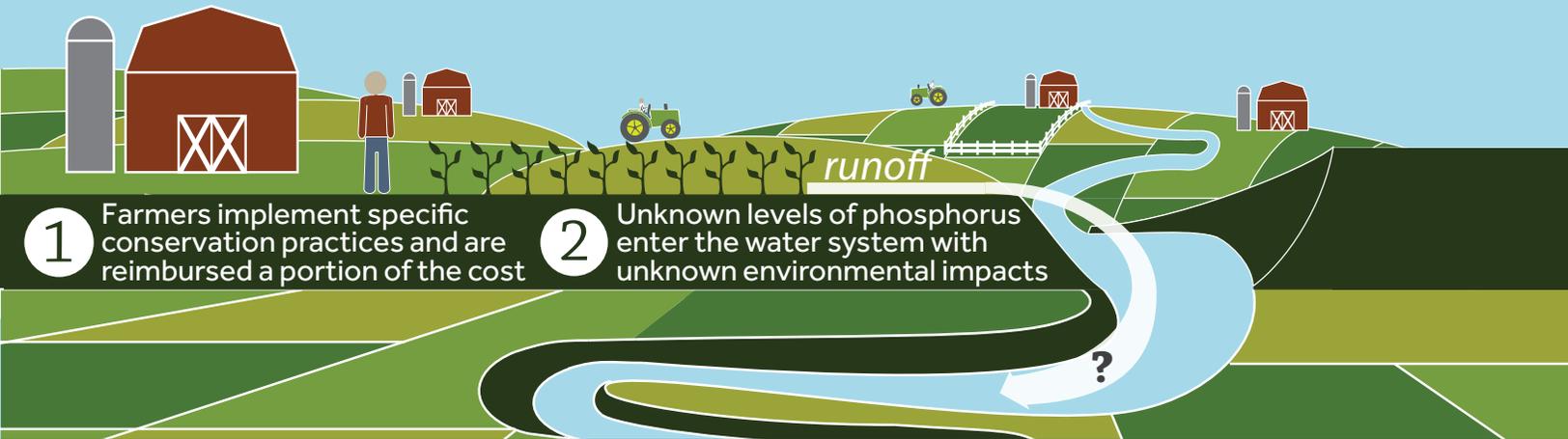


A NEW APPROACH TO CONSERVATION

Fertilizer and manure containing phosphorus help crops grow, but when phosphorus runs off into surface water it can lead to algal blooms and dead zones, damaging water quality for people and wildlife. Current conservation programs aim to reduce water pollution, but do not quantify reductions or track water quality improvements.

We've got a better idea: reward farmers according to science-based outcomes.



THE STATUS QUO: PAY FOR PRACTICE

Current conservation programs spend over **\$4 billion annually** to reimburse farmers for implementing a limited set of conservation practices without tracking environmental outcomes.

SEE NEXT PAGE

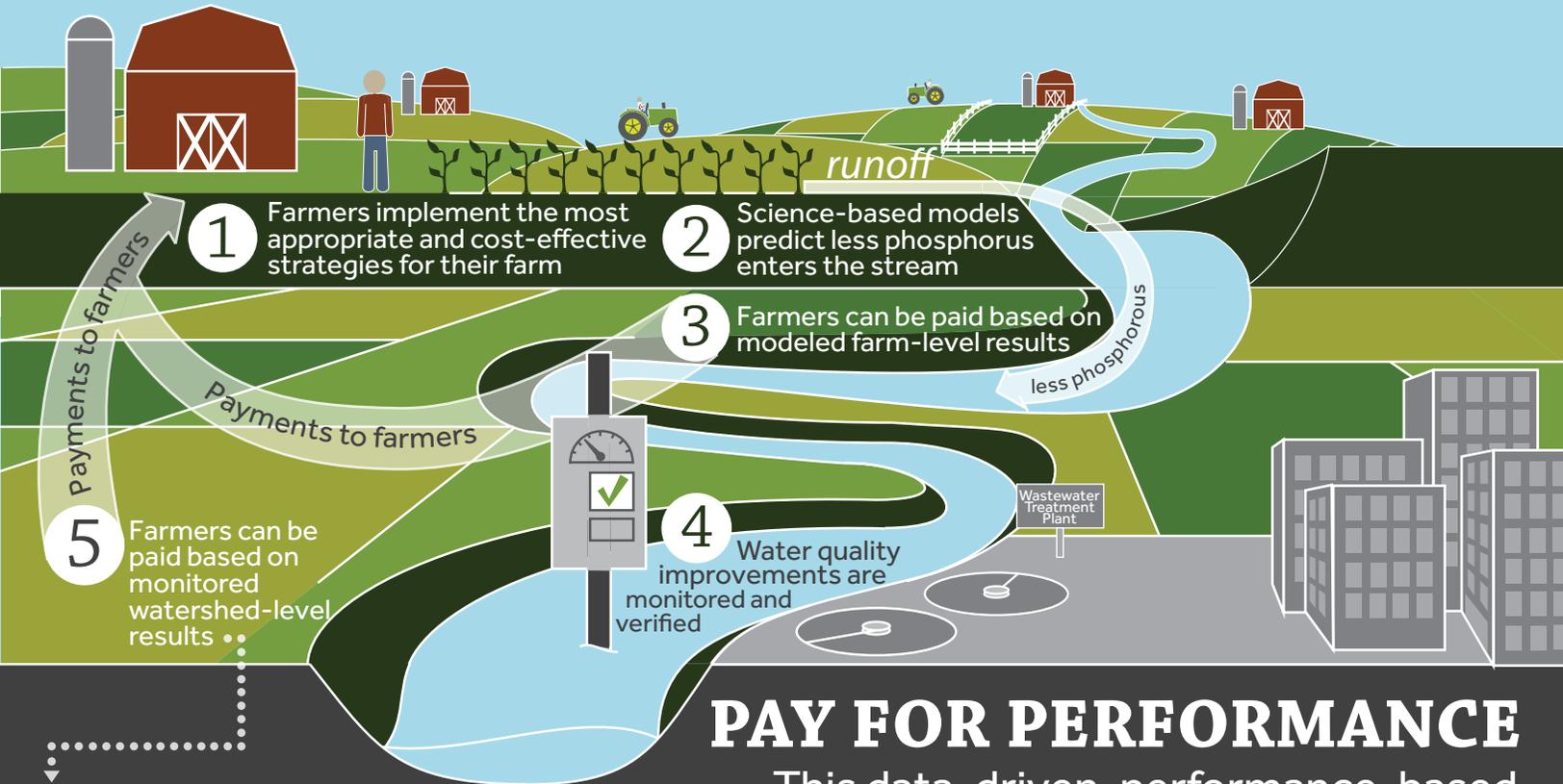
to learn more about a new, innovative, and cost-effective approach to conservation



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PAY FOR PERFORMANCE

This data-driven, performance-based approach tracks the environmental impacts of farmer-selected conservation practices and offers payments based on verified environmental improvements.

WHO PAYS FARMERS?

- Wastewater treatment plants or other downstream entities that need to meet water quality obligations
- Conservation programs that want to show measureable water quality outcomes

WHY PAY FOR PERFORMANCE?

- Data-driven and science-based
- Measurable water quality improvements
- Cost-effective for farmers and conservation programs
- Provides flexibility and allows for farmer innovation
- Expands market opportunities for water quality trading

The Milwaukee River Pay for Performance project is a collaboration of Winrock International, Sand County Foundation, and Delta Institute with capital support provided by the Great Lakes Protection Fund.

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