

The Nature Conservancy




Protecting nature. Preserving life.®

Date: November 15, 2012

Prepared For Fertilizer Institute Round Table

Presented By Amy Jacobs

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A photograph of a natural landscape. In the foreground, a calm body of water reflects the sky and the trees. Behind the water is a marshy area with tall, golden-brown grasses. In the background, a line of tall, slender pine trees stands against a soft, hazy sky. The overall mood is peaceful and natural.

Our mission is to conserve
the lands and waters on
which all life depends.

A park ranger is rowing a blue boat on a calm river. The ranger is wearing a light-colored uniform and a straw hat. The river is surrounded by lush green trees and vegetation, and the water is still, reflecting the sky and the surrounding landscape. The scene is peaceful and scenic.

We are part of the
communities
where we work—
helping to create
solutions that
benefit people
and nature.

An aerial photograph of a vast, green landscape. A prominent, winding river flows from the upper right towards the lower left, its water a clear, light blue. The river is flanked by dense green vegetation, likely shrubs or small trees. In the upper left, several small, irregularly shaped ponds are scattered across the terrain. The overall scene depicts a healthy, natural environment.

The Nature Conservancy
has helped protect
more than 119 million
acres of land worldwide.

River leading to Iliamna Lake, Alaska habitat the gravel
bottoms provide habitat for king salmon ©Ami Vitale

We work in
more than 30
countries
including all
50 of the
United States.



A young boy with blonde hair is smiling and holding a fishing rod. He is wearing a red life vest with a white 'S' logo over a white long-sleeved shirt. He is holding a small, silvery fish by its mouth with the fishing hook. The background shows a body of water and a clear sky. The text 'We work with the trust and support of more than one million members.' is overlaid on the right side of the image.

We work
with the trust
and support
of more than
one million
members.

We pursue non-
confrontational, pragmatic
solutions to conservation
challenges.



A large flock of birds, possibly sandpeps or similar shorebirds, is captured in mid-flight against a clear, vibrant blue sky. The birds are scattered across the upper two-thirds of the frame, appearing as numerous small, dark silhouettes. Below them, a dense field of mature corn plants stretches across the bottom third of the image. The corn stalks are a rich golden-brown color, indicating they are ready for harvest. The overall scene conveys a sense of natural harmony and the coexistence of wildlife and agriculture.

The Nature Conservancy is
evolving to meet the
challenges of today for
the benefit of both people
and nature.

