairie"? The following questions together determine that. After each question enter "1" for yes or "0" for no.	Data entry	Explanation/Data Source/Protocol
2.5				
	A	Does the same area qualify as a "boulder" based on water seepage, buffer soils, or wetland?		Flora/fauna assess that are associated better with P00603-0

# Fender's Blue Butterfly Module

# At-Risk Plant Module

## SCORE



## Ecosystem Credits



# Safe Harbor Agreements for Private Landowners

## What Is a Safe Harbor Agreement?

A Safe Harbor Agreement (SHA) is a voluntary agreement involving private or other non-Federal property owners whose actions contribute to the recovery of species listed as threatened or endangered under the Endangered Species Act (ESA). The agreement is between cooperating non-Federal property owners and the U.S. Fish and Wildlife Service (FWS) or the National Oceanic and Atmospheric Administration, which is responsible for most listed marine and anadromous fish species.

In exchange for actions that contribute to the recovery of listed species on non-Federal lands, participating property owners receive formal assurances from the FWS that if they fulfill the conditions of the SHA, the FWS will not require any additional or different management activities by the participants without their consent. In addition, at the end of the agreement period, participants may return the enrolled property to the baseline conditions that existed at the beginning of the SHA.

## How Does a SHA Contribute to Recovery?

Because many endangered and threatened species occur exclusively, or to a large extent, on privately owned property, the involvement of the private sector in the conservation and recovery of species is crucial. Property owners are often willing partners in efforts to recover listed species. However, some people may be reluctant to undertake activities that support or attract listed species on their properties, due to concern about future use limitations related to the ESA. To address this concern, a SHA provides that future property-use limitations will not occur without the landowner's consent.

Central to this approach is that the actions taken under the SHA will provide a net conservation benefit that contributes to the recovery of the



Alisa Shull/USFWS

*Texas cattle rancher Bob Long and Tim Schumann of the Partners for Fish and Wildlife Program of the U.S. Fish and Wildlife Service celebrate the success of a Safe Harbor Agreement to help the endangered Houston toad. Looking on are Robert Long, Jr., and Adam Zerrenner of the Ecological Services Program of the Service. They are standing in front of a wetland that the Partners Program helped to create as habitat for the toad on the Long property.*

species included in the agreement. The contribution toward recovery will vary from case to case, and the SHA does not have to provide permanent conservation for the enrolled property. The benefit to the species depends on the nature of the activities to be undertaken, where they are undertaken, and their duration. The SHA and associated documents include a description of the expected net conservation benefit(s) and how the FWS reached that conclusion.

Examples of conservation benefits include:

- maintenance, restoration, or enhancement of existing habitats;
- reduced habitat fragmentation; increases in habitat connectivity;
- stabilized or increased numbers or distribution;
- the creation of buffers for protected areas; and
- opportunities to test and develop new habitat management techniques.

