



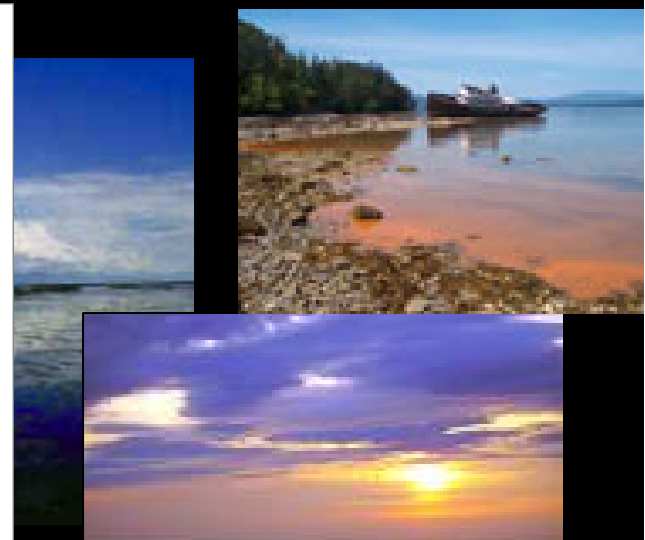
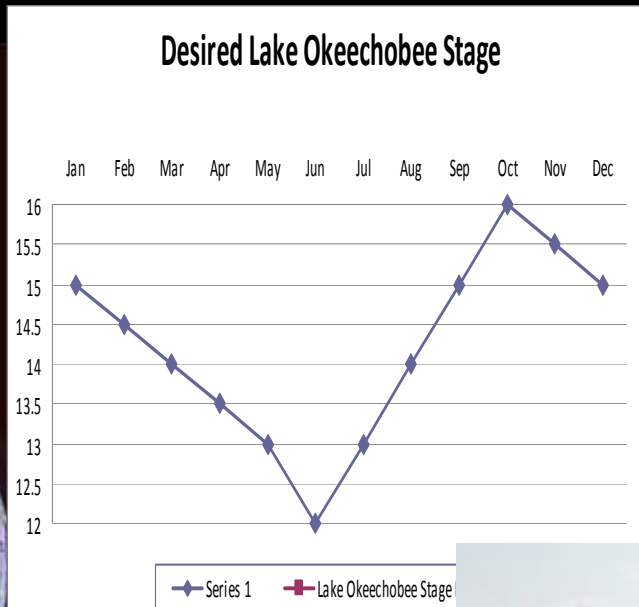
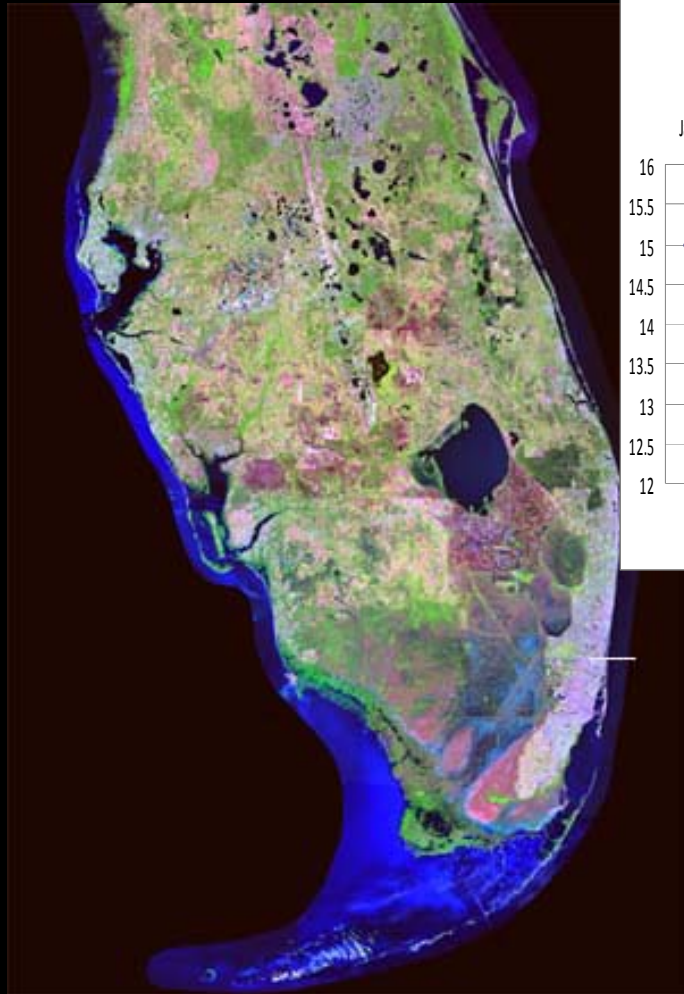
Valuing Ecosystem Services on Florida Ranchlands:

