



# Keeping TEXAS, **TEX****AS** Through Additive Conservation



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**Land Stewardship**  
***“should”* matter to a**  
**growing urban public**

**More than 37**  
**Individual States**

DFW Metropolitan Area 2020 Population - 7,617,410







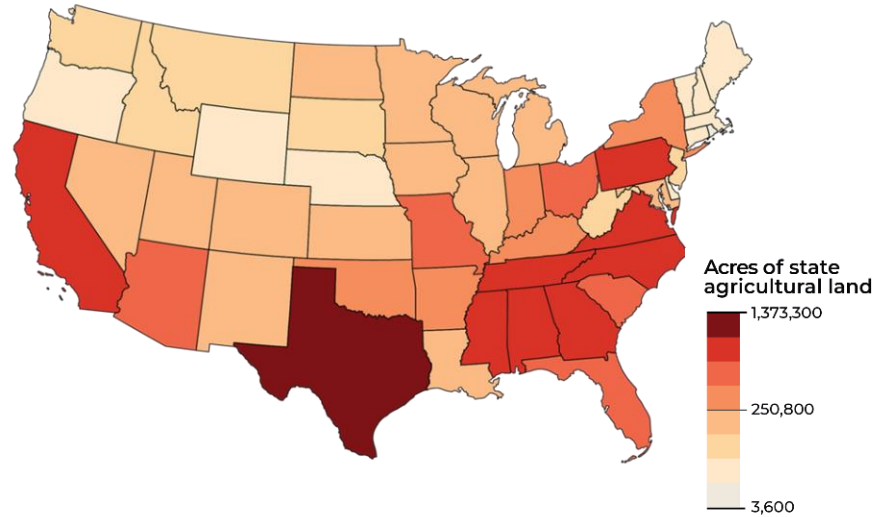
Land Stewardship  
*“should”* matter to a  
growing urban public

