



# Alliance Ag and Forest Programs

Upper Susquehanna Coalition  
Retreat  
January 31st, 2023

Photo Credit: Will Parson/Chesapeake Bay Program

**Jenna Mitchell Beckett, Pennsylvania State Director and Agriculture Program Director**  
**Craig Highfield, Forests Program Director**  
**Mauricio Rosales, Senior Agriculture Projects Manager**  
**Ryan Davis, Senior Forests Projects Manager**

For our forests. For our streams. For our future. | [allianceforthebay.org](http://allianceforthebay.org)

**Alliance for the Chesapeake Bay**

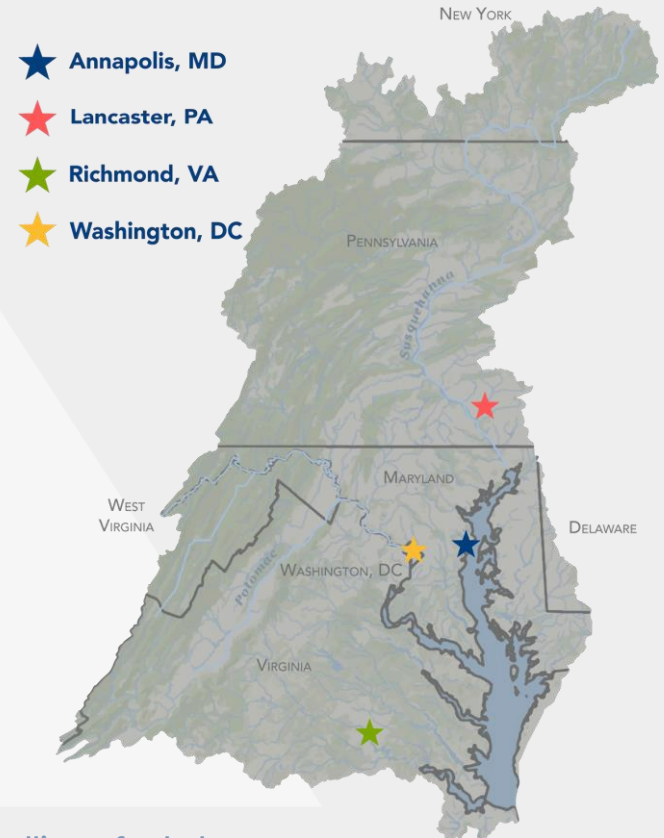
# About the Alliance

## Mission

The Alliance brings together communities, companies, and conservationists to improve our lands and waters.

## Vision

Clean streams and rivers flowing through resilient landscapes, cared for by the people who live, work, and play in the Chesapeake Bay watershed.



# Four Pillars of Our Work



Agriculture



Forests



Green  
Infrastructure



Stewardship  
and Engagement

Building Resiliency Among Our Communities and Landscapes

# Outline

- 1. Ag program - Corporate Sustainability Initiative - Jenna**
- 2. Workflow - Mauricio**
- 3. Organic Valley and funding - Mauricio**
- 4. Forest Program -Craig**
- 5. Overview of work in MD and PA - Craig and Ryan**
- 6. Work with local partners - Ryan**
- 7. Funding opportunities discussion**

AGRICULTURE



# OUR AGRICULTURE PROGRAM

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- Solutions that make sense for farmers
- Solutions that are built into the agricultural supply chain
- Leverage grants with public and private dollars to maximize funding support