Chesapeake Bay Priorities

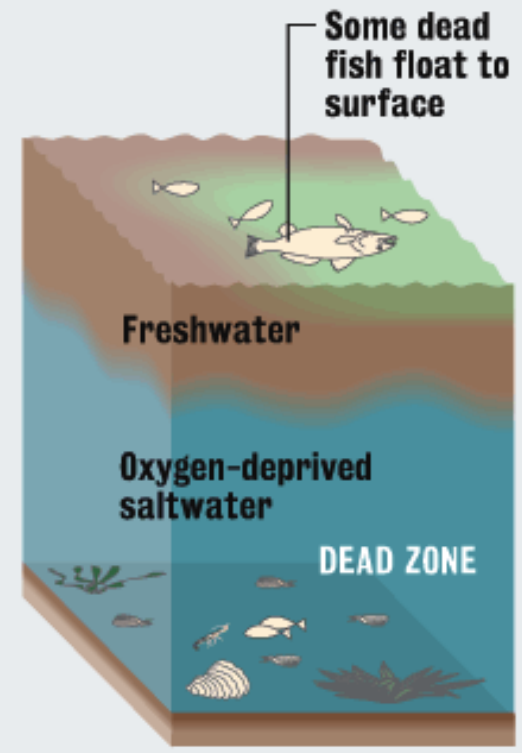
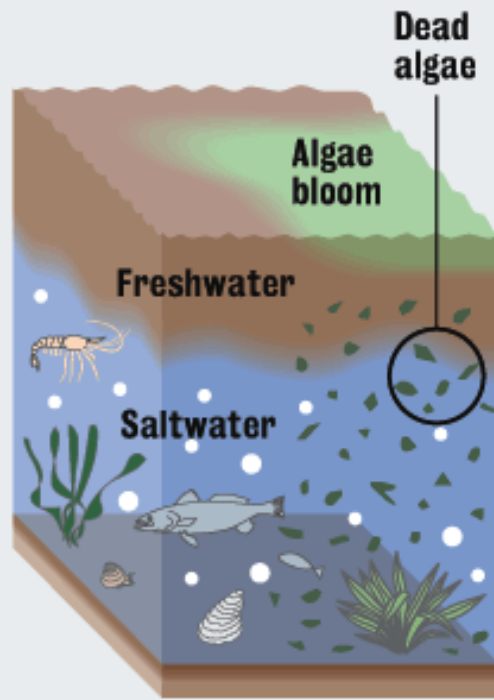
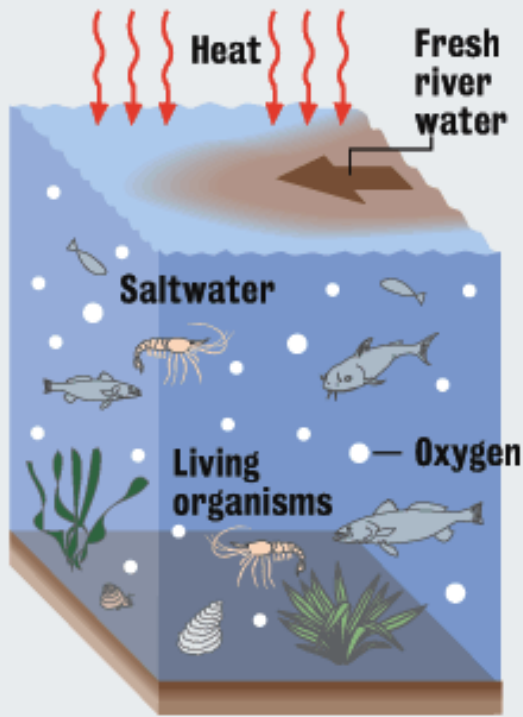
- *Healthy waters* are protected
- Efforts to reduce nutrients and sediments into the Bay are effective and efficient
- Restore and protect oyster reefs at large scales

Chesapeake Bay TMDL

- Total Maximum Daily Load - the maximum amount of a pollutant that can be allowed to enter a water body without violating water quality standards (WQS).
- Court Settlement 1998: Chesapeake Bay TMDLs must be completed by December 2010
- Agreement by Executive Council in 2000 to clean up Bay to meet WQS or implement a TMDL by 2010.
- EPA led a watershed-wide TMDL Development Process
- Region is entire Bay drainage up to and including NY, WV, DE, in addition to PA, VA, DC and MD.