I-35 Corridor 2020 Population - 11,228,629

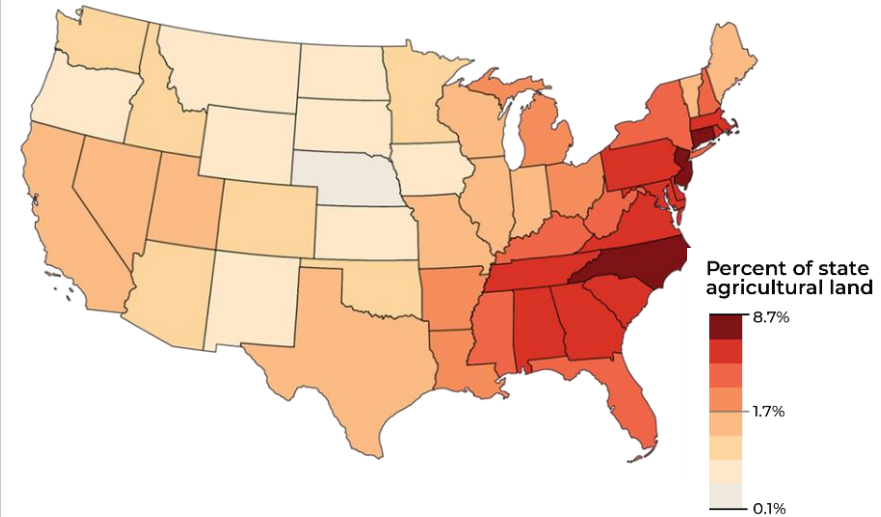


More than **43**  
Individual States

Acres Converted



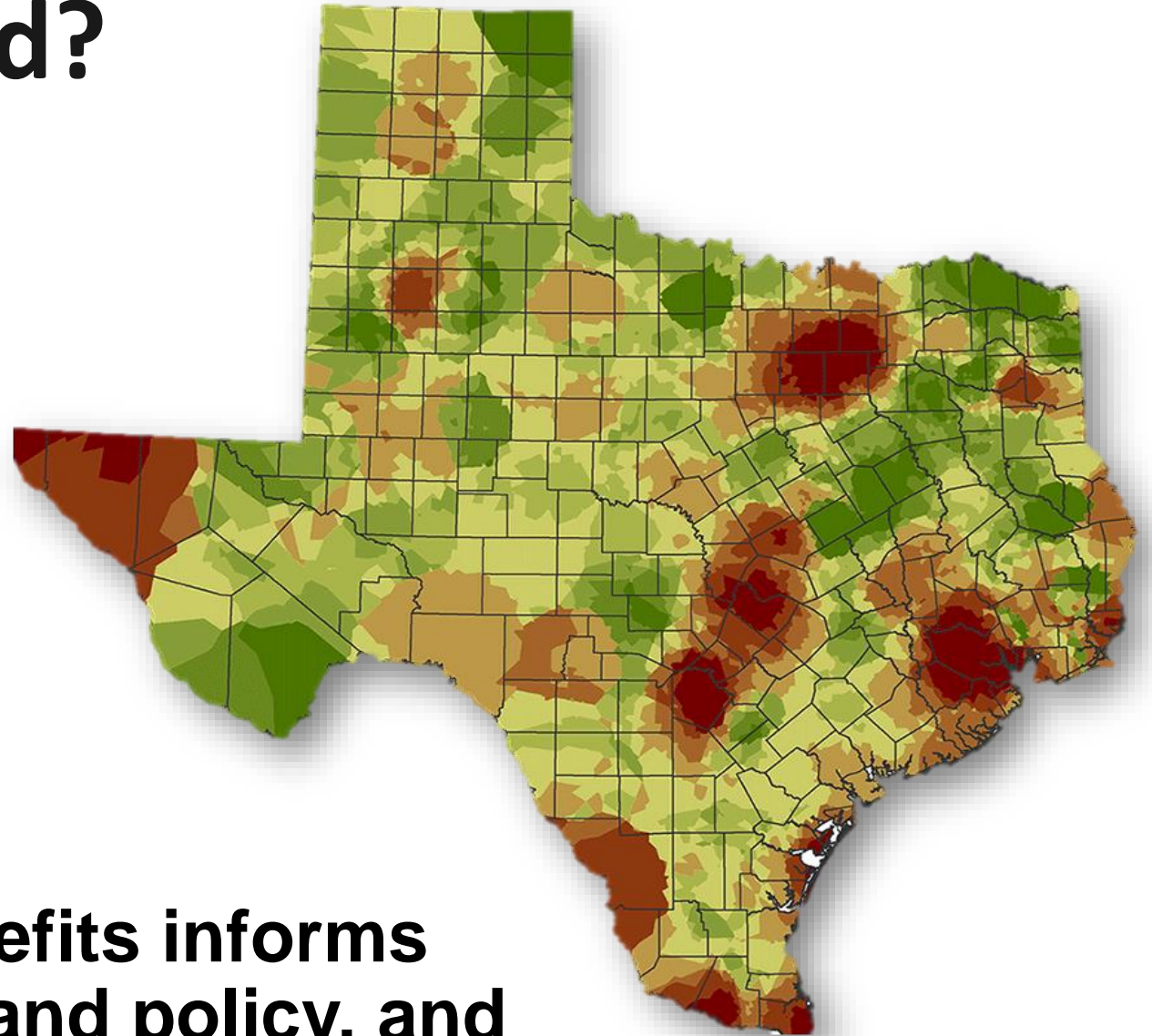
Percent Converted



Total Conversion (2001-2016)

# Why Value Land?

- Land loss highlight need to understand value of ecosystem services.
- Without financial valuations, services are often overlooked or undervalued.
- **Quantifying financial benefits informs future decision-making, land policy, and conservation.**







**Private landowners are  
the solution.....**



The key is to drive  
**LAND STEWARDSHIP**  
outcomes while enhancing  
**PRODUCERS LIVELIHOODS**  
and  
**PUBLIC BENEFITS**





**Conservation**  
Without  
**Compensation**  
Is Only a  
**Conversation**





**“Conservation will ultimately boil down to rewarding the private landowner who conserves the public interest.”**

***Aldo Leopold, Conservation Economics- 1934***





# Beyond the Fence Line





# Ecosystem

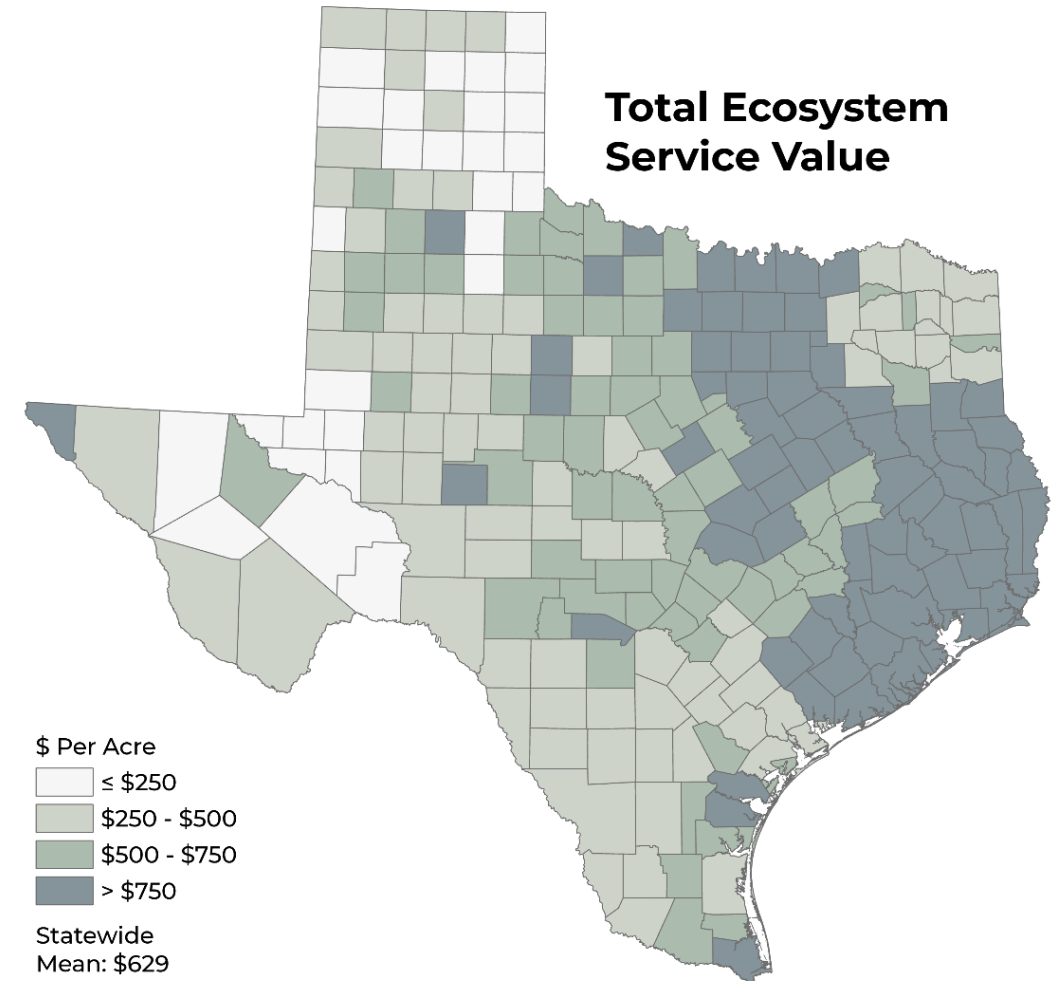
**Services** are all the processes and outputs that nature provides us with. These include **Provisioning Services** (food, water), **Regulating Services** (control flooding, carbon storage), **Supporting Services** (habitat), and **Cultural Services** (recreation and tourism).



