

Ecosystem Services Marketing: The Role of a State Agency

This presentation focuses on the role that state agencies, primarily state forestry agencies, can play in ecosystem services marketing. It uses the Texas model as an example, briefly describing how Texas Forest Service entered the market in order to help landowners “Keep Forests in Forests.” An example is shown regarding Texas landowner participation and potential returns from the forest carbon credit market. Five general roles that state agencies can play in ecosystem services markets are then outlined:

- Providing Education and Technical Assistance
- Monitoring Ecosystem Service Markets
- Verifying Projects
- Developing a Project Registry
- Facilitating Market Transactions

The presentation concludes by emphasizing that state agencies should promote these markets for economic development, sustainable forestry, to maintain a productive land base, and improve returns to forest landowners in order to “Keep Forests in Forests.”