Dead Zones

HOW THE DEAD ZONE FORMS



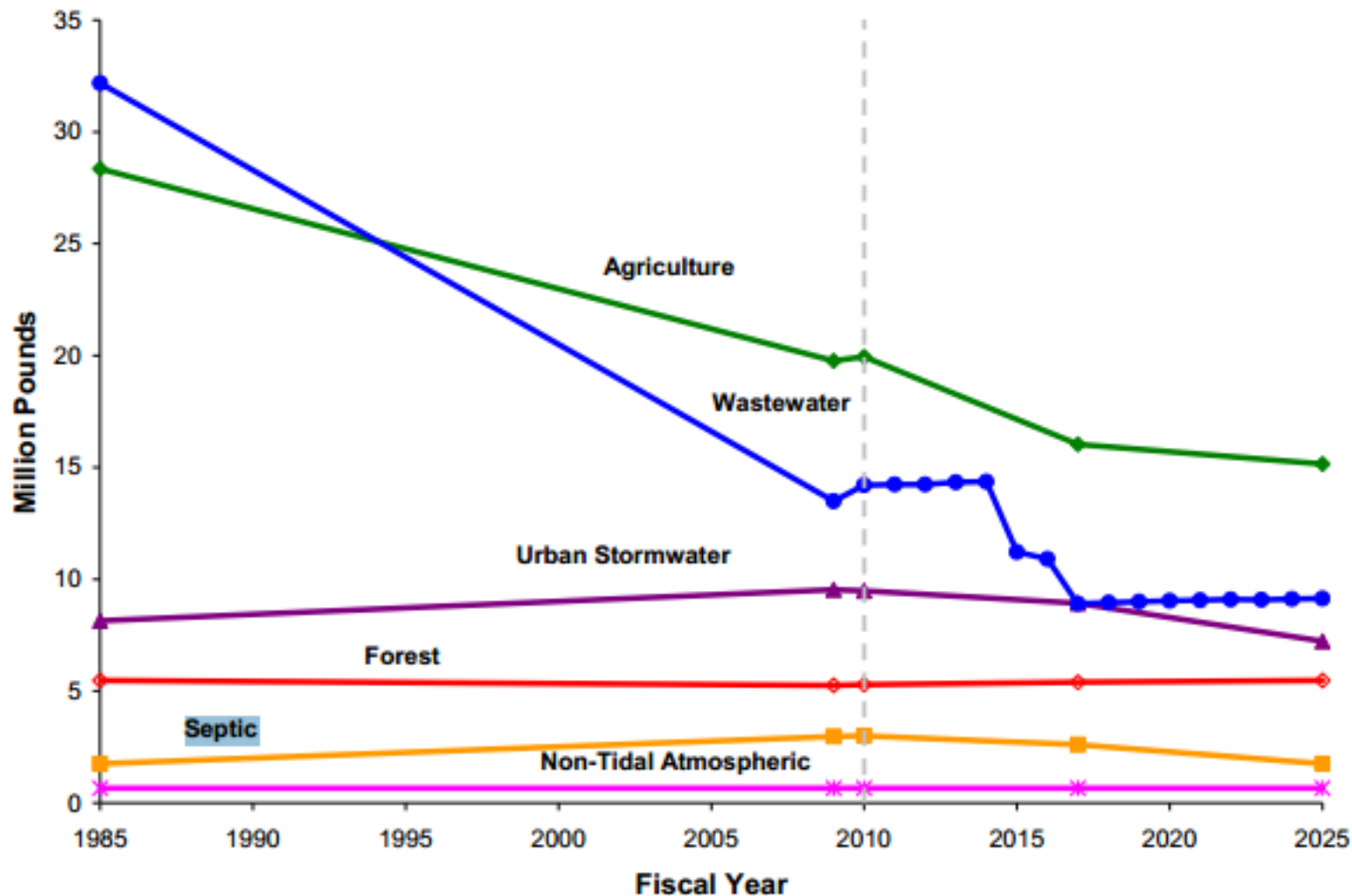
By Dan Swenson

Impact to People and Economy



© Erika Nortemann

Nitrogen Reductions Past and Future, Maryland



Additional Reductions Needed in the Face of:

- Increasing demand for food to meet population growth
- Sustaining the viability of producers
- Consumer expectations for safe food and sustainable practices

World Hypoxic and Eutrophic Coastal Areas



Eutrophic and Hypoxic Areas

- Areas of Concern
- Documented Hypoxic Areas
- Systems in Recovery

Data compiled from various sources by R. Diaz, M. Selman and Z. Sugg.

Conflict or Challenge?