# Ecosystem Value “Stacking”



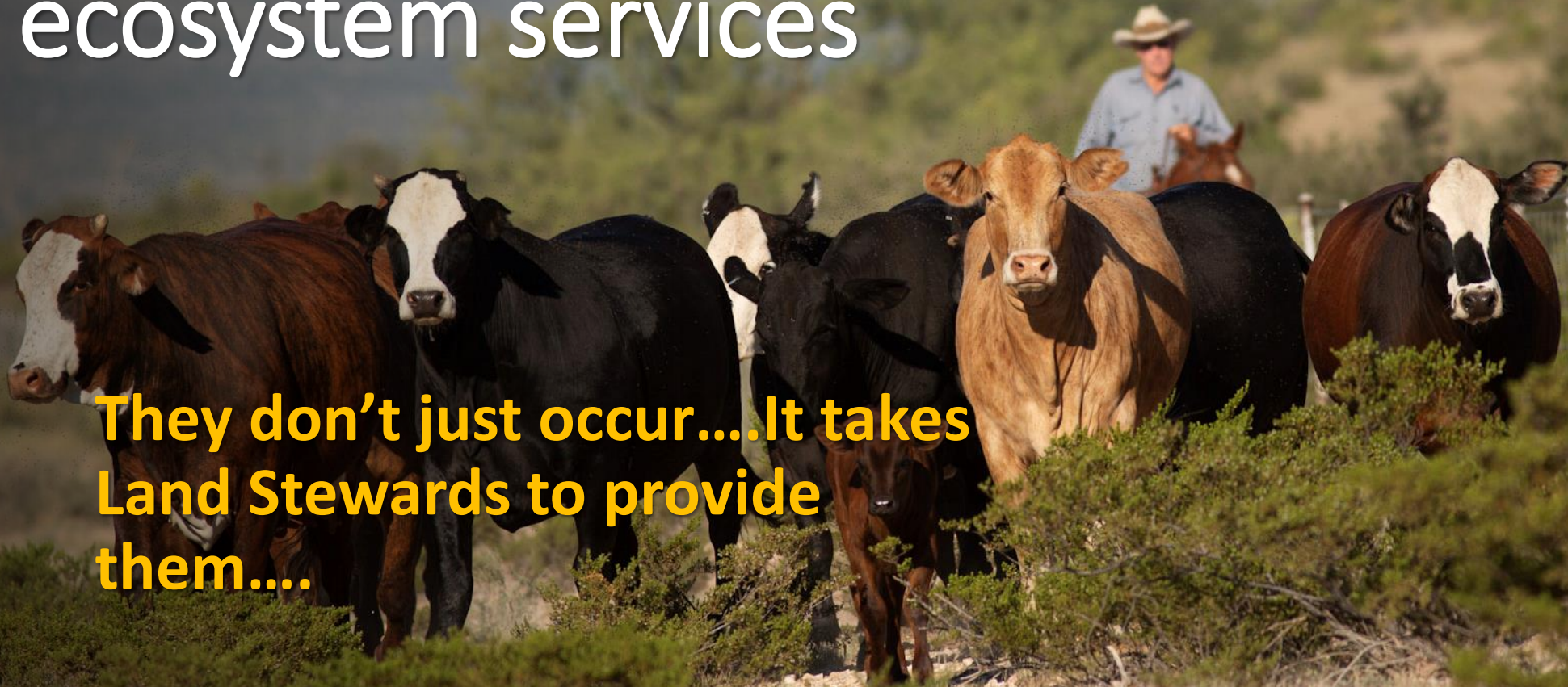
| Ecosystem Service                 | Statewide Average |
|-----------------------------------|-------------------|
| Food and Fiber Production         | \$103             |
| Erosion Control                   | \$27              |
| Flood Mitigation                  | \$22              |
| Air Quality and Pollution Removal | \$19              |
| Carbon Storage and Sequestration  | \$13              |
| Recreation (Consumptive-Hunting)  | \$9               |
| Recreation (Non-Consumptive)      | \$12              |
| Water Quantity (Replacement)      | \$384             |
| Water Quantity (Improvement)      | \$29              |
| Water Quality                     | \$30              |
| Wildlife Habitat/Biodiversity     | \$16              |
| <b>Total Value</b>                | <b>\$629</b>      |





# Change the paradigm of ecosystem services

**They don't just occur....It takes  
Land Stewards to provide  
them....**



A weathered, light-colored metal box with a handle and a latch is positioned on a wooden stool. The box shows signs of age and wear, with some rust and scratches visible. The background is solid black.

