

1. Can Marshall explain a bit more about what the "sales conversion rate" is?

Marshall Johnson:

The sales conversion rate is developed by tracking how many of the members who receive marketing emails from Audubon or our affiliate partners click on the appeal and then buy a subscription or set of products. So, if we send out an email to 25,000 members, and 1,000 open, we're seeing 15.9% of those individuals immediately make a purchase of \$100 or more. We do not track smaller purchases at this time, so the sales conversion amongst members is likely higher. Does that answer your question?

2. What does the \$0.95 cost per acre include?

Jim Giocomo:

Staff time, incentives, monitoring costs etc.

Marshall Johnson:

Yes, staff, monitoring, etc. The incentive is paid by the customer.

3. Question about Audubon certification: is the "premium" a direct payment from Audubon or is it a premium obtained through higher retail values of the product at point of purchase?

Marshall Johnson:

Yes, you are correct. Audubon provides technical assistance, cost-share for improvements in some cases, but the premium is obtained through sales. The beef is tracked through an affidavit/chain of custody process. In the coming year we will transition to a full birth to slaughter program.

4. Is there any talk of expanding the Audubon certification program into Canada?

Not yet.

5. Is there any concern with "premiums" being confused with agricultural subsidies? Up here in Canada we are getting questions about direct payments being clearly separable and different from "subsidies" that could be a problem from a trade agreement perspective. How do premiums need to be designed and delivered to avoid that sort of issue for producers and the broader livestock industry?

Marshall:

Good question. I think the great difference here is that taxpayers and government are not on the hook. From my perspective, it is mission-based capitalism, at its best.

William:

Given the challenge of effectively measuring quantitative outcomes at the scale of the US beef industry, the current focus is on process measures with well-founded connections to tangible outcomes. In the cow-calf sector, for example, the Grazing Management Plan metric entails documenting that adaptive management principles are being applied to advance goals for Water and Land Resources and Air and GHG Emissions. Over time, the aspiration is to relate measured process outcomes to relevant quantitative measures of outcomes for the industry as a whole that are also relevant in the diverse geographies where beef production occurs.

6. Are the ranches participating in the Audubon program in term agreements (annual, 5 year, 10 year...)?

Marshall Johnson:

The enrollment is at will, but it is important to note that over the first four years, retention within the program is 97%

7. Could you please provide comment on whether and how the USRSB has built a system to ensure that benefits from using best practices are derived by producers in beef sales? Anything specific to biodiversity metrics?

William Burnidge:

As an industry-wide initiative, the USRSB intentionally placed responsibility for implementing the Framework with its members. Given this, individual supply chains will take the lead on identifying the benefits or values for producers that are critical to success. As an industry-wide initiative, the USRSB intentionally placed responsibility for implementing the Framework with its members. Given this, individual supply chains will take the lead on identifying the benefits or values for producers that are critical to success.

Questions Left Unanswered, Apologies!

What are the policy priorities that today's presenters and the organizations they represent would advocate for to have maximum impact in restoring grasslands habitat and protecting wildlife, communities and our economy? [see talks]

How can/do the TNC and Audubon programs work together?