

*Inspiring to see the leadership and interest in conservation/new paradigms from our first two presenters. Behind the scenes in their respective industries, what are the ways that organizations like GM and CP can do to influence other large corporations to get involved?*

**1. Curious if GMI is offering financial incentives to assist farmers with transitioning, since transition costs are a barrier for many?**

Jim E.:

I am hoping to have some questions come in that everyone can answer. These questions are focused on GMI. You can write responses if you want, but I will copy them and you can answer later if we don't get to them today.

**2. Very interesting. Efforts seem to have a lot of overlap with groups such as North Dakota Grazing Coalition. Are you tied into them as well?**

Jim E.:

We can follow-up with them, but yes, we are working extensively in ND and appreciate the recommendation

**3. Great presentation from General Mills. What is the process for you to get credit for that in terms of your ESG rating for public shareholders? Is there a standard that you think is good for measuring E.S.G.?**

Jim E.

General Mills is rated highly on the Dow Jones Sustainability Index. I am not familiar with the process, though, for how that rating system or other sustainability rating systems are calculated.

**4. Do your studies also measure insect food resources for grassland birds?**

Jim E.:

Yes, we are doing extensive monitoring of the invertebrates in the plots. Looking at biodiversity, abundance and composition.

**5. Does ConocoPhillips invest in bird conservation in Canada?**

See for one example...

<http://www.conocophillips.com/sustainability/sustainability-news/story/mapping-migration-to-enhance-conservation/>

**6. What data are used to measure/identify "protected" lands?**

Jim G.:

Public lands and available layers of easements are the starting point.

## **7. Do you consider other taxonomic groups in habitat protection work?**

Yes we do consider other taxa. We used birds in the presentation because we getting some exciting new data that informs our work. But other focal species in the Northern Great Plains include pronghorn & black-footed ferret. Other regional plans include fish, herps, and invertebrates (everything from butterflies to mollusks). Plants are often part of the outcomes (ie. increase in milkweed etc) but I'm not sure if NFWF has any programs with plants as focal species.

Jim G.:

Bird Habitat Joint Ventures were started to address waterfowl populations 30 years ago and quickly moved to incorporate all species across the US, and significant portions of Mexico and Canada. We do incorporate other species groups (e.g., pollinators) well as other land management objectives (e.g. watershed recharge). Generally, JVs can use bird populations to set objectives and track progress toward partner derived objects. For more info see... <https://mbjv.org/>

## **8. How do you feel funding cycle length influences conservation?**

Jim G.:

The effects of funding cycle length probably varies depending upon the type of conservation and the lag time to build from plan to action. This is a good discussion point for the development of the Roadmap.

## **RESOURCES/NOTES**

The USGS Protected Areas Database of the U.S. (PAD-US). We used the International Union for the Conservation of Nature's (IUCN) definition of protection. The IUCN defines protected lands as "...clearly defined geographical space, recognized, dedicated and managed, through legal or other effective means, to achieve the long-term conservation of nature with associated ecosystem services and cultural values."

The USGS Protected Areas Database of the U.S. (PAD-US). We used the International Union for the Conservation of Nature's (IUCN) definition of protection. The IUCN defines protected lands as "...clearly defined geographical space, recognized, dedicated and managed, through legal or other effective means, to achieve the long-term conservation of nature with associated ecosystem services and cultural values."

The acres enrolled in conservation easement and restoration acres seem much higher in the US than what we're seeing is achievable in Canada. The examples Mike provided in the Playa Lakes JV and restoration acres in Texas are huge. As a funding coordinator in Canada, I am wondering what the reason(s) might be for differences in uptake by ag producers up here versus in the US. We have easement programs up here in Canada but difficulty enrolling the most important native prairie acres.

From our experience in one joint Venture, I can say that our ability to work with landowners to build the win-win projects takes time to build relationships and trust. This time to build trust usually does not match well with annual reports and goals. Keeping a constant flow of available financial assistance becomes a need to provide some certainty to partners and landowners who might want to develop projects.

... This is a great subject to discuss and incorporate into the roadmap, comparing among countries, states, and provinces that might show differences.

**Unanswered (though some answers in talks on 7/23 about this subject)**

What is your thinking on market-based opportunities and the potential benefits there? For example beef supply chains that support improved land stewardship practices in service of industry climate and sustainability goals? (Gen Mills presentation included some of this).  
¿What do you think about the development of clean energy facilities in grasslands?, like wind-field or solar-fields