*Lessons Learned from the Florida
Ranchlands Environmental
Services Project (FRESP)*

**Sarah Lynch
World Wildlife Fund**



Lake Okeechobee – the *Liquid Heart of the Everglades*– plagued with water quality and quantity problems



Cattle Ranching is the Dominant Land Use

Land Use	Acres	% of Basin	P lbs/ac
Row Crops	7,087	1%	170
Dairy	21,063	2%	48
Residential	24,068	2%	14
Golf Course	932	0%	9
Ornamentals	7,937	1%	8
Citrus	62,744	5%	6
Field Crops	5,624	0%	6
Improved Pasture	454,110	36%	3



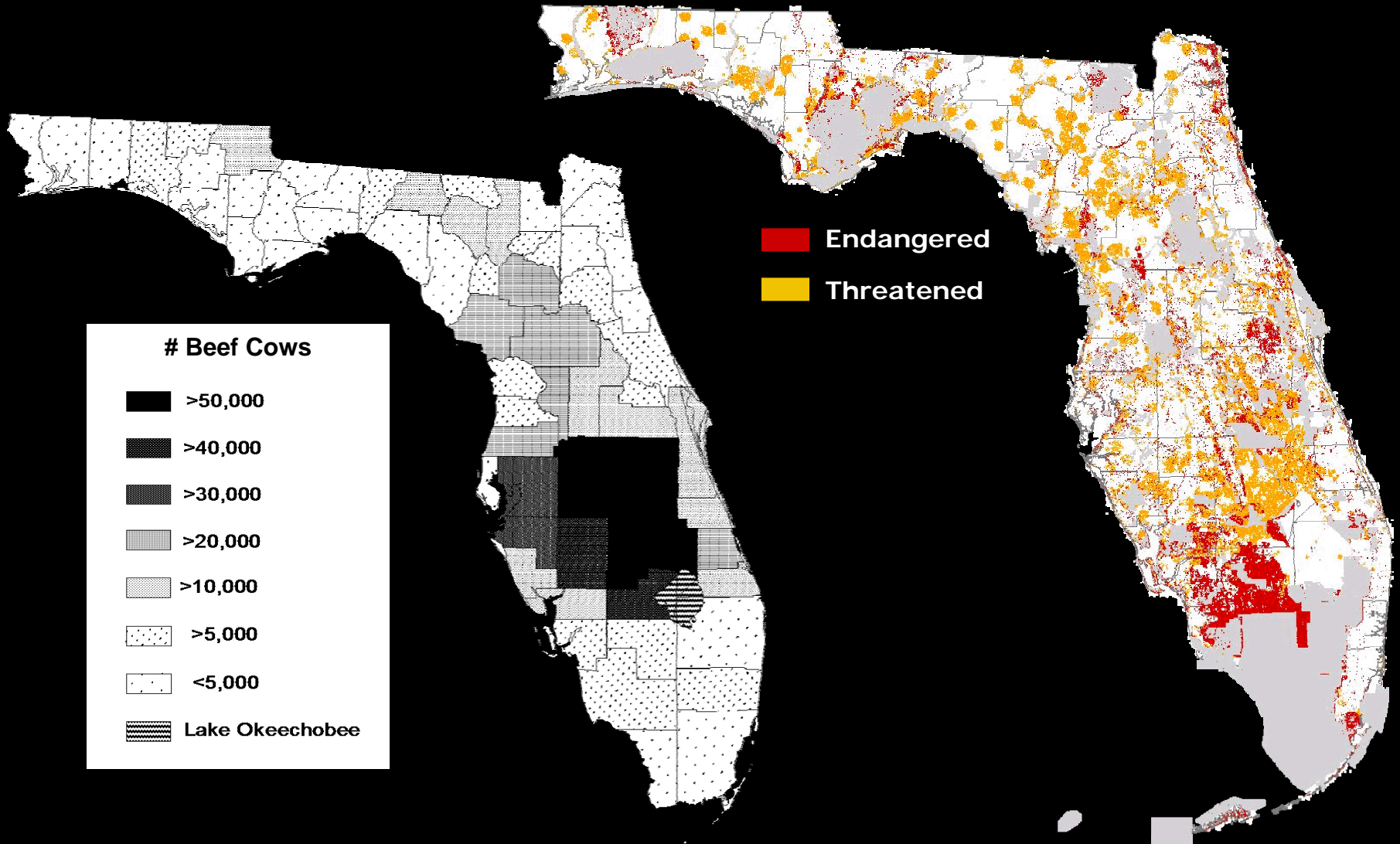






© Carlton Ward/MAERC

T & E Species Are Concentrated On Ranchlands



Past, Present, Future?