INCREASE PRODUCTION

IMPROVE ENVIRONMENTAL QUALITY



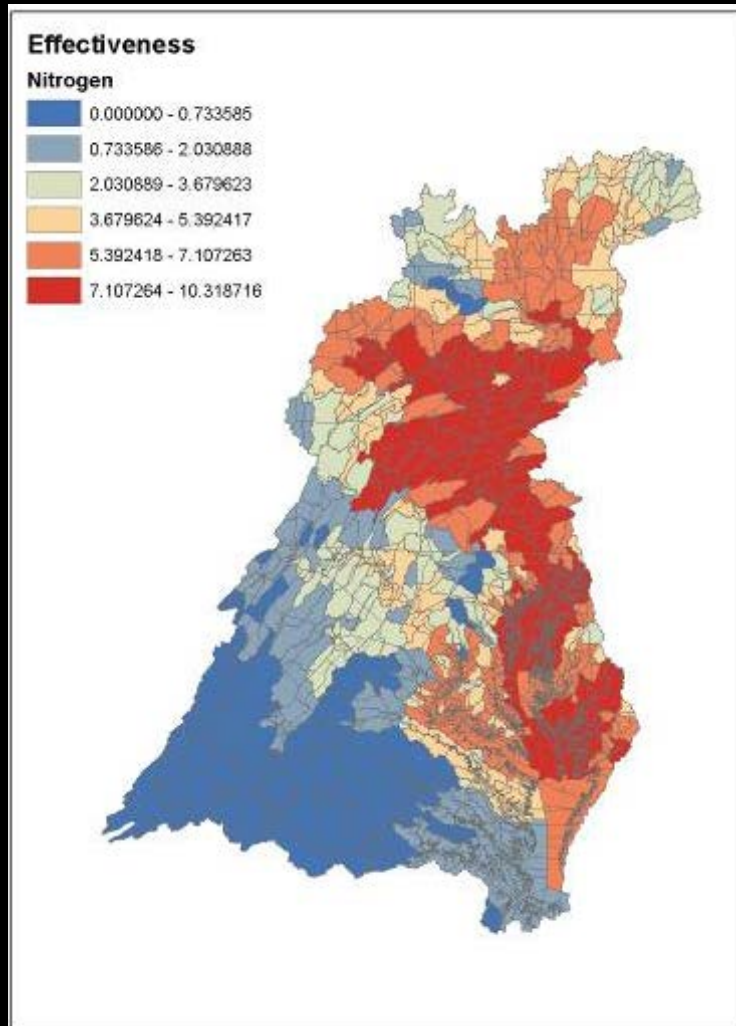
Options Forward

- Fight any changes to the status quo
- Increase government regulation
- Collaborative/ industry led progress that demonstrates environmental outcomes with agricultural progress

