

## ABOUT THE GENERAL MILLS ROADMAP

In June 2022, [General Mills Inc](#) (GMI) and [Ecosystem Services Market Consortium](#) (ESMC) announced the development of a multi-year roadmap to meet General Mills' supply chain carbon and greenhouse gas (GHG) and regenerative agriculture commitments through ESMC's Eco-Harvest market program. Eco-Harvest, launched in May 2022 after more than three years of pilot testing and refinement with agricultural supply chain and value chain partners, is an innovative ecosystem services market program that pays farmers for beneficial environmental outcomes from regenerative agriculture. Eco-Harvest meets food and beverage sector annual Scope 3 reporting needs for quantified, verified soil carbon removals and reduced GHG emissions from agricultural production within their supply chains.

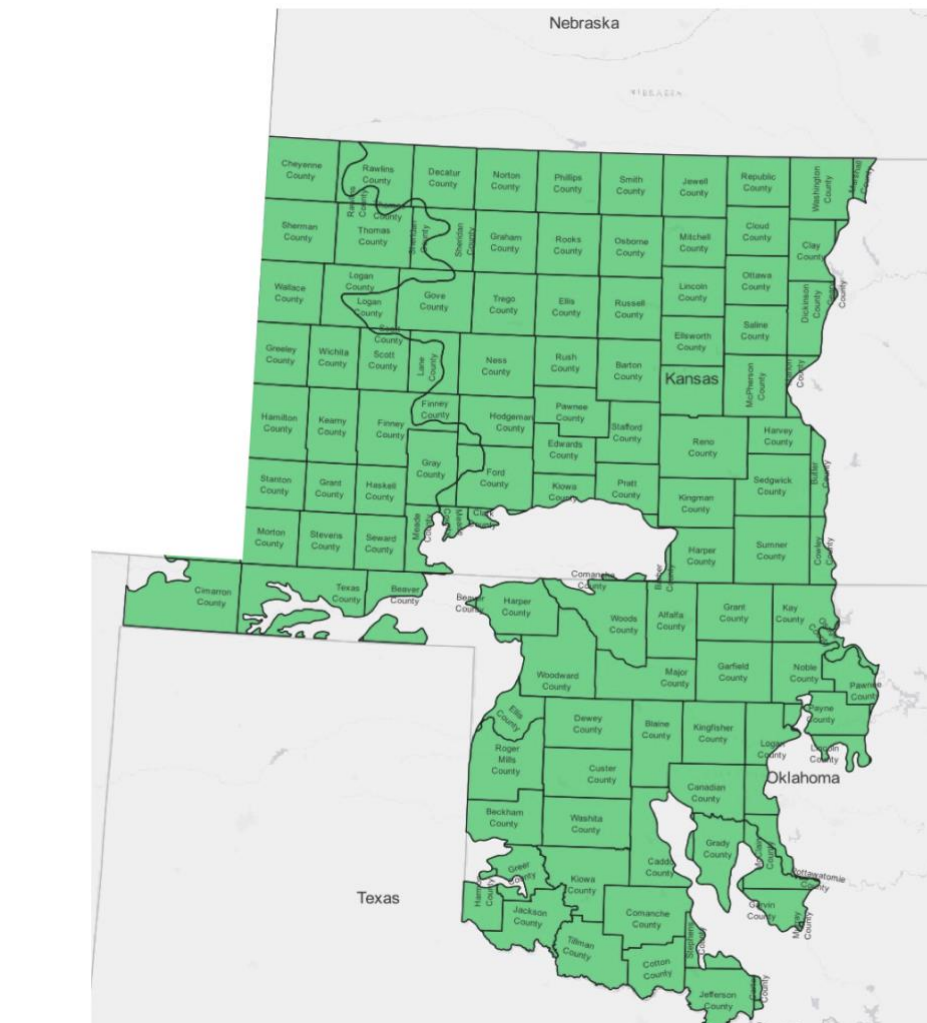


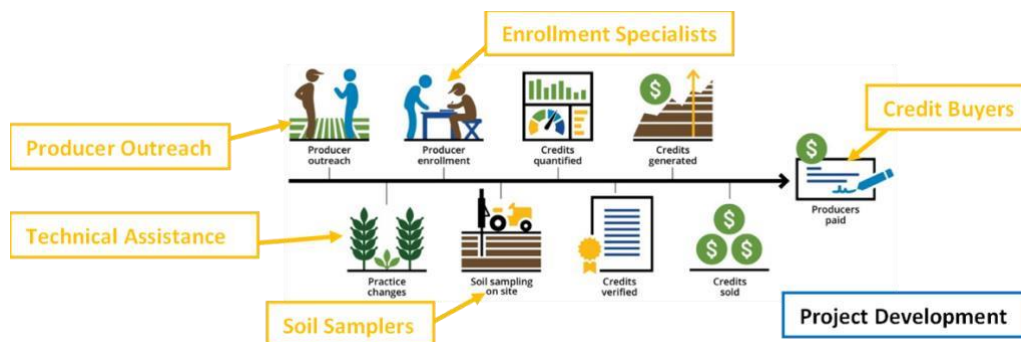
Figure 1: Targeted regions for 2023 projects

## ABOUT ESMC

ESMC/ESMRC is a non-profit, public-private partnership. Our mission is to scale soil health and other agricultural outcomes that benefit farmers and society in a collective enabling environment. Our member-based organization includes buyers and sellers and other stakeholders in agricultural supply chains who have collectively tested, refined and launched Eco-Harvest. Eco-Harvest uses science and standards-based protocols and a digitized platform with advanced quantification and verification technology systems.

