



PRESS RELEASE

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Farm Foundation to Hold Incentivizing Conservation Agriculture Forum

OAK BROOK, IL Aug. 20, 2019: Farm foundation, a food and agriculture policy institute, will bring together a panel of experts Sept. 24, 2019 in Washington, DC, to examine the potential value and benefits of an ecosystem marketplace. An ecosystem marketplace could enable and encourage farmers and ranchers to adopt and sustain conservation management practices to improve soil health, reduce greenhouse gas emissions and improve water quality and use.

The [Incentivizing Conservation Agriculture](#) forum, 9 -11 a.m. EDT, will include an evaluation of a study commissioned by the Ecosystem Services Market Consortium (ESMC) to “develop economic assessments to inform the potential total aggregated volume and value of ecosystem services provided from privately owned, working agricultural lands and potential demand for these services.”



Speakers will discuss related topics—implementing, challenges, limitations, feasibility and benefits, and there will be time for questions and answers. Farm Foundation® Forums are designed to engage a full range of stakeholders in informed dialogue on timely food, agricultural and rural policy issues. In these public forums, participants examine and discuss current policies, explore and analyze alternative policy proposals, and give voice to new proposals. Speakers give brief topic summaries, but most of the forum time is devoted to spirited and thoughtful discussion.

Attendees include stakeholders with an interest in agricultural, food and rural policy, including members of Congress, congressional staff, executive branch officials, industry representatives, NGO representatives, Embassy representatives, academics and members of the media.

Attend [in person](#) or participate via the [live audiocast](#).

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Farm Foundation is an agricultural policy institute cultivating dynamic non-partisan collaboration to meet society's needs for food, fiber, feed and energy. Since 1933, it has connected leaders in farming, business, academia, organizations and government through proactive, rigorous debate and objective issue analysis.

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