Future?

Future?

Florida Ranchlands Environmental Service Project Partners



Participating Florida Ranchers



NRCS Natural Resources Conservation Service



Goal: Design program to pay ranchers for Water and P Retention

- **Profit Center for thin margin enterprises**
- **Complement existing programs**
- **Cost-effective for taxpayers, relative to public projects**
- **Feasible to administer**



Florida Ranchlands Environmental Services Project Sites



© 2007 Europa Technologies
Image © 2007 The Florida Department of Environmental Protection
Image NASA
Image © 2007 TerraMetrics

© 2007 Google

Williamson Cattle Company: 250 Acre Rehydrated Wetland With A 900 Acre Drainage Area



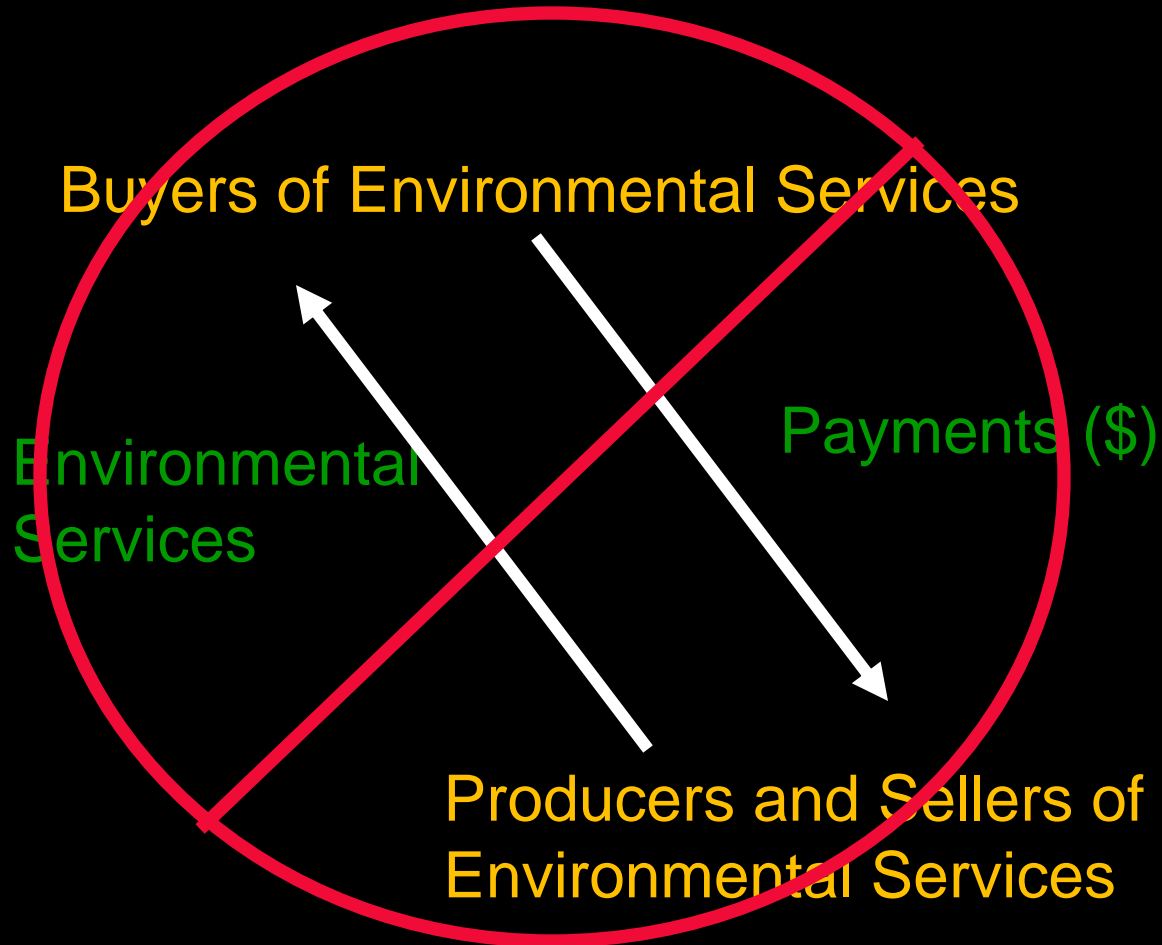
Buck Island Ranch: 2,800 Acre Cascading Pasture Water Retention System With 3,700-Acre Drainage