ESMC's research arm, ESMRC, is an innovation pipeline in which our members and partners coinvest in critical R&D and enhancements to continuously improve our technologically advanced market program and infrastructure.

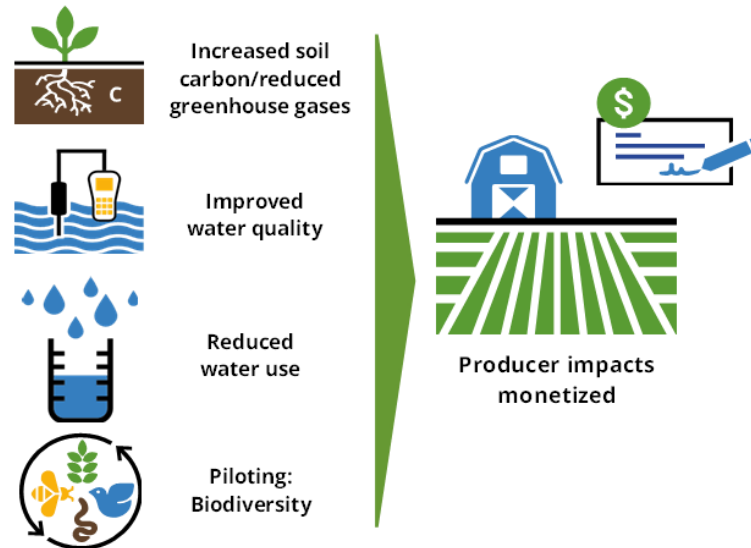
Both ESMC market projects in Eco-Harvest and ESMRC pilot and demonstration projects pay farmers and ranchers for credits generated from implementing new practice changes. The credits generated are shown in **Figure 3**. The process to create projects and generate credits – including the roles and services sought in this RFP – is depicted in **Figure 2**.



**Figure 2:** ESMC/ESMRC project development and credit generation process.

ESMC/ESMRC allows producers the autonomy to decide which eligible practices or systems changes to adopt from a menu of options. The same land stewardship practices that improve soil carbon and reduce GHG emissions often have additional benefits, including improved water quality and water conservation, and biodiversity benefits such as habitat for pollinators, insects and birds. Each producer's carbon, GHG, water quality and water quantity outcomes are quantified at a field and farm scale, and the credits generated can be "stacked" and sold together or disaggregated and sold individually in our streamlined program. ESMC maximizes the value returned to producers and to diverse supply chain buyers.

