

**UPPER MISSISSIPPI RIVER BASIN ASSOCIATION
MULTI-BENEFIT CONSERVATION PRACTICE WORKSHOP
AGENDA**

November 9-10, 2022



Objectives

- Improve understanding and ability to communicate about conservation practices that provide multiple, stacked water quality and quantity, ecological, financial, and sustainability benefits on agricultural and urban landscapes
- Strengthen regional collaboration and coordination among individuals and organizations involved in conservation practice implementation and nutrient reduction strategies
- Increase awareness of successful implementation efforts for multiple benefit conservation practices; highlight leadership and other reasons for achieving success
- Determine strategies to trigger increases in conservation practice adoption on agricultural lands that provide additional multiple benefits beyond nutrient reduction
- Identify priorities and actionable items for states, federal agencies, and partners to pursue collaboratively

**The workshop was made possible with a grant from the
U.S. Environmental Protection Agency Office of Water**

Agenda

November 9, 2022

Time	Topic	Presenter
8:00 a.m.	Check In	<i>All</i>
9:00	Welcome and Introductions Day One	<i>Kirsten Wallace, UMRBA Matthew Lechtenberg, IA</i>
9:10	Review of Pre Webinar Workshops	<i>DALS Lauren Salvato, UMRBA</i>
9:20	Research Information Sharing <ul style="list-style-type: none"> What are the latest research initiatives that provide understanding into the multiple benefits offered by these conservation practices? The State of the Science: Conservation Practices with Co-Benefits Carbon Reduction Potential Evaluation (CaRPE) Tool: Seize the Carbon! Continuous Improvement Accelerator: Enabling Supply Chain Partners to Design and Implement Sustainable Projects 	<i>Dr. Matt Helmers, IA State University</i> <i>Dr. Bonnie McGill, American Farmland Trust</i> <i>Paul Hishmeh, Field to Market</i>
10:50	Break	
11:05 a.m.	Research Breakout <ul style="list-style-type: none"> What tools are missing that could aid practitioners in increasing the adoption of conservation practices with multiple benefits? What are the research gaps that may increase understanding of conservation practices with multiple benefits? 	<i>All</i>
12:30 p.m.	Lunch (Boxed lunches will be available for purchase of \$15)	
1:30	Communication Information Sharing <p>What social science information can help communicate information about conservation practices with multiple benefits to a diverse group of landowners (i.e., middle and late adopters)?</p> <ul style="list-style-type: none"> What We Know About Motivation for Conservation Practice Adoption Incorporating behavior change science for more effective conservation outreach 	<i>Dr. Dara Wald, TX A&M University</i> <i>Dr. Adam Reimer, National Wildlife Federation</i>

(Continued)

Hampton Inn at the Gateway Arch
St. Louis, MO

*Raelynn Parmely, IL Farm
Bureau*

- Illinois Farm Bureau Nutrient Stewardship Programs and Initiatives

3:00 Break

3:30 Communication Breakout

All

- What curricula, training, and studies on implementing conservation practices with multiple benefits would help advance the adoption of the practices? And how can these items be delivered to target audiences?
- Are there ways of motivating adoption beyond formal training? What examples are there of non traditional outreach approaches?

4:45 Day Two Preview

Phil Seng, DJ Case

5:00 p.m. Adjourn Day One

Get to know your fellow workshop attendees at an optional networking event. Drinks and dinner will be provided with individual checks, at cost to the attendee.

Ball Park Village, 6:30 p.m.
601 Clark Ave, St. Louis, MO 63102
Bally's Sports Live VIP Area

November 10, 2022

Time	Topic	Presenter
8:15 a.m.	Welcome and Introductions Day Two	<i>Kirsten Wallace, UMRBA Matthew Lechtenberg, IA</i>
8:25	Breakout Group Report Outs from Day One	<i>DALS Lauren Salvato, UMRBA</i>
8:40	Financial Information Sharing What financial tools and incentives exist for land users to select conservation practices with multiple benefits? <ul style="list-style-type: none">• Scaling Climate and Water Smart Cropping Systems• Minnesota Pilot Project to Increase Farmer Participation in Ecosystem Services Markets• Single Fiscal Agent Models and Reducing Barriers for Practice Implementation	<i>Dr. Tessa Peters, The Land Institute Sienna Nesser, University of MN Rich Biske, TNC John Swanson, Central IA WQ Infrastructure Project/Polk County Iowa</i>
10:10	Break	
10:30	Financial Breakout <ul style="list-style-type: none">• What research and tools are missing that could aid practitioner in increasing conservation practice with multiple benefit adoption?• What financial information has been developed to help explain benefits to a landowner?• How can the financial industry be engaged in this topic?	<i>All</i>
11:15	Financial Breakout Group Report Outs	<i>All</i>
11:45	Feedback for Workshop Two (TBD September or October 2023)	<i>Phil Seng, DJ Case</i>
12:00 p.m.	Adjourn Day Two	

Thank you to the planning committee!

Trevor Sample, IL EPA
Matt Lechtenberg, IA DALS
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Justin Sherwood, MO DNR
Janette Marsh, U.S. EPA, Region 5

Dave Wall, MN PCA
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