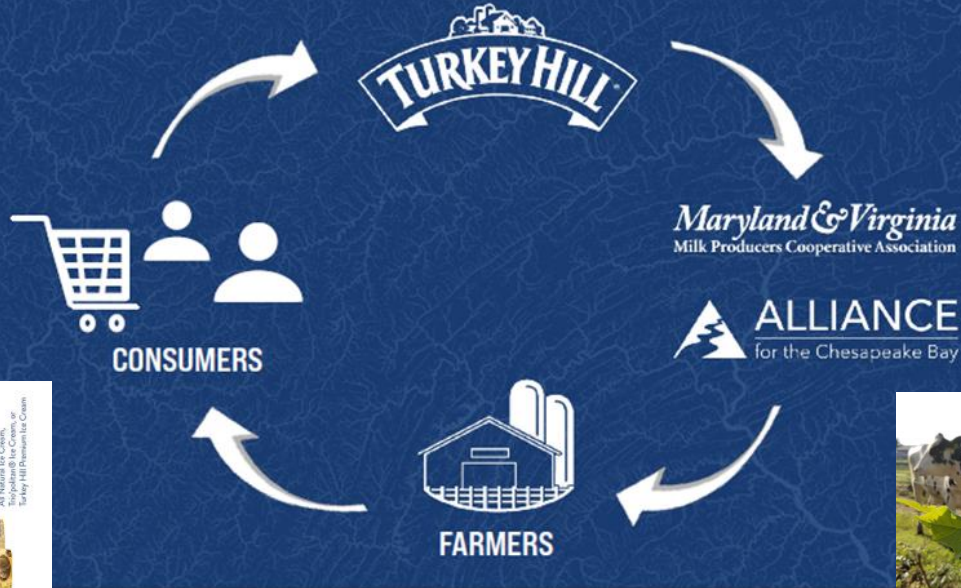




CLEAN WATER PARTNERSHIP



THE TURKEY HILL CLEAN WATER PARTNERSHIP IS A POSITIVE FEEDBACK LOOP



ALLIANCE for the Chesapeake Bay • TURKEY HILL CLEAN WATER PARTNERSHIP • Maryland & Virginia Milk Producers Cooperative Association

I scream, you scream, we all scream for ice cream

**CLEAN STREAMS!**

Flip over to see how you can win free ice cream

Save 50¢ on ice cream for clean streams

**50¢ OFF ANY ONE 48 OZ.** Turkey Hill Premium Ice Cream



Hershey Co., Land O'Lakes, Chesapeake Bay Alliance collaborate to foster sustainable dairy production in Pa.



By Paula Wolf / Contributing Writer  
July 13, 2021 11:32 am

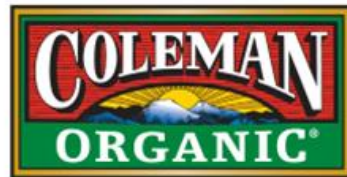
The Hershey Co., Land O'Lakes Inc. and the Alliance for the Chesapeake Bay are collaborating on Sustainable Dairy PA, an initiative to reduce greenhouse gas emissions and help improve water quality in



LAND O' LAKES, INC.



We Believe In Responsible Food and Agriculture®





# Workflow

## Initial approach

Dairy Coop identify potential projects

- Survey
- Field Reps
- Farm Evaluation

## Outreach

Alliance and Dairy Coop visit farm

- Farmers needs
- Timelines
- Funding options
- Introduce TSP and partners

## Technical Assistance

Alliance and TSP visit farm

- Ag and Forest BMPs
- Conservation plans
- Sign up for FA

## Implementation

TSP and Farmer complete

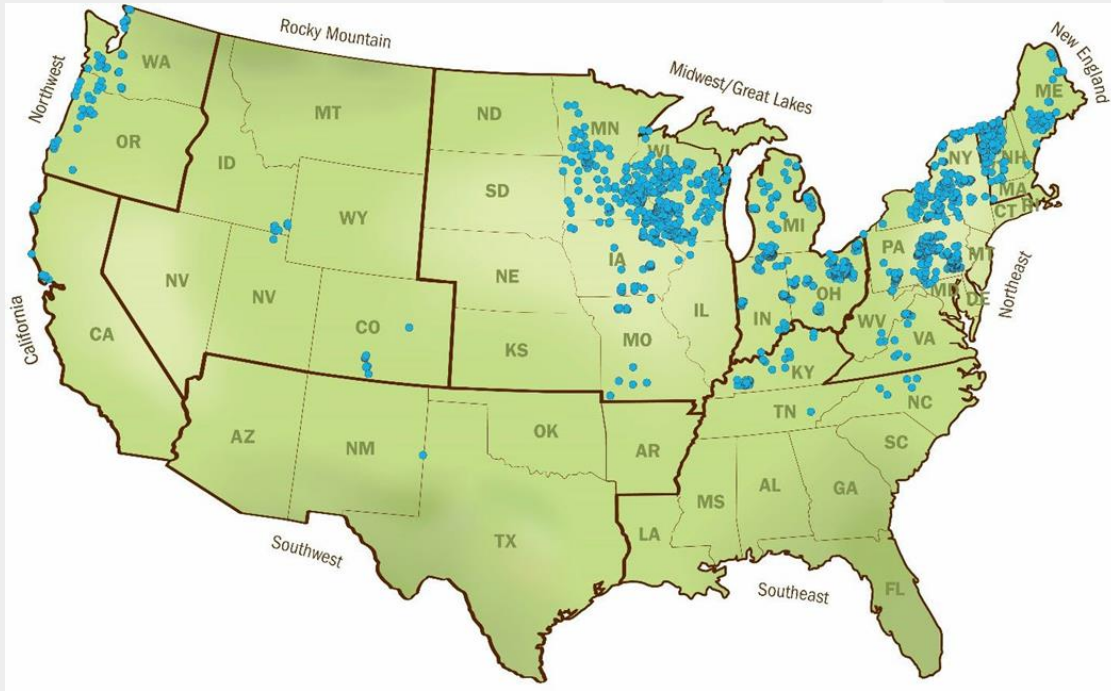
- Plans
- Engineering and design
- Identify contractors
- Construction