## ESMC's Market Program Generates Stacked Credits



*Figure 3:: Scope 3 supply chain credits generated by ESMC/ESMRC.*

ESMC sells producer credits in supply chain markets to buyers in the agricultural supply chain to help them achieve high priority climate change, Net Zero and corporate sustainability goals. As a non-profit, **ESMC only recovers operational costs from program operations and credit generation, creating the highest value for corporate buyers and for agricultural sellers.**

## NACD ENGAGEMENT WITH ESMC

ESMC has selected NACD as an Implementation Partner to scale projects across the Southern Great Plains for the 2023 year (see map above). NACD will be acting as a project developer across the targeted regions to enroll producers growing wheat and oats. As a project developer, NACD will be performing the roles of: project manager, enrollment specialist and technical conservation assistance.

- **Project Manager:** serve as the lead organization or individual managing project(s) on the ground
- **Enrollment Specialist:** identify and recruit producers to enroll in the ESMC/ESMRC program and support producer data entry into ESMC Producer Portal
- **Technical Conservation Assistance Provider:** work with producers to help them plan & implement eligible ESMC/ESMRC conservation practices on their fields



- **Project Developer:** provide project support services in concert with external and ESMC Project Managers

The **Kansas Association and Oklahoma Association of Conservation Districts** are partnering with the **National Association of Conservation Districts** and the non-profit Ecosystem Services Market Consortium (ESMC) on an ecosystem services market program.

Through this program, producers will have the opportunity to receive an annual payment for quantified carbon credits generated through practice changes implemented. Payment amounts will be market based and contracts can be up to 5 years. **The goal is to sign-up 15,000 acres per state.**

Conservation districts that are interested in assisting will help to identify and market the program to producers in their county and assist producers in signing up for the program. **Conservation districts will receive a \$13/acre payment for each acre** enrolled into the program in their county. Producer enrollment deadline for the 2023 project year is **March 1, 2023.**

## TRAININGS

- Kickoff Call
  - Recommended for all planning to work on projects or who are interested in learning more
  - Intro to ESMC, project timelines & process, expectations of implementation partners, producer payments
  - Recording: [https://us02web.zoom.us/rec/share/B7I8gaNu7Xnu6-4eNeZQArYrIEPIQbHTfRK4MGurgflqincOceLMj411Wn\\_FcQP.iie5kyYo0hg3p7](https://us02web.zoom.us/rec/share/B7I8gaNu7Xnu6-4eNeZQArYrIEPIQbHTfRK4MGurgflqincOceLMj411Wn_FcQP.iie5kyYo0hg3p7)
- Enrollment Training
  - How to enroll producers into the ESMC Portal system, eligibility for farmers
  - Recording here: [https://us02web.zoom.us/rec/share/8UmaTpsPNvAdpxUas3r7w5QRRhWOJINqsG099yCui8zJgGTI2qgX\\_JtQpmv97IMk.-4gXN8CnmdDuGPCW](https://us02web.zoom.us/rec/share/8UmaTpsPNvAdpxUas3r7w5QRRhWOJINqsG099yCui8zJgGTI2qgX_JtQpmv97IMk.-4gXN8CnmdDuGPCW)
    - Passcode: 7Dk%#L85

## NEED MORE INFORMATION?

- ESMC Program Website: <https://ecoharvest.ag/>
- ESMC Contact: Jake Deutmeyer ([jdeutmeyer@ecosystems-services-market.org](mailto:jdeutmeyer@ecosystems-services-market.org))
- NACD Contact: Bruce Wells ([bkwells64@outlook.com](mailto:bkwells64@outlook.com))