## How Does a Property Owner Benefit?

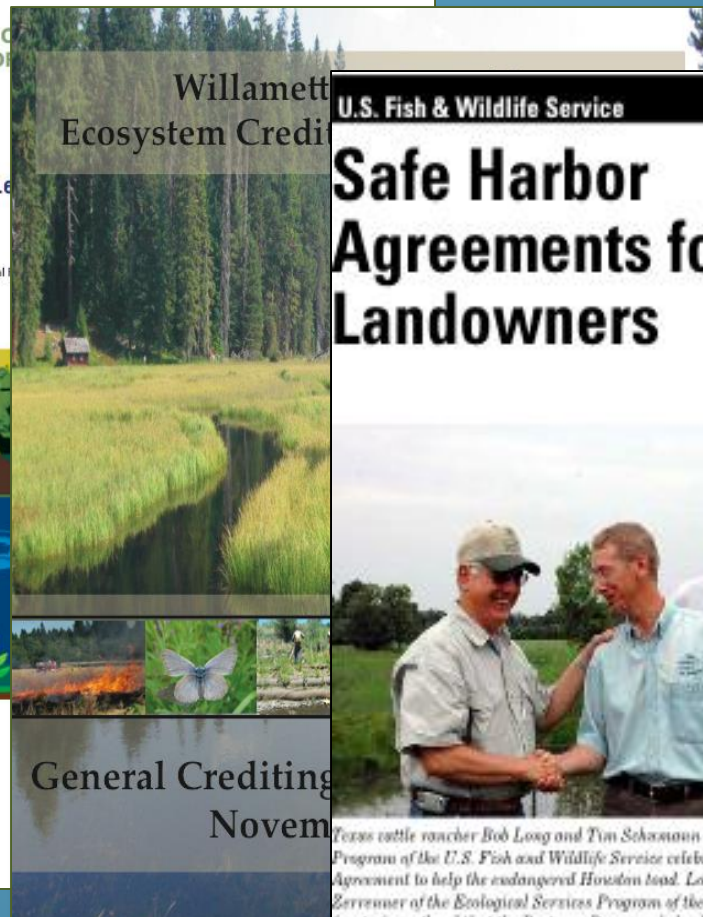
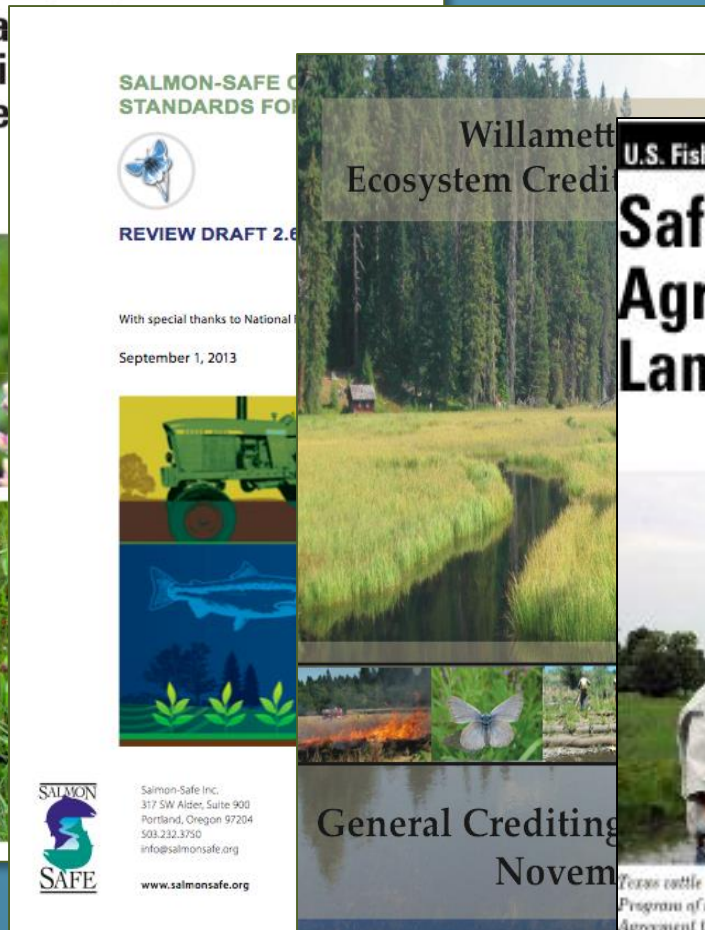
By entering into a SHA, property owners receive assurances that land use limitations will not be required even if the voluntary actions taken under the agreement attract particular listed species onto enrolled properties or increase the numbers or distribution of those listed species already present on those properties. The assurances are provided by the FWS through an Enhancement of Survival Permit issued to the property owner, under the authority of section 10(a)(1)(A) of the ESA. This permit authorizes incidental take of species that may result from actions undertaken by the landowner under the SHA, which could include

Must provide a **net conservation benefit** that contributes to the recovery of the covered species (but does not require permanent conservation for enrolled property).