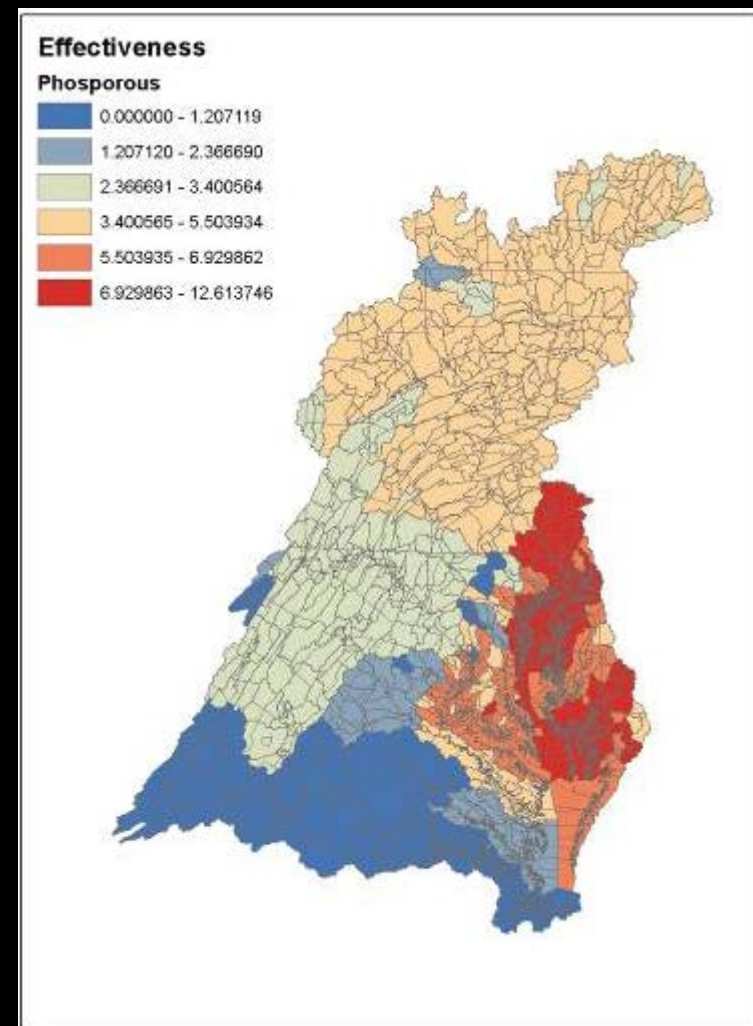
Solutions: Performance-Based Outcomes



Solutions: Performance-Based Outcomes



Nitrogen



Phosphorus

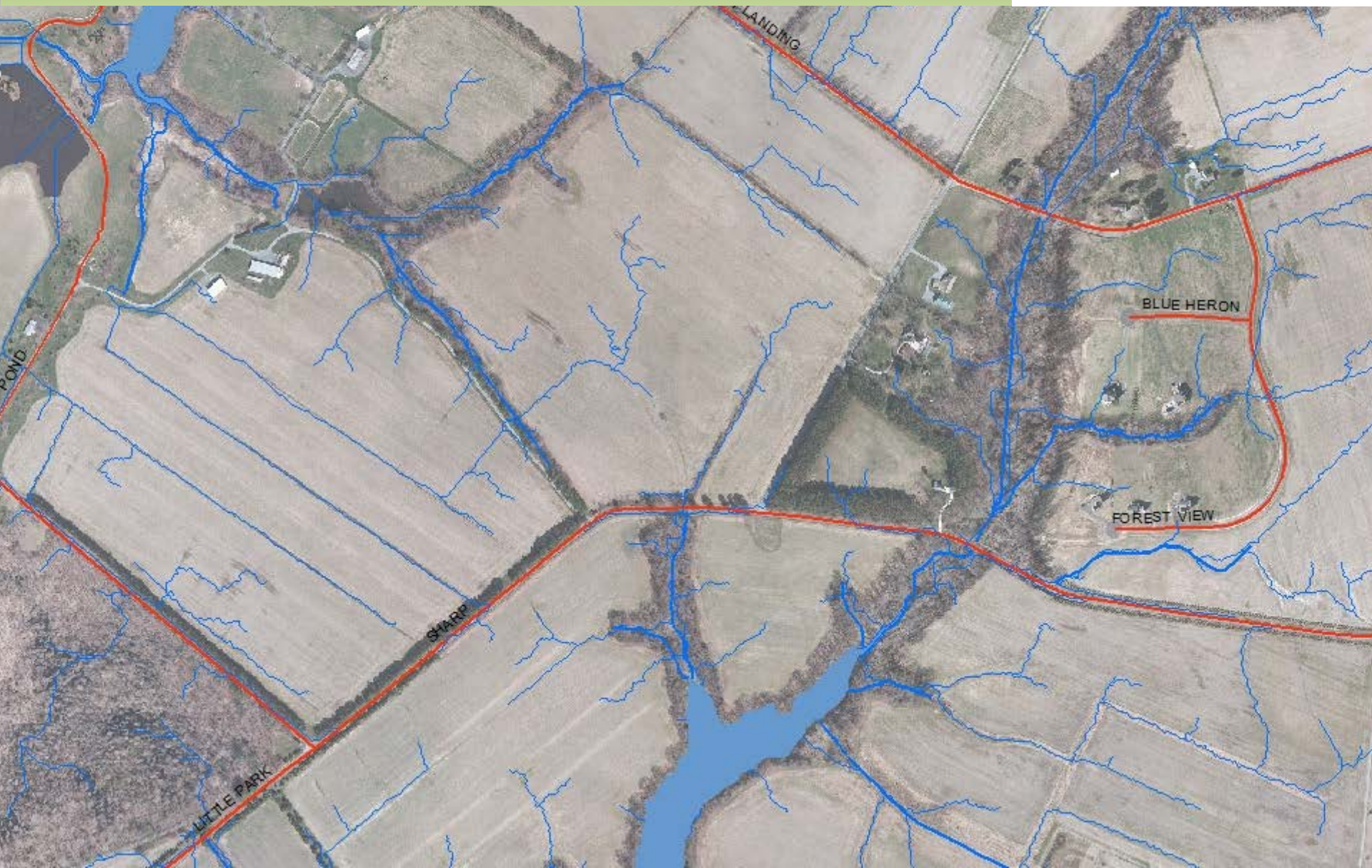
Solutions: Performance-Based Outcomes



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Solutions: Performance-Based Outcomes