# **CONSERVATION EASEMENT**



# Climate is the biggest risk to business (and the world)



By [Ivana Kottasová](#), [CNN Business](#)



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## News Bites

# ESG drives booming carbon credit market to all-time highs



Kitco News  

Friday November 12, 2021 18:28

ENVIRONMENT JULY 21, 2020 / 11:21 AM / UPDATED 4 MONTHS AGO

## Bayer launches carbon capture program for U.S. and Brazil farmers



THE POWER TO BUY BIG, AND THE POWER TO CHOOSE YOUR PAYMENT OPTION



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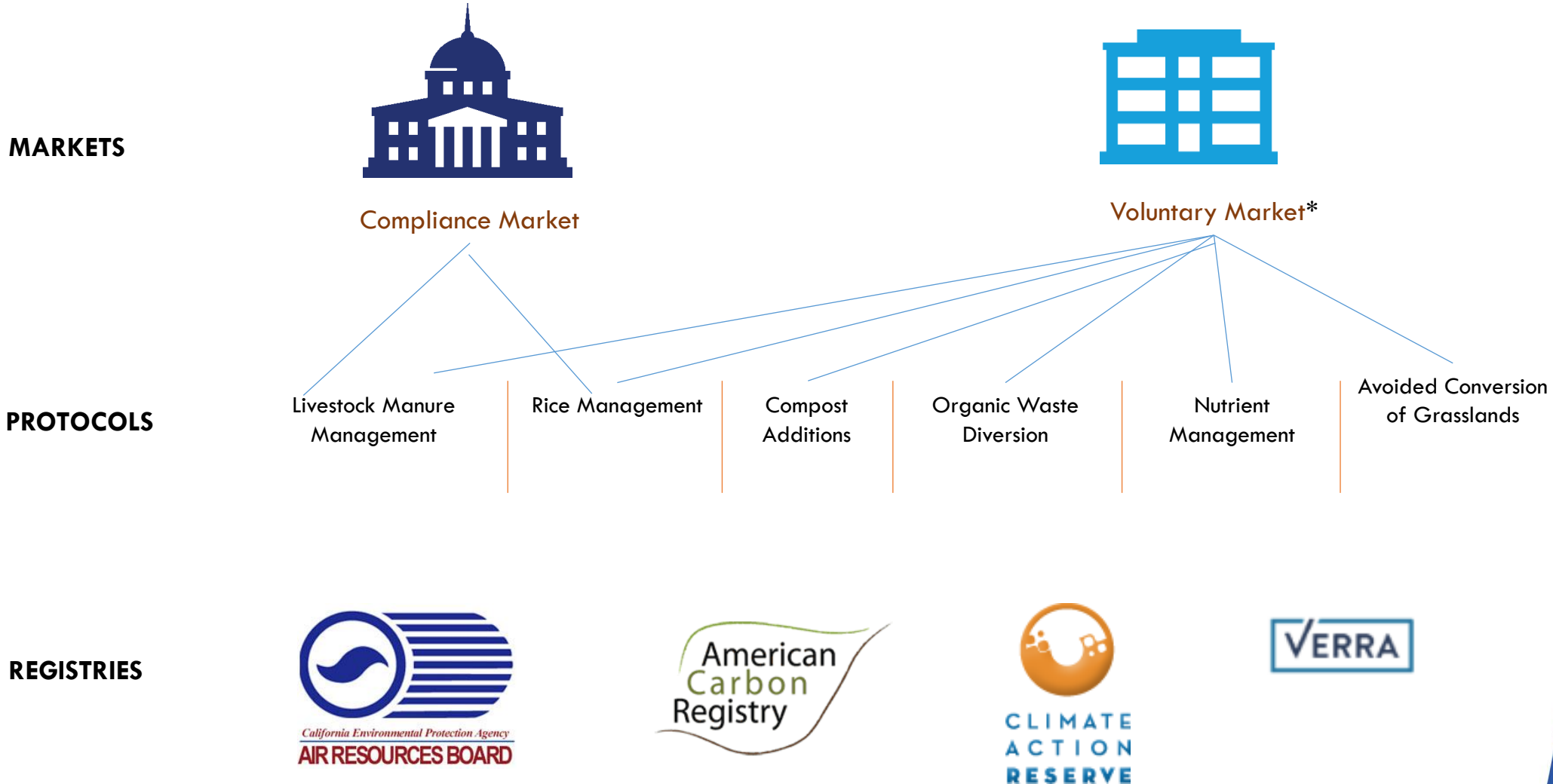
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# Current Company Commitments





# Current US Carbon Market for Agriculture



\*A complete list of all of the currently approved agricultural methodologies/protocols can be found at [www.c-agg.org](http://www.c-agg.org)