## Post construction

TSP and Alliance complete

- As-built plans
- Provide payment

# Organic Valley

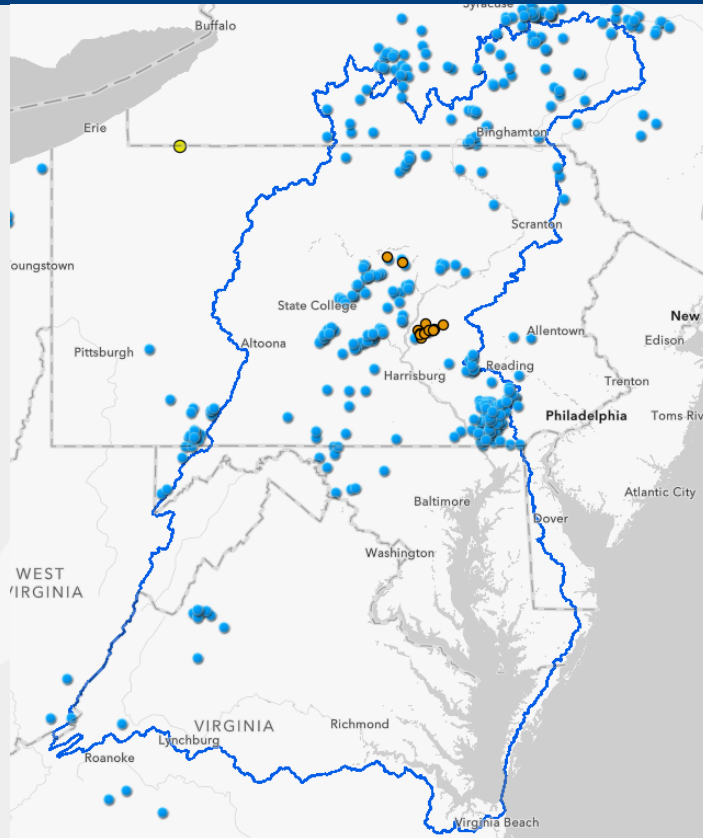


Source: Organic Valley

- Largest organic dairy coop in the U.S.
- 1328 dairy members in 34 states and 68 egg farms in 5 states
- 124 dairy farms in NY state



# OV in the Chesapeake region



Source: Organic Valley

# Carbon Insetting Program

## ORGANIC VALLEY'S PATH TOWARD CARBON NEUTRALITY FROM FARM *to* RETAIL

LOWER-THAN-AVERAGE  
FARM CARBON  
FOOTPRINT

RENEWABLY  
POWERED  
OWNED  
FACILITIES

Today

15%  
REDUCTION  
*in* GHG  
EMISSIONS  
2030

30%  
REDUCTION  
*in* GHG  
EMISSIONS  
2035

CARBON  
NEUTRAL  
2050

Source: Organic Valley

# Insetting vs. Offsetting

## CARBON INSETTING / VALUE CHAIN INTERVENTIONS

GHG reductions/removals **WITHIN** our  
supply chain  
(Ex: tree planting on member farms)

Annual GHG benefit  
calculated/reported

Assesses the supply shed and prevents  
double counting

Payment **directly** to farmer

Enables co-claiming of GHG benefits

Resiliency and profitability **WITHIN** our  
supply chain

VS

## CARBON OFFSETTING / VOLUNTARY GHG CREDITS

GHG reductions/removals **OUTSIDE** our  
supply chain  
(Ex: tree plantings in South America)