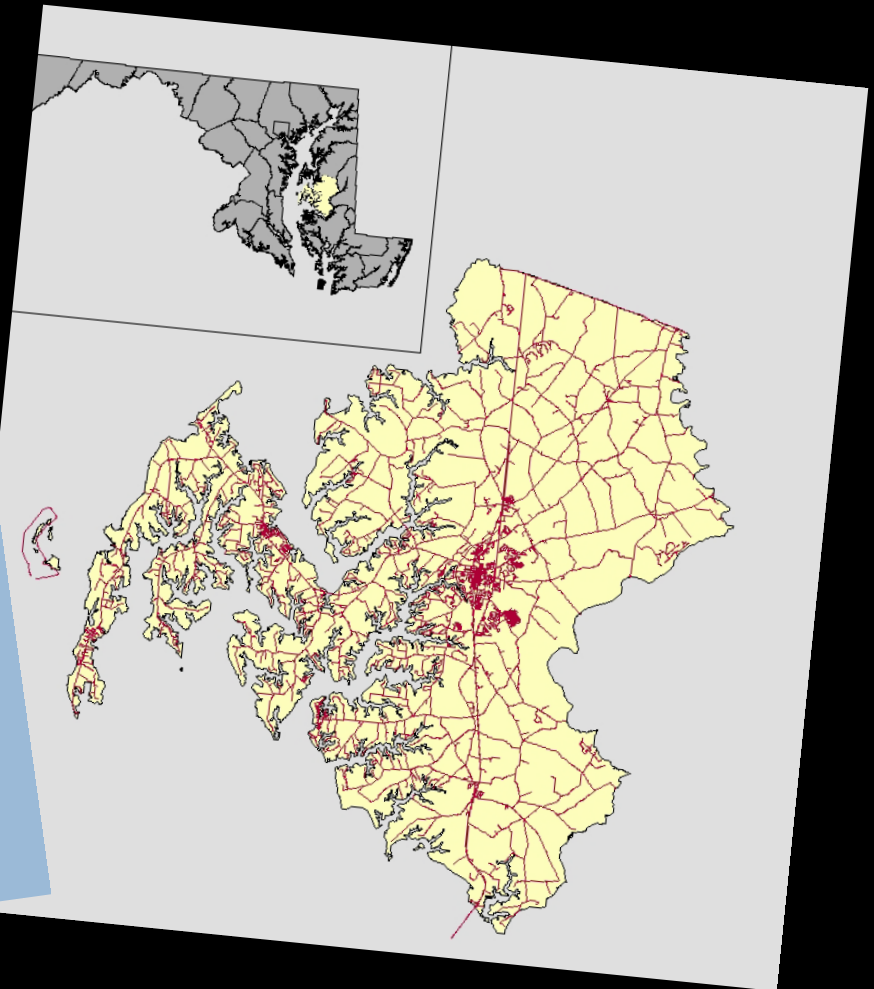
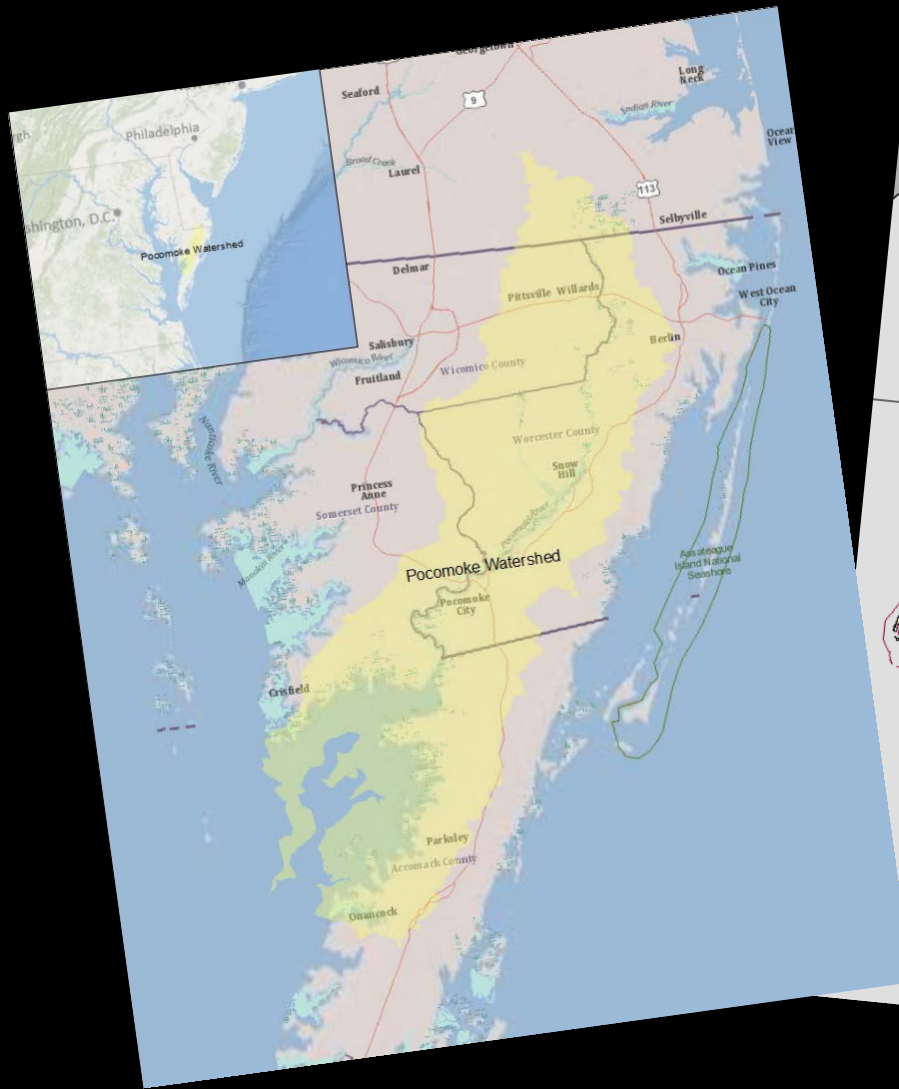
Solutions: Performance-Based Outcomes