# Soil Carbon – Grassland Carbon Projects

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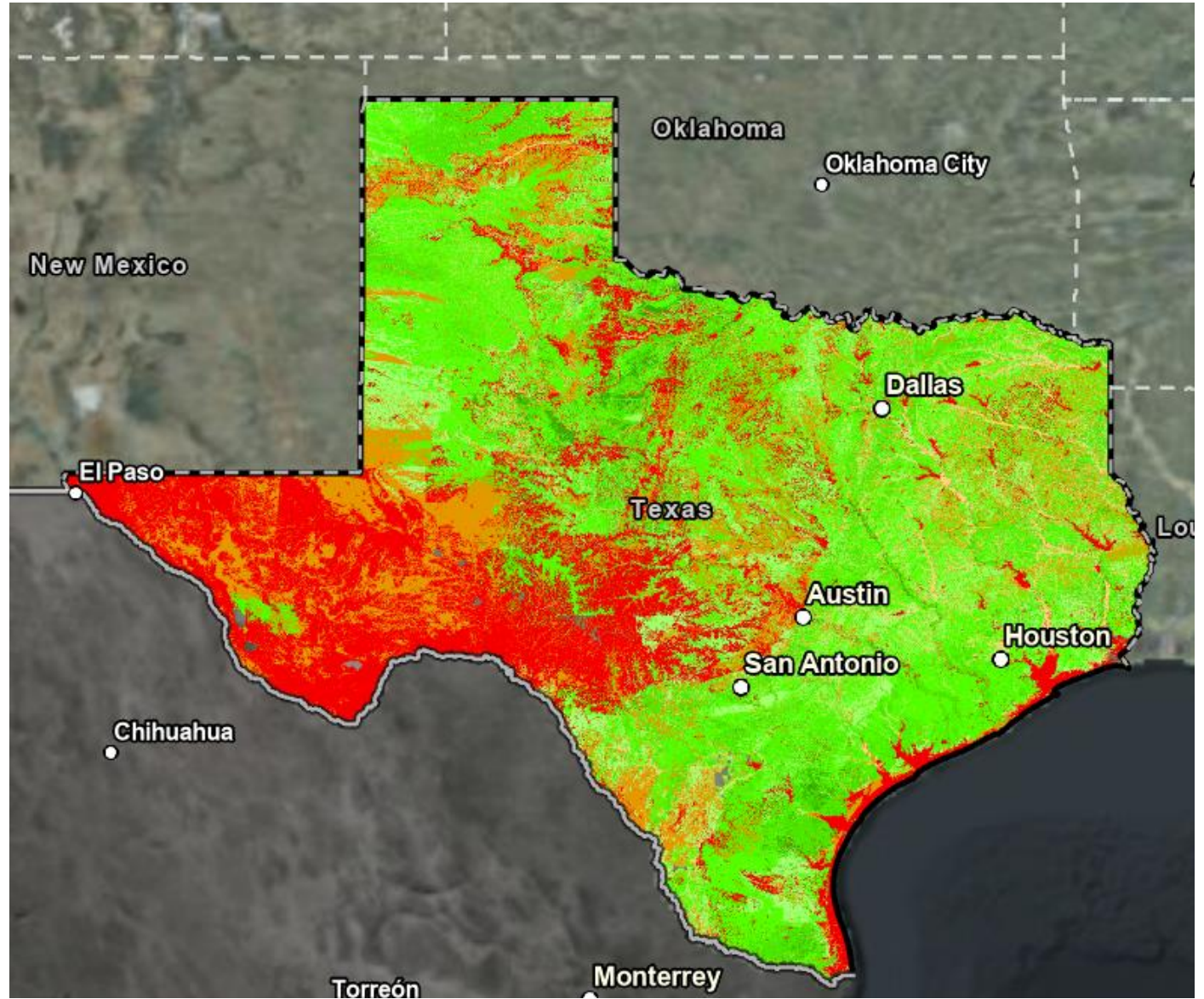


# Cropland Premium – CAR Document

|     | State Abbreviation | State Name | County Name       | County Code | 2024 Cropland Premium | Pass or Fail | Eligible | DFconv  | Leaching? |
|-----|--------------------|------------|-------------------|-------------|-----------------------|--------------|----------|---------|-----------|
| 536 | TX                 | TEXAS      | Colorado County   | 48089       | 179%                  | Pass         | Yes      | 0%      | Yes       |
| 537 | TX                 | TEXAS      | Comal County      | 48091       | 108%                  | Pass         | Yes      | 0%      | Yes       |
| 538 | TX                 | TEXAS      | Comanche County   | 48093       | 85%                   | Pass         | Yes      | 12%     | Yes       |
| 539 | TX                 | TEXAS      | Concho County     | 48095       | 403%                  | Pass         | Yes      | 0%      | Yes       |
| 540 | TX                 | TEXAS      | Cooke County      | 48097       | 40%                   | Fail         | No       | N/A     | Yes       |
| 541 | TX                 | TEXAS      | Coryell County    | 48099       | 63%                   | Pass         | Yes      | 31%     | Yes       |
| 542 | TX                 | TEXAS      | Cottle County     | 48101       | 201%                  | Pass         | Yes      | 0%      | Yes       |
| 543 | TX                 | TEXAS      | Crane County      | 48103       | No Data               | No Data      | No Data  | No Data | Yes       |
| 544 | TX                 | TEXAS      | Crockett County   | 48105       | No Data               | No Data      | No Data  | No Data | Yes       |
| 545 | TX                 | TEXAS      | Crosby County     | 48107       | 536%                  | Pass         | Yes      | 0%      | Yes       |
| 546 | TX                 | TEXAS      | Culberson County  | 48109       | No Data               | No Data      | No Data  | No Data | Yes       |
| 547 | TX                 | TEXAS      | Dallam County     | 48111       | 134%                  | Pass         | Yes      | 0%      | Yes       |
| 548 | TX                 | TEXAS      | Dallas County     | 48113       | 35%                   | Fail         | No       | N/A     | Yes       |
| 549 | TX                 | TEXAS      | Dawson County     | 48115       | No Data               | No Data      | No Data  | No Data | Yes       |
| 550 | TX                 | TEXAS      | Deaf Smith County | 48117       | 209%                  | Pass         | Yes      | 0%      | Yes       |
| 551 | TX                 | TEXAS      | Delta County      | 48119       | 74%                   | Pass         | Yes      | 22%     | Yes       |
| 552 | TX                 | TEXAS      | Denton County     | 48121       | 63%                   | Pass         | Yes      | 31%     | Yes       |