Clear methodologies but not outcome  
verified

Can be claimed against any year rather  
than annual accounting

No clear relationship to emissions factor  
and target reductions

Payment goes through  
broker/developer

Resiliency and profitability **OUTSIDE**  
our supply chain

# Process



Farm Level	Quantification, Validation & Verification	Data Analytics, Communication and Market Development
<ul style="list-style-type: none"> <li>• Farm engagement and enrollment</li> <li>• Baseline practice(s)</li> <li>• Intervention selection</li> <li>• Geolocation and GIS</li> <li>• Contract</li> <li>• Practice implementation with technical service provider assistance</li> <li>• Payment</li> </ul>	<p>Annual intervention design document and audit</p> <p>Monitoring/verification: satellite imagery, soil carbon measurements</p> <p>Life-cycle assessment (Univ of Wisconsin)</p> <p>Scope 3 Emissions Impact Factor Software</p> <p>OV-specific tool that compiles models (COMET-FARM, LCA from UW-Madison)</p> <p>Annual GHG inventory incorporating offsetting and Climate Smart projects</p>	<ul style="list-style-type: none"> <li>• Creation and promotion of climate-smart farming videos to educate consumers</li> <li>• Paid content partnerships and social media influencer activations to educate consumers</li> <li>• Public relations outreach</li> <li>• Retail partnership development</li> <li>• AFT case studies or cost-benefit studies</li> </ul>

# Practices

## FARM PRACTICES + INTERVENTIONS



Manure	Energy	Agroforestry	Compost
<ul style="list-style-type: none"><li>• Compost bedded-pack barn</li><li>• Solid liquid separation</li><li>• Manure composting</li></ul>	<ul style="list-style-type: none"><li>• Solar energy system</li></ul>	<ul style="list-style-type: none"><li>• Silvopasture</li><li>• Riparian planting</li><li>• Windbreaks + hedgerows</li><li>• Alley cropping</li></ul>	<ul style="list-style-type: none"><li>• Compost application to grazed grasslands</li><li>• Compost application to croplands</li></ul>
Grazing Enhancements	Grazing	Crops	Feed Management
<ul style="list-style-type: none"><li>• Rotational Grazing to MIG</li><li>• Increase pasture species diversity</li></ul>	<ul style="list-style-type: none"><li>• Convert periodically tilled pasture to permanent pasture (never tilled)</li><li>• Convert annual cropland to perennial hay/pasture</li><li>• Prescribed grazing</li></ul>	<ul style="list-style-type: none"><li>• Cover crop, multispecies</li><li>• Conventional tillage to reduced tillage</li></ul>	<ul style="list-style-type: none"><li>• Enteric feed supplements</li></ul>

# Funding

## 1. USDA Climate Smart Commodities

- \$3.1B investment by USDA into climate smart ag and forestry
- Organic Valley secured \$25M for their farmers U.S.
- Five-year project term (2023 to 2028)
- Need to reduce 13,000 MT CO<sub>2</sub>e



## 1. NFWF Small Watershed Implementation Grant

- Alliance secured \$500,000 for OV members
- Geography - Chesapeake Bay
- Water quality and climate change
- Buffer required



NFWF



Chesapeake Bay Stewardship Fund



# Forest Program Mission

- Resource Building & Engagement
- Forest Management
- Reforestation



# Reforestation Programs

- Healthy Forests Healthy Waters
- Healthy Streams Farm Stewardship
- PA Riparian Buffer Program
- PA Lawn Conversion Program
- Chesapeake Forest Fund