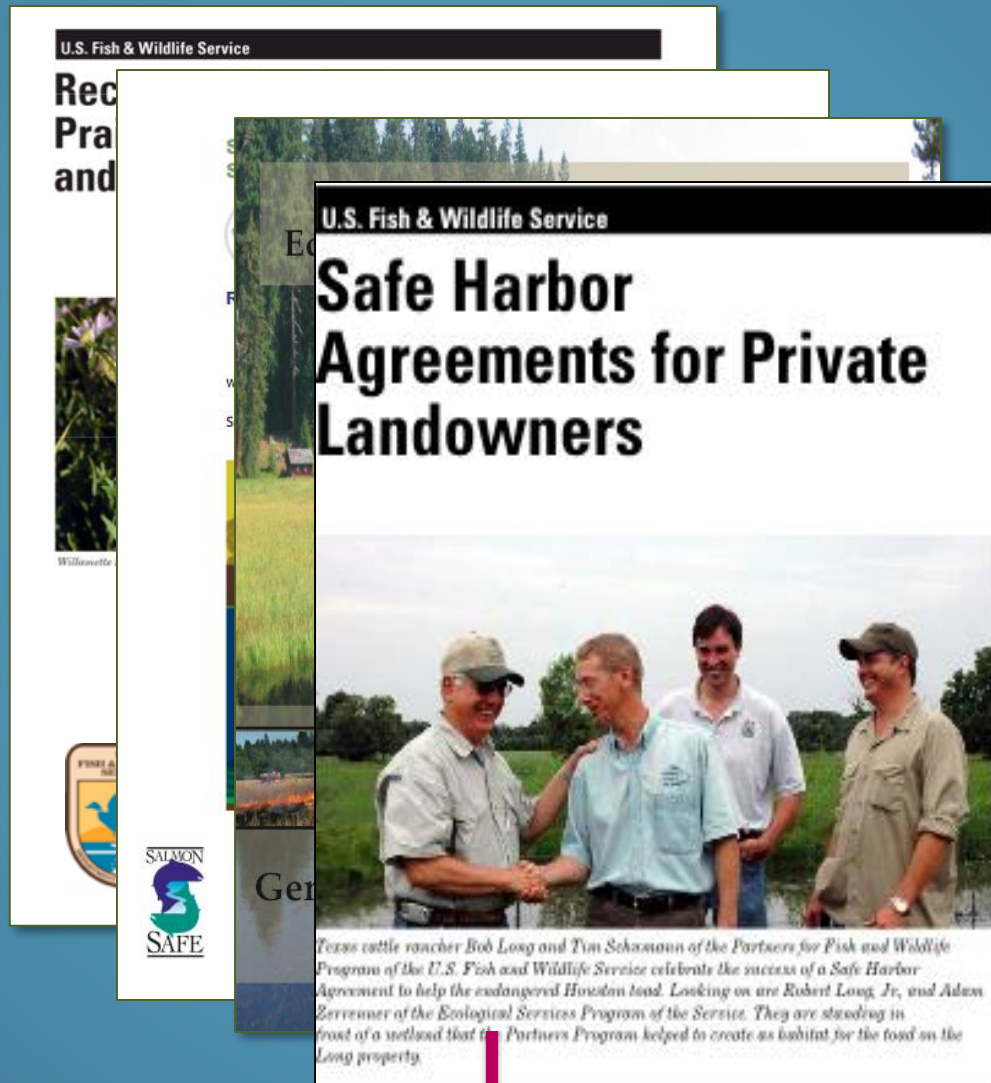




# Incentives Trifecta



# Incentives Trifecta





# Incentives Trifecta

## Process

### 1. Engage Salmon-Safe+ eligible producers

- Whole farm approach to certification
- **Focus:** BMPs + standards for conservation/restoration

### 2. Use WP Ecosystem Credit Accounting System metric

- Habitat types on property
- **Focus:** quantification of benefits of conservation/restoration

### 3. Develop a Conservation Management Plan

- Measure baseline conditions
- **Identify & implement conservation actions to improve species habitat**
- **Demonstrate (quantify) net benefit to species**
- **Focus:** Safe Harbor Agreement eligibility

# Incentives Trifecta

## Process + Outcomes

### 1. Engage Salmon-Safe+ eligible producers

- Whole farm approach to certification

Engage producers to participate in the program

✓ Get Salmon-Safe+ Certified

✓ Generate upland prairie ecosystem service credits

✓ Enroll in a Safe Harbor Agreement

### 3. Develop a Conservation Management Plan

- Measure baseline conditions
- Identify & implement conservation actions to improve species habitat
- Demonstrate (quantify) net benefit to species
- Focus: Safe Harbor Agreement eligibility