Solutions: Performance-Based Outcomes



Demonstrating Efficient and Effective Nutrient and Sediment Reduction: Pocomoke River Watershed and Talbot County, MD

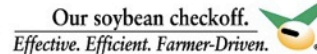


Solutions: Increasing Production And Environmental Sustainability

The Nature Conservancy 
Protecting nature. Preserving life.™



Bayer CropScience



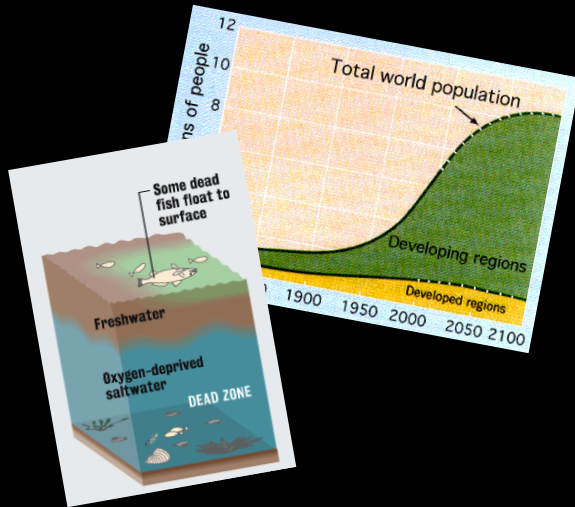
Solutions: Increasing Production And Environmental Sustainability



Solutions: Improve Fertilizer Technology



Challenge



Best Option Forward



Collaborative
Industry Led Progress

Solutions




Performance-based
outcomes
Demonstrating Real
Progress



Practices with
environmental and
economic outcomes



Improved
Fertilizer
Technology



Amy Jacobs
ajacobs@tnc.org
443-521-3034