# Healthy Streams Farm Stewardship Program - MD



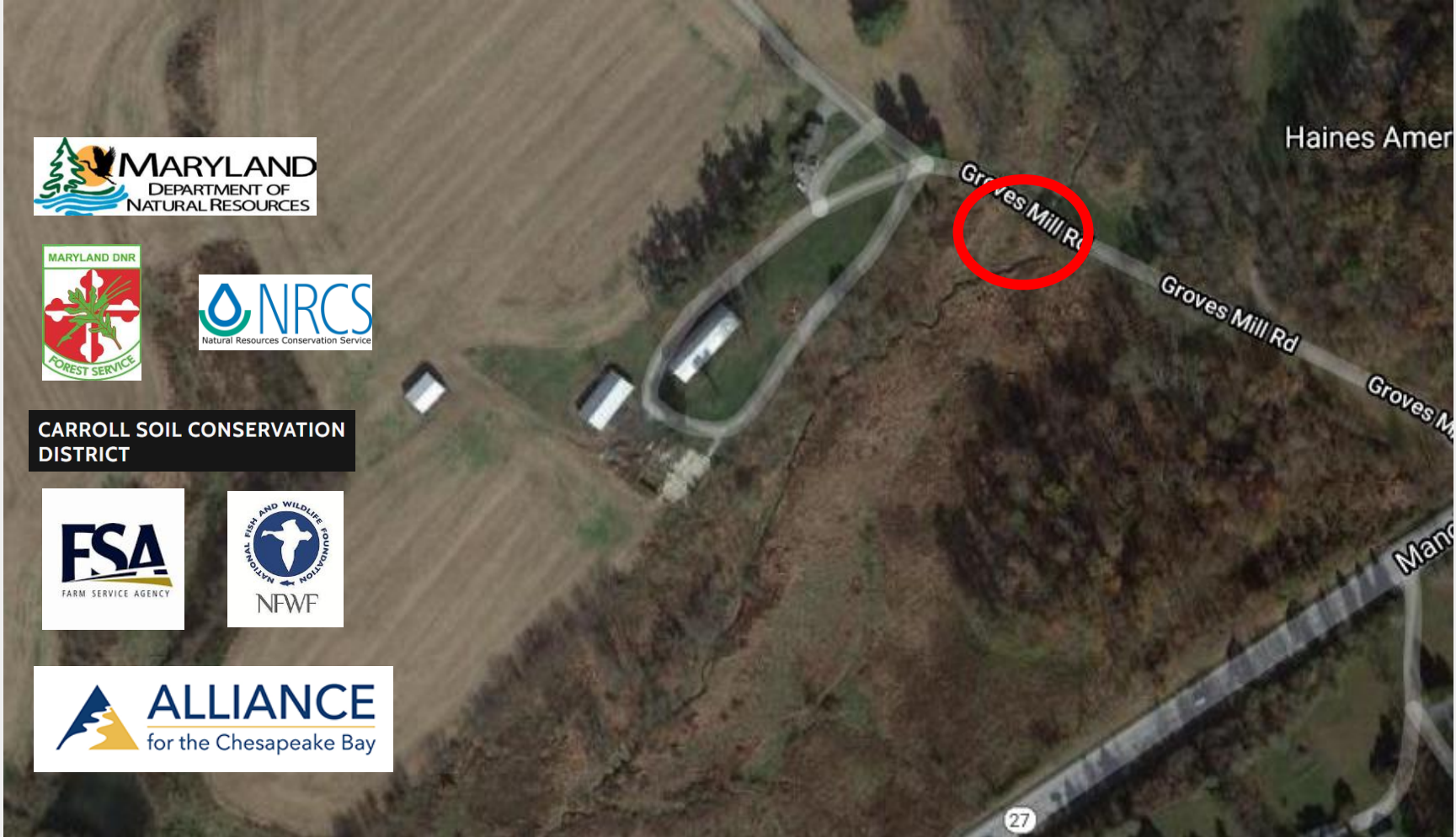
## Healthy Streams Farm Stewardship Program

- Every acre of streamside forest planted with livestock exclusion earns \$4,000 in “Conservation Vouchers”
- Vouchers can be used for any conservation purpose including public funding gaps
- Farmers encouraged to leverage USDA Conservation Reserve Enhancement Program and Environmental Quality Incentives Program





**CARROLL SOIL CONSERVATION DISTRICT**



# Riparian Forest Buffer Program - PA



- Programmatic gap was fast, flexible funding for RFB implementation
- Our grant-funded program covers 100% of site prep, planting, and maintenance costs (3 years). Also fencing and stream crossing. Paid directly to contractors
- Fits into any other conservation program, from Alliance Ag to NRCS programs
- Many of our buffers come from partners who specialize in outreach.
- Many come from our ag work - we require RFB adoption to receive funds for other BMPs

# Discussion - What's Our Plan for NY?

- You are the local experts and we defer to you!
- We work by filling gaps in existing conservation efforts - what are they here?
  - Rapid flexible funding for RFBs?
  - Cost-share enhancement funding to cover higher % of expenses for BMPs?
- How can/should the workflow change for our joint efforts in NY?
- What are we missing? How can we structure this partnership to be the most productive and mutually beneficial?
- Next steps and timeline



# Thank You!

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