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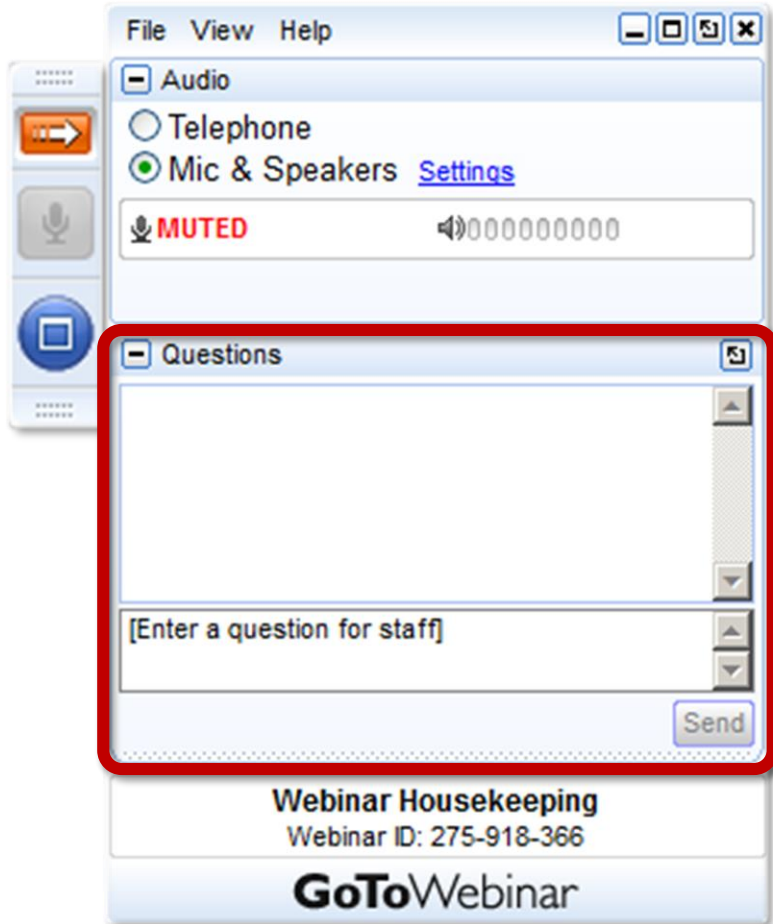
## PUBLICATION LAUNCH & DISCUSSION

*Water Quality Targeting Success Stories:  
Achieving Cleaner Water Through Farm  
Conservation Watershed Projects*

MODERATOR: Betsy Otto, Director, Global Water Program

MAY 24, 2017

# GoToWebinar Housekeeping



## Your Participation

Submit your text questions using the Questions Panel.

We will read & answer questions during the Q&A discussion session.

For more information, please email [lschleifer@wri.org](mailto:lschleifer@wri.org).

**Note:** Today's presentation is being recorded and will be posted on WRI's & AFT's websites within a week.

The report will be available for download at 2 pm.

# WELCOMING & CLOSING REMARKS



Betsy Otto  
Director  
Global Water Program  
World Resources Institute



John Larson  
Senior Vice President of  
Policy and Programs  
American Farmland Trust

# AUTHOR & FEATURED PROJECT LEADERS



Michelle Perez, PhD  
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Steve Richter  
Director of Conservation Programs  
The Nature Conservancy



