

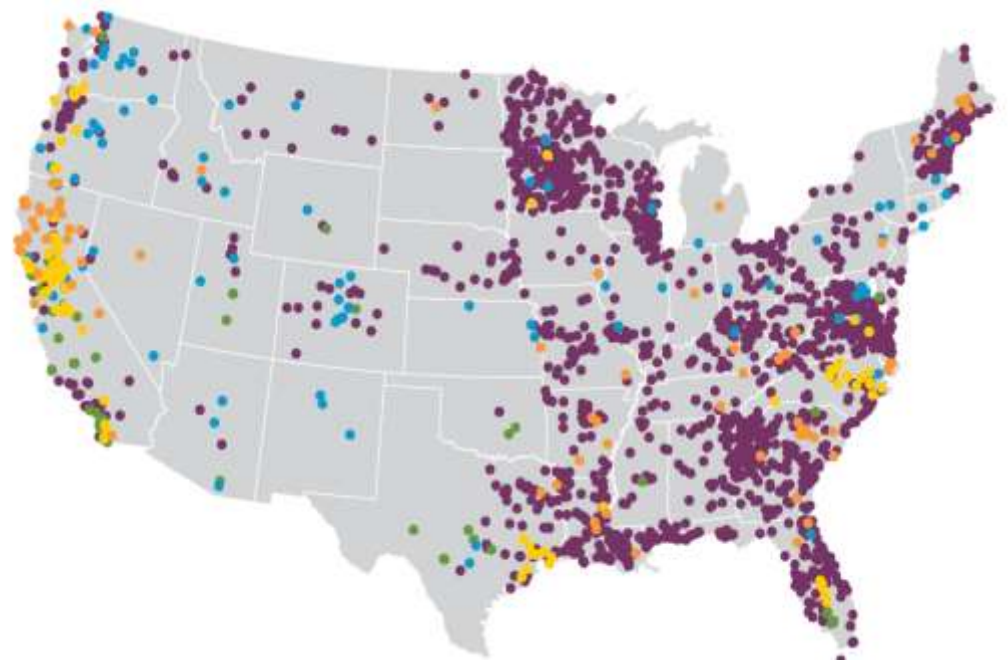
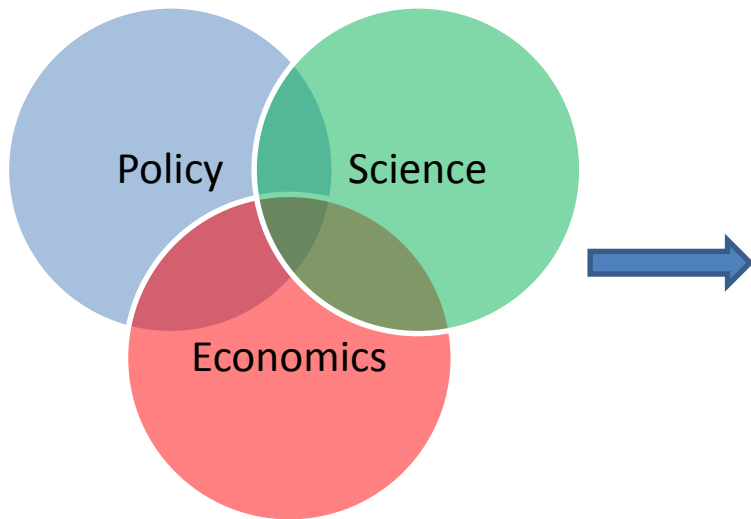
Who Makes the Rules, Anyway?

ACES 2016

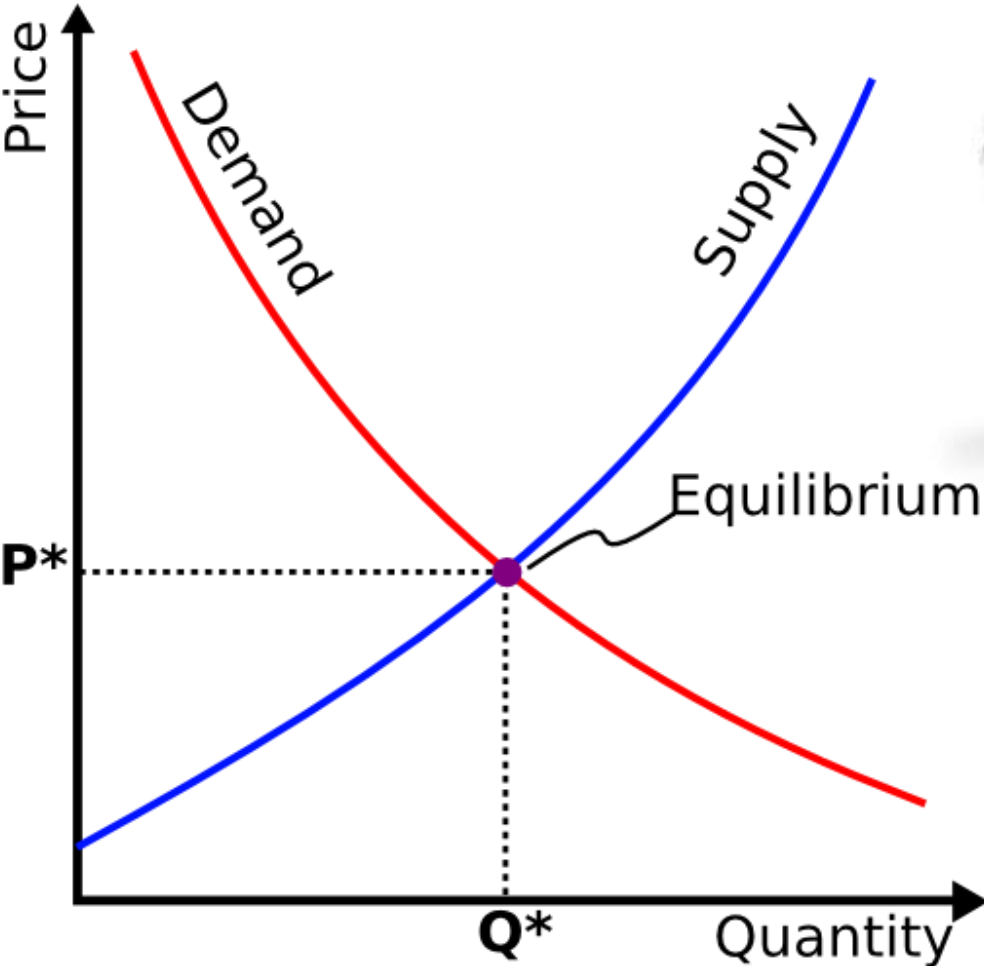
Jacksonville, Florida

Understanding Ecosystem Markets

- Market-based approaches
 - Regulatory
 - Voluntary



More is better than less



\$3.30*



\$436,337.14

*8.7 billion broiler chickens worth \$28.7 billion USDA 2015

Who Makes the Rules, Anyway?

You do.

Roles for Government

- Develop policy to meet public needs
- Provide flexibility in mitigation structures
- Improve transparency
- Support development of tools and resources
- Fund pilot projects and demonstrations



If you want working markets...

- Reduce perceived risk and uncertainty
- Provide a clear definition of the good or service
 - Quantification
 - Communication
- Reward innovation



Opportunities for Innovation

- Government purchase/sale of credits
- Insurance or credit guarantees
- Public-private partnerships
 - Conservation Finance
 - Payment for Performance
 - PES
- Smart markets
- Value added labeling



For more information on markets:

www.oem.usda.gov