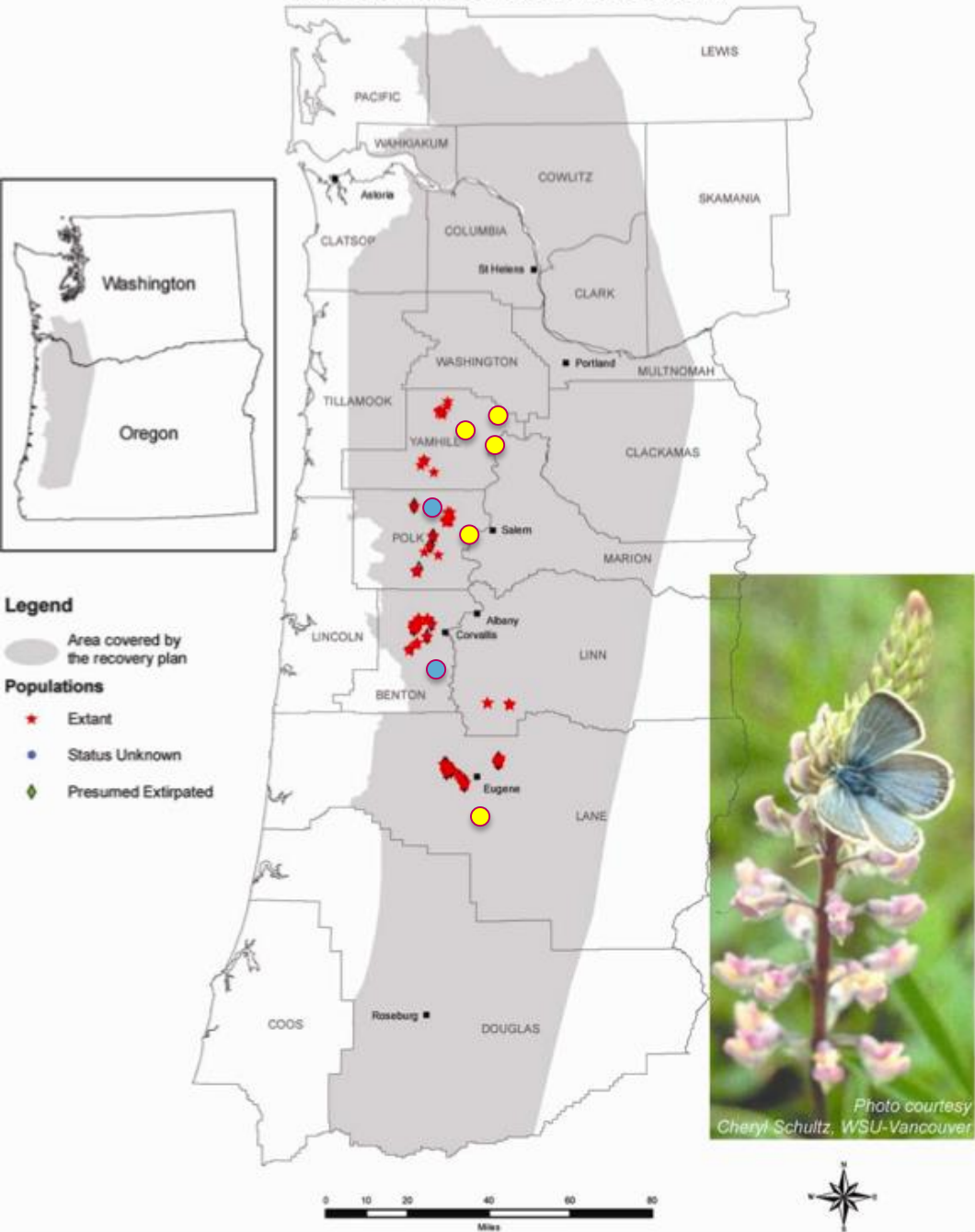


# Incentives Trifecta

## Program Goals

- ✦ Increase # of producers participating
- ✦ Decrease transaction costs
- ✦ Speed adoption rate of conservation practices
- ✦ Support recovery of Fender's blue butterfly in the Willamette Valley

Distribution Map for Fender's blue butterfly



Recovery strategy:  
mosaic of occupied  
and unoccupied  
suitable habitats.

Stepping stone or  
"functioning network"  
of habitat



# Ingredients of Success

Engaging private landowners

- One pair of boots on the ground
- Point of contact
- Peer to Peer communication

Strong scientific basis – quantification tool linked to credible conservation measures

Linking site level restoration to landscape level recovery







## Concluding Thoughts

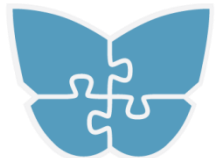
- Targeted conservation actions for species – aligning them with BMPs for working lands
- Flexibility in marketing incentives to landowners
- Scaling up?
- Success story: downlisting or delisting species through collaborative efforts of landowners, conservation groups, scientists and agencies





## Questions?

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