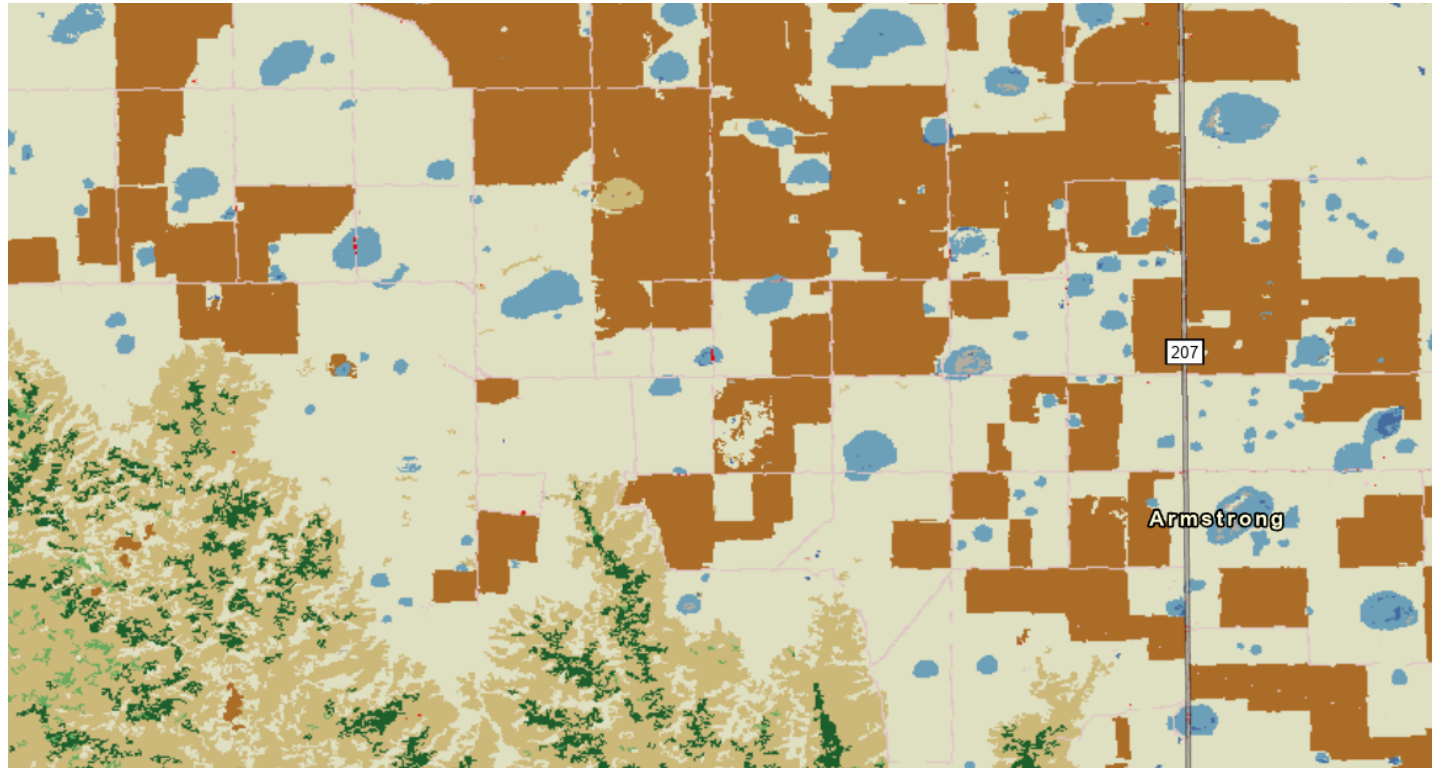
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|-----------------------|--------------|----------|---------|
| 179%                  | Pass         | Yes      | 0%      |
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| 85%                   | Pass         | Yes      | 12%     |
| 403%                  | Pass         | Yes      | 0%      |
| 40%                   | Fail         | No       | N/A     |
| 63%                   | Pass         | Yes      | 31%     |
| 201%                  | Pass         | Yes      | 0%      |
| No Data               | No Data      | No Data  | No Data |
| No Data               | No Data      | No Data  | No Data |
| 536%                  | Pass         | Yes      | 0%      |
| No Data               | No Data      | No Data  | No Data |
| 134%                  | Pass         | Yes      | 0%      |