Jennifer Tank, PhD  
Professor  
University of Notre Dame

## KEYNOTE SPEAKER



Dave White  
9b Consulting Group & former Chief of USDA's NRCS, 2009-12

# ENVIRONMENTAL PROBLEM: TOXIC ALGAE BLOOMS – TOLEDO, OH '11, '13, '14, '15



OVER 500,000 PEOPLE LOST DRINKING WATER IN '14

# ENVIRONMENTAL PROBLEM: FISH KILLS



# ENVIRONMENTAL PROBLEM: RUINS RECREATION

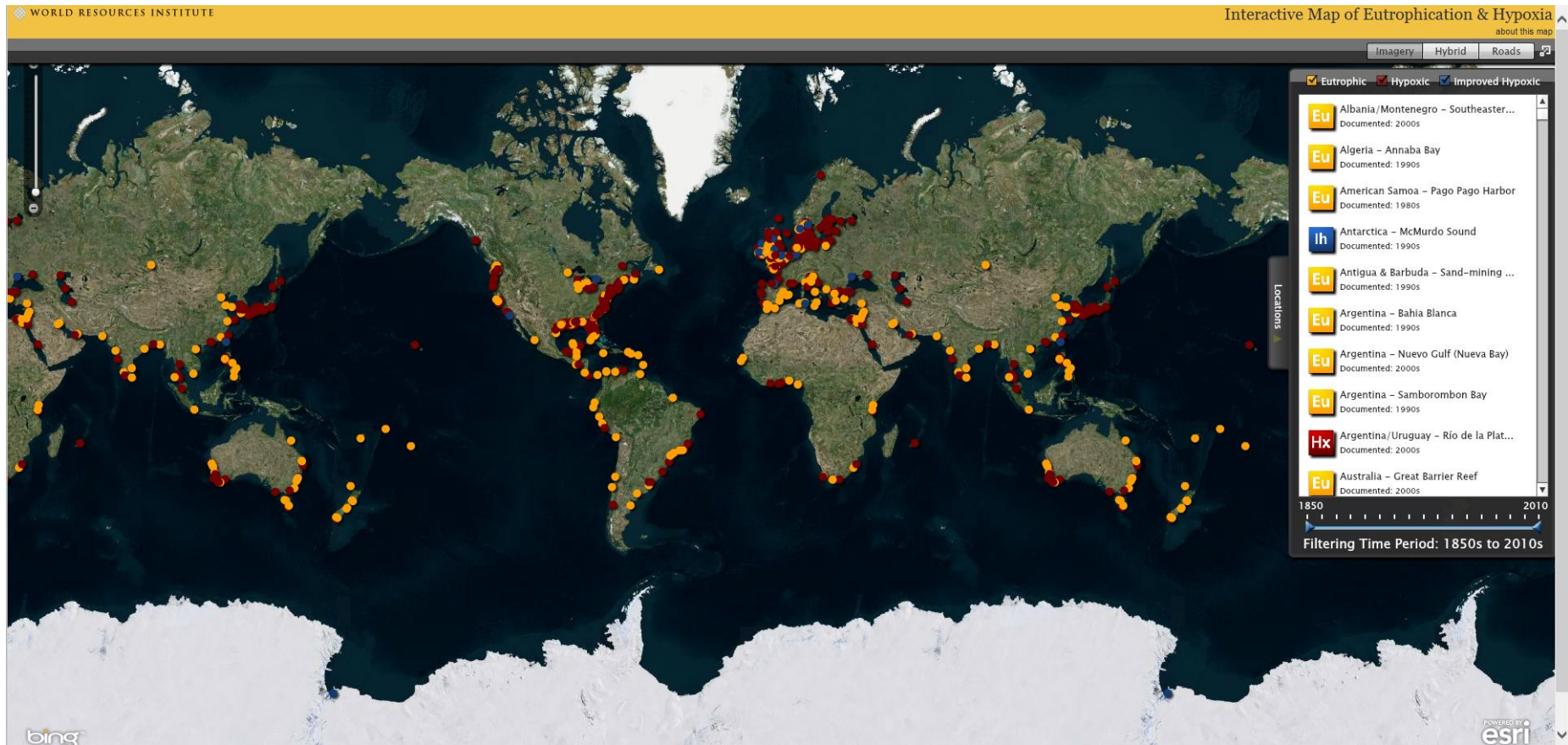


# MAJOR SOURCE: FARM NUTRIENT & SEDIMENT RUNOFF





# ENVIRONMENTAL PROBLEM: COASTAL EUTROPHICATION & HYPOXIA WORLDWIDE



# KEYS TO MEASURABLY CLEANER WATER

- Watershed-focused farm conservation work
- Geographic targeting
- Prioritizing financial & technical assistance to highest priority areas
- Using in-stream water quality monitoring for goal setting and tracking progress