## ELIGIBLE COUNTIES

Alfalfa County	Oklahoma	Stephens County	Oklahoma
Beaver County	Oklahoma	Texas County	Oklahoma
Beaver County	Oklahoma	Tillman County	Oklahoma
Beckham County	Oklahoma	Washita County	Oklahoma
Blaine County	Oklahoma	Woods County	Oklahoma
Caddo County	Oklahoma	Woodward County	Oklahoma
Canadian County	Oklahoma		
Carter County	Oklahoma	Barber County	Kansas
Cimarron County	Oklahoma	Barton County	Kansas
Cleveland County	Oklahoma	Butler County	Kansas
Comanche County	Oklahoma	Cherokee County	Kansas
Cotton County	Oklahoma	Cheyenne County	Kansas
Creek County	Oklahoma	Clark County	Kansas
Custer County	Oklahoma	Clay County	Kansas
Dewey County	Oklahoma	Cloud County	Kansas
Ellis County	Oklahoma	Comanche County	Kansas
Garfield County	Oklahoma	Cowley County	Kansas
Garvin County	Oklahoma	Decatur County	Kansas
Grady County	Oklahoma	Decatur County	Kansas
Grant County	Oklahoma	Dickinson County	Kansas
Greer County	Oklahoma	Edwards County	Kansas
Harmon County	Oklahoma	Ellis County	Kansas
Harper County	Oklahoma	Ellsworth County	Kansas
Jackson County	Oklahoma	Finney County	Kansas
Jefferson County	Oklahoma	Finney County	Kansas
Kay County	Oklahoma	Ford County	Kansas
Kingfisher County	Oklahoma	Ford County	Kansas
Kiowa County	Oklahoma	Geary County	Kansas
Lincoln County	Oklahoma	Gove County	Kansas
Logan County	Oklahoma	Gove County	Kansas
Love County	Oklahoma	Graham County	Kansas
McClain County	Oklahoma	Grant County	Kansas
Major County	Oklahoma	Gray County	Kansas
Murray County	Oklahoma	Gray County	Kansas
Noble County	Oklahoma	Greeley County	Kansas
Oklahoma County	Oklahoma	Hamilton County	Kansas
Osage County	Oklahoma	Harper County	Kansas
Pawnee County	Oklahoma	Harvey County	Kansas
Payne County	Oklahoma	Haskell County	Kansas
Pottawatomie County	Oklahoma	Hodgeman County	Kansas
Roger Mills County	Oklahoma	Hodgeman County	Kansas
		Jewell County	Kansas



Kearny County	Kansas
Kingman County	Kansas
Kiowa County	Kansas
Lane County	Kansas
Lane County	Kansas
Lincoln County	Kansas
Logan County	Kansas
Logan County	Kansas
McPherson County	Kansas
Marion County	Kansas
Marshall County	Kansas
Meade County	Kansas
Meade County	Kansas
Miami County	Kansas
Mitchell County	Kansas
Morton County	Kansas
Ness County	Kansas
Norton County	Kansas
Osborne County	Kansas
Ottawa County	Kansas
Pawnee County	Kansas
Phillips County	Kansas
Pratt County	Kansas
Rawlins County	Kansas
Rawlins County	Kansas
Reno County	Kansas
Republic County	Kansas
Rice County	Kansas
Riley County	Kansas
Rooks County	Kansas
Rush County	Kansas
Russell County	Kansas
Saline County	Kansas
Scott County	Kansas
Scott County	Kansas
Sedgwick County	Kansas
Seward County	Kansas
Sheridan County	Kansas
Sheridan County	Kansas
Sherman County	Kansas
Smith County	Kansas
Stafford County	Kansas
Stanton County	Kansas
Stevens County	Kansas

Sumner County	Kansas
Thomas County	Kansas
Thomas County	Kansas
Trego County	Kansas
Wallace County	Kansas
Washington County	Kansas
Wichita County	Kansas