# Class I-IV Soils

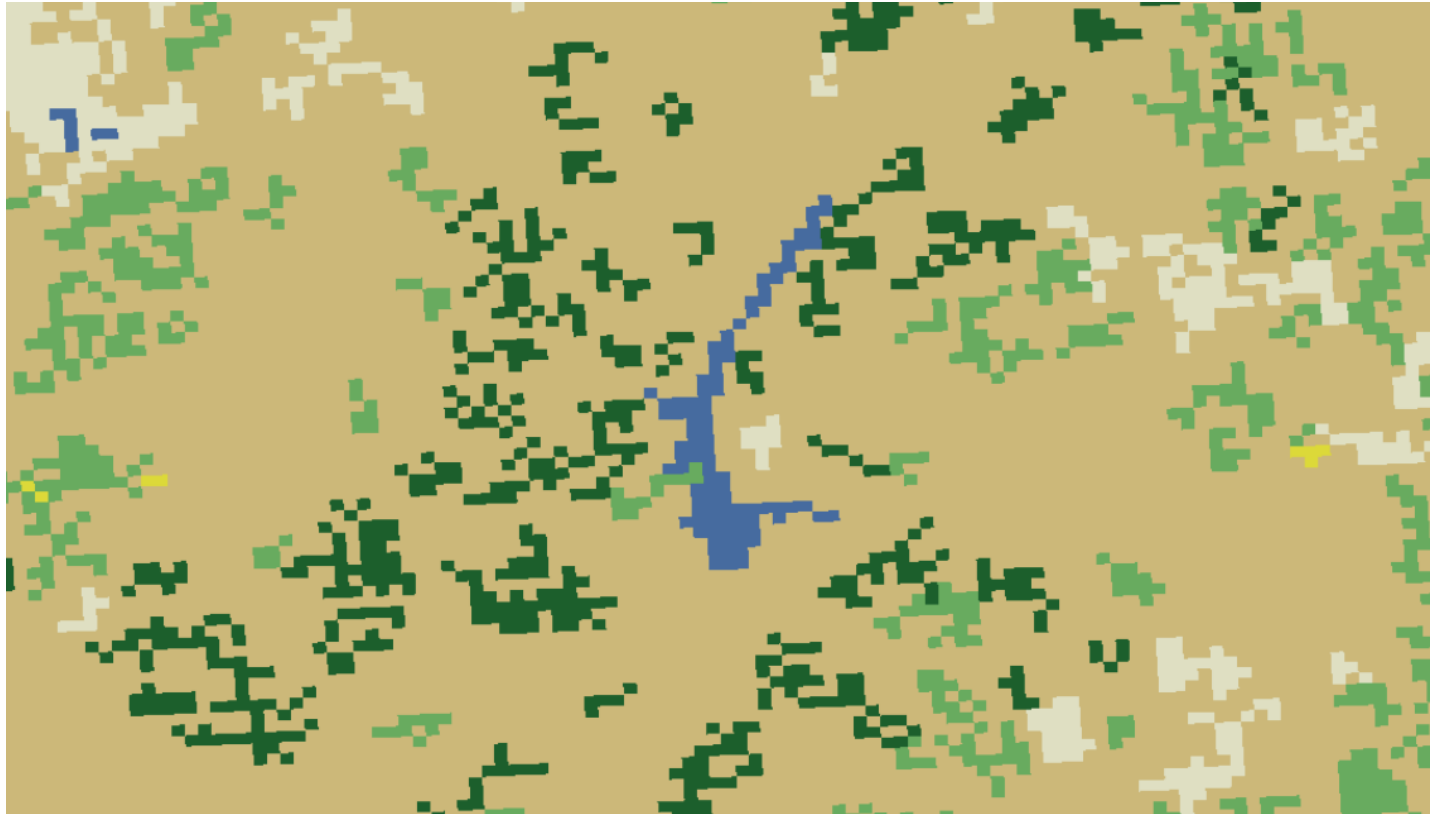




# Cultivated Fields – Taken Out

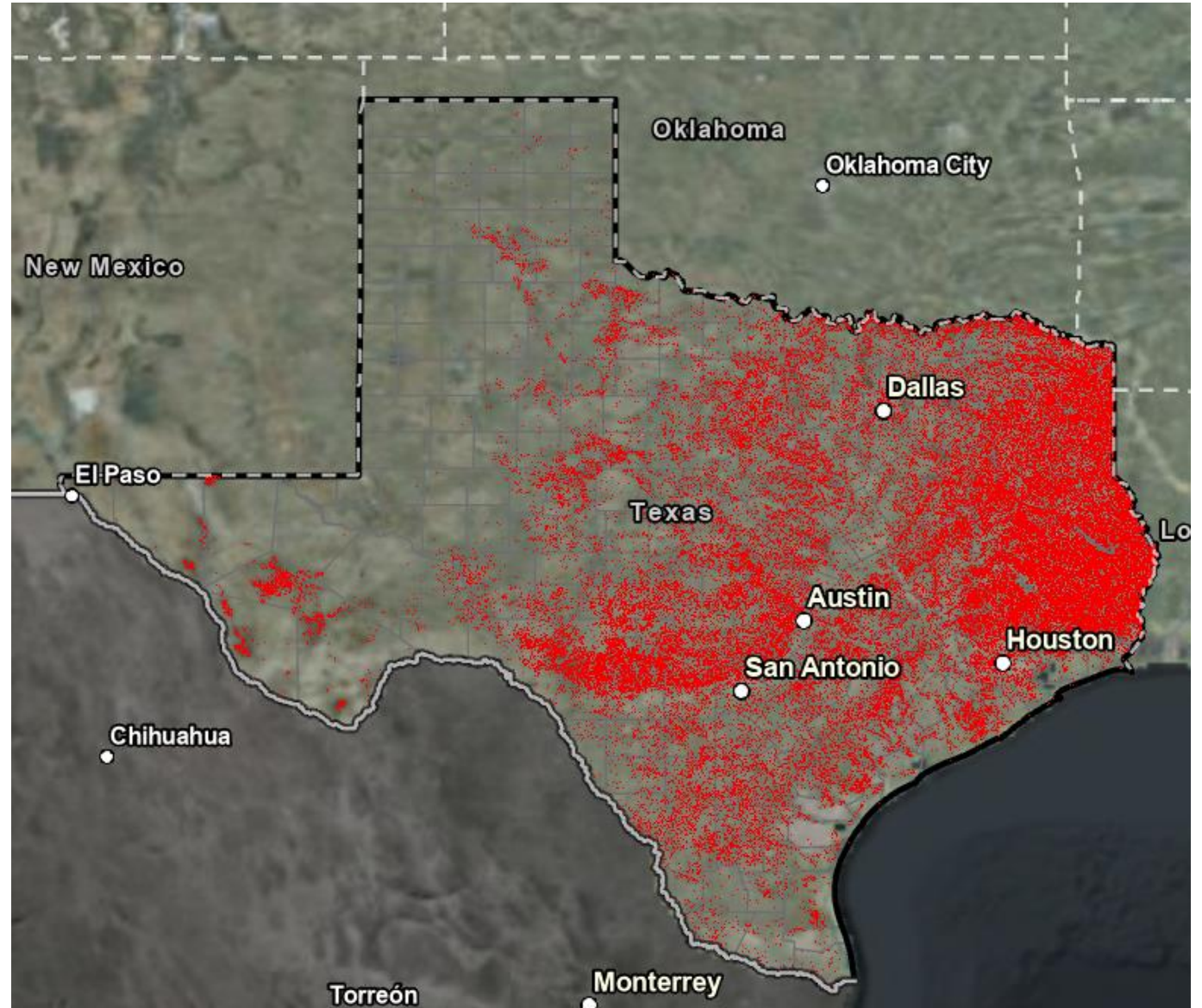


Water –  
Taken Out

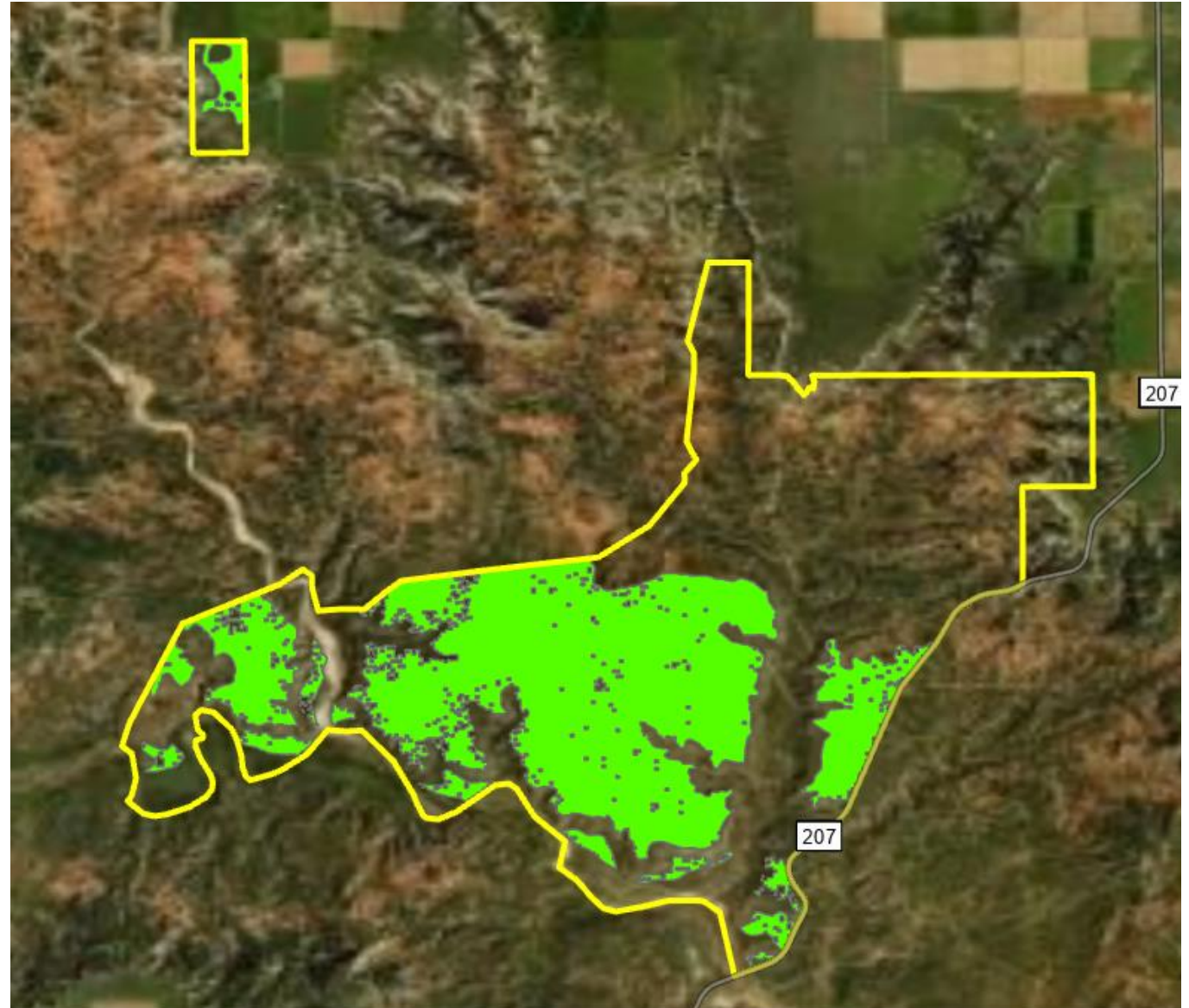




# Excessive Tree Canopy Cover – Taken Out



## Example of Eligible Soils on Ranch





# Land Use Change



## **Creative Conservation Can Support Private Land Stewardship**

[Marcus Strange](#) • August 7, 2024

## **The Case for Conservation Leasing**

[Shawn Regan](#) • February 2, 2021

## **A Big Step Forward for Conservation Leasing**

[Kat Dwyer](#) • March 31, 2023

# Centralized Trusted HUB





## SOIL CARBON 101

DETERMINING IF SOIL CARBON STORAGE  
MARKETS ARE RIGHT FOR YOU

PUBLISHED MARCH 2022 IN PARTNERSHIP WITH:



### WHY CARBON?

The United States is losing agricultural lands at an unsustainable rate. Our greatest hope for protecting these landscapes is responsible land stewardship by farmers and ranchers.

Land management strategies that may improve soil health, strengthen



KING RANCH  
INSTITUTE  
FOR RANCH MANAGEMENT  
TEXAS A&M UNIVERSITY-KINGSVILLE

## SHOULD I SELL CARBON CREDITS?

*A Decision Guide for Ranchers*

Jason E. Sawyer<sup>1</sup>, PhD  
David S. DeLaney<sup>2</sup>, M.S.  
David P. Anderson<sup>3</sup>, PhD  
Tiffany E. Dowell-Lashmet<sup>4</sup>, J.D.  
Clay P. Mathis<sup>5</sup>, PhD

# You Don't Know What You Don't Know



**A shift in strategy is needed from defensive to proactive where we come together to address the greatest challenge of our time.**



**To keep our Working Lands Working and providing a Legacy to the Next Generation.**