

Farm Foundation Forum: Incentivizing Conservation Agriculture

The Nature Conservancy

Kris Johnson, PhD
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**The mission of The Nature Conservancy is to
conserve the lands and waters on which all life depends.**

**Our vision is a world where the diversity of life thrives
and people act to conserve nature for its own sake
and its ability to fulfill our needs and enrich our lives.**

Our Team



3,600
conservationists

1,300
prominent
volunteer leaders

72
countries

400
scientists

**A FAR-
REACHING
ALUMNI
NETWORK**
of leaders in the
conservation
community

50
U.S. states

1 MILLION
dedicated members

Conservation Agriculture Practices

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graph TD; A((Cover Crops)) --- B((Crop Rotation)); A --- C((Reduced Tillage)); B --- D[Nutrient Management]; C --- D;
```

Cover
Crops

Crop
Rotation

Reduced
Tillage

Nutrient Management

Our Goal

Achieve widespread adoption
of adaptive soil health and
nutrient management
systems on more than 50%
of U.S. cropland by 2025

Size OF THE PRIZE

**25
million**

metric tons of
greenhouse gas
emissions mitigated



**116
million**

metric tons
of soil erosion
eliminated



**344
million**

pounds of nutrient
loss to the environment
reduced



**3.6
million**

acre-feet of available
water capacity in
cropland soils



Sustainable Grazing

sustainability practices
and improvement on
240 million acres
of grazing lands by **2025**

Why Grazing Lands?

FOR PEOPLE AND NATURE

Water

Carbon
Storage

Food

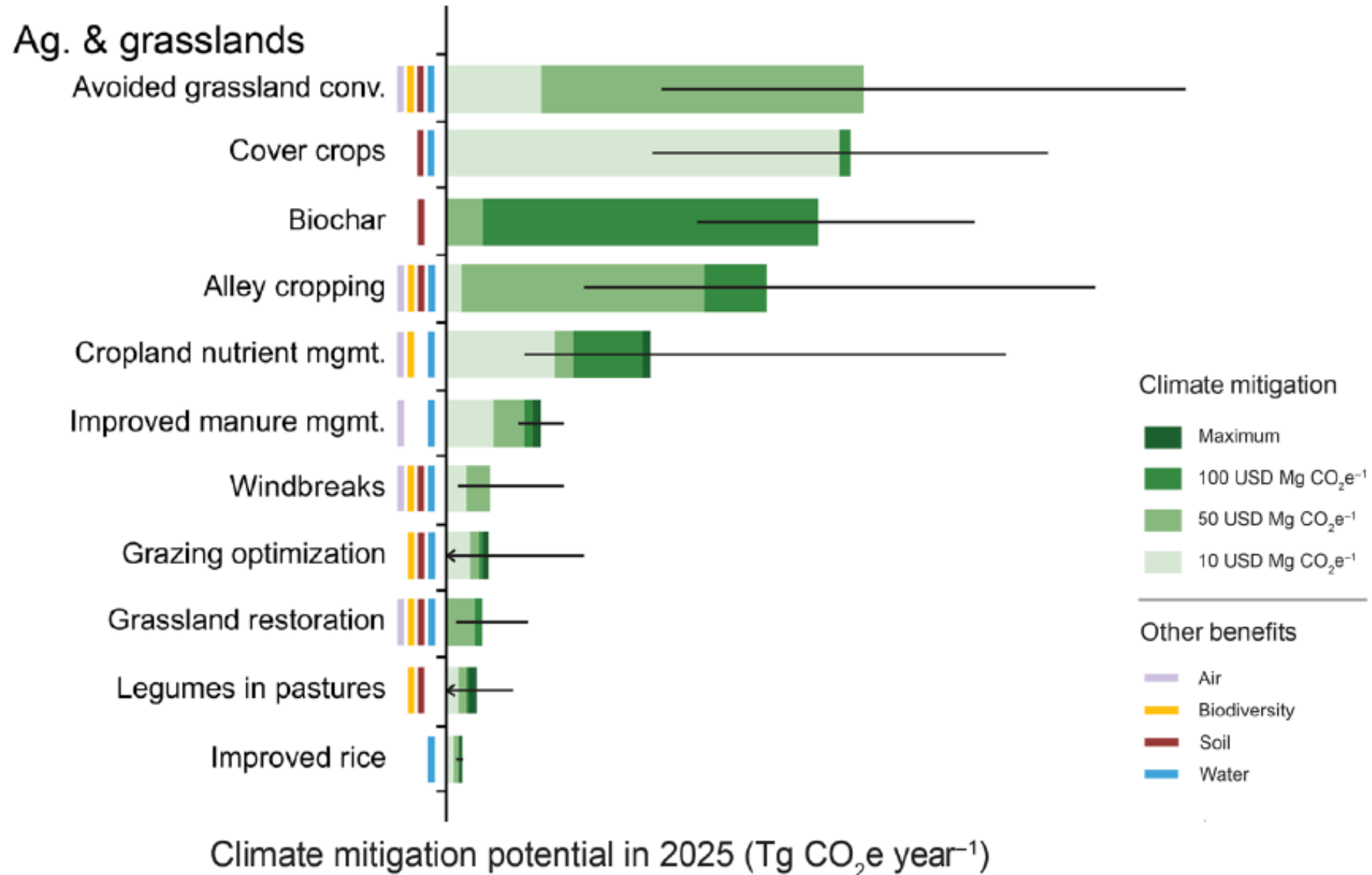
Healthy
Grasslands

Economic
Vitality

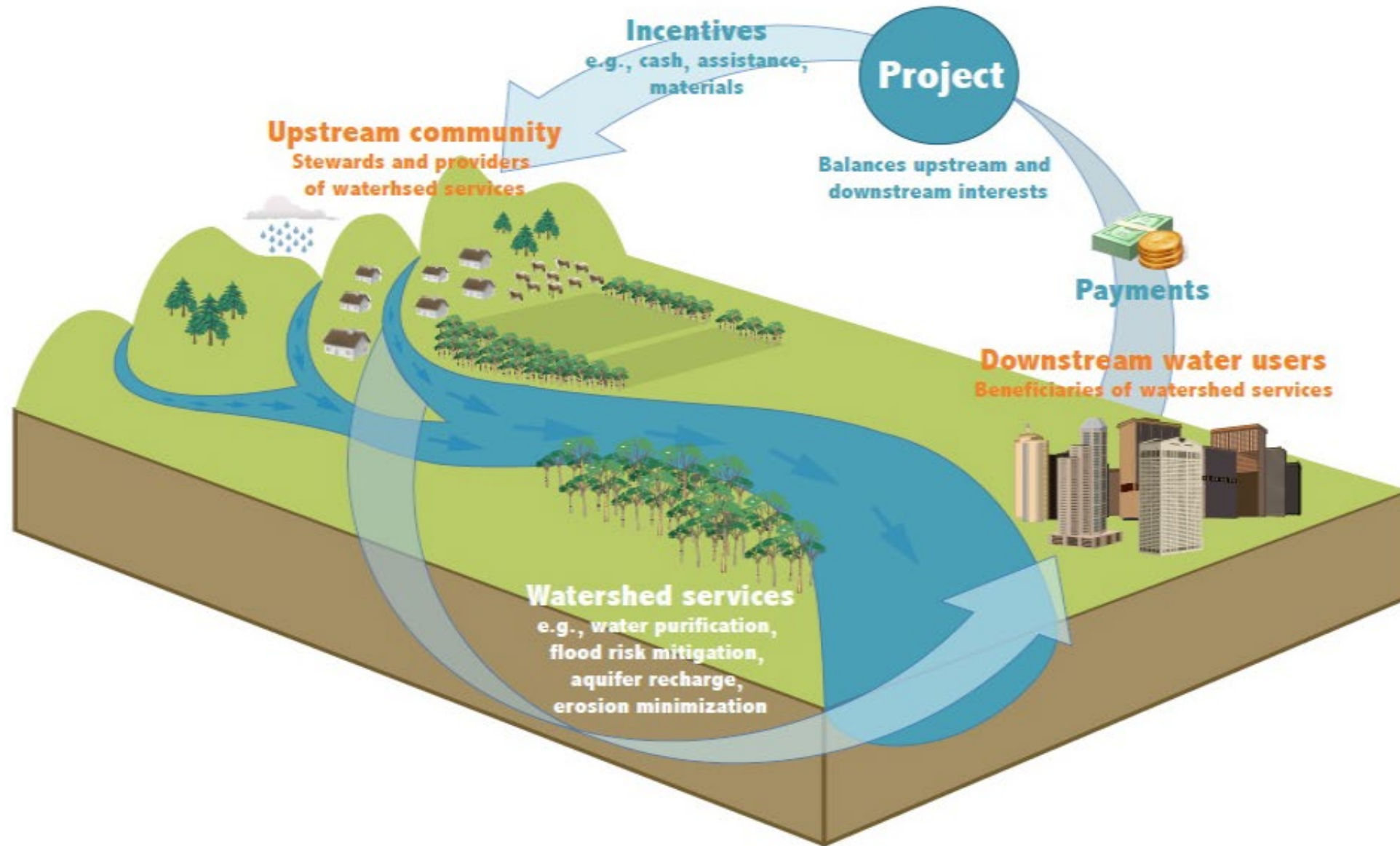
Biodiversity



Natural Climate Solutions from Agriculture



The Water Fund Model





Why Ecosystem Services Markets?

Scale

**Scientific
Rigor &
Consistency**

**Producer
Benefits &
Incentives**

Efficiency



Thank You



kjohnson@tnc.org



[@KrisAJohnson](https://twitter.com/KrisAJohnson)

The Nature
Conservancy



[nature.org](https://www.nature.org)