Lykes Bros. Inc: 2,500 Acre Treatment Marsh In Existing Detention Reservoir To Treat Off-Site Water



It sounds simple



Key FRESP Elements

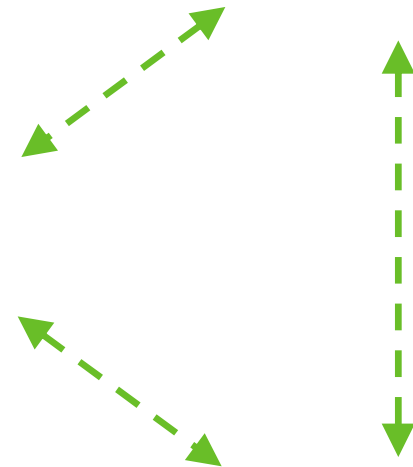
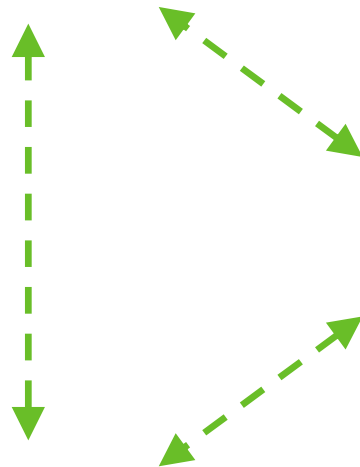
What are the environmental services?

Who will pay for these services?

How will services be documented?

How might environmental services be produced?

How should a pay-for-services program be structured?



The FRESP Vision – To Move

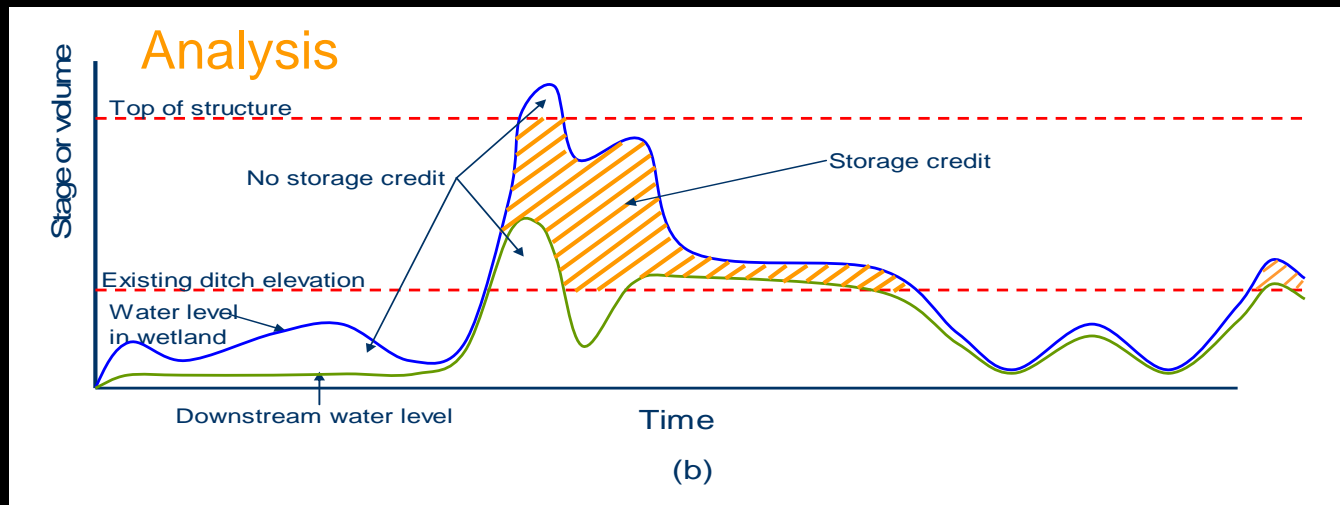
From ...

- Cost share for agency-approved BMPs for *P load control*
- Revenue neutral
- Limited verification / assumed effectiveness
- First come- first served


To ...

- Payments for producing *multiple* services
 - Ranchers choose how to produce
 - Ranchers choose what and how much
- Ranch profit center
- Payment depends on *documented* performance
- Payments target most valued services

Documentation is key – Working on Directional Accuracy, NOT Decimal-Point Precision



The Plan: through 2012



	2006	2007	2008	2009	2010	2011	2012
Design							
Demonstration							
Implementation							

Thank You



For further information

Sarah Lynch

sarah.lynch@wwfus.org