



The **Office of Environmental Markets** is a new office created within the U.S Department of Agriculture to catalyze the development of emerging markets for water quality, wetlands, biodiversity, and other ecosystem services.

OEM has a unique and critical role in the Federal Government's efforts to develop uniform standards and market infrastructure that will facilitate market-based approaches to agriculture, forest, and rangeland conservation. OEM is bringing experts and stakeholders together with government agencies to build a robust, accessible, and scientifically credible market system that will protect and enhance America's natural capital into the future.

MAKING MARKETS WORK FOR CONSERVATION

The Office of Environmental Markets focuses on four programmatic areas:

CATALYZE MARKET DEVELOPMENT

Shaping the development of **market infrastructure** that works for landowners and ensures environmental credit quality

METRICS & PROTOCOLS	Developing technical guidelines and protocols for measuring and reporting environmental benefits produced by land management activities
REGISTRY & VERIFICATION	Developing guidelines for environmental market registries and verification

OPERATE AS ONE GOVERNMENT

Fostering **collaboration** around markets and market-based conservation to ensure the usefulness and use of USDA guidelines

USDA COUNCIL	Bringing USDA agencies together to leverage experience and expertise
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ADVANCE INNOVATION

Encouraging place-based **market innovation and proof-of-concept application** to test technical guidelines and build market potential in regions of high conservation value

MARKETS IN THE BAY	Building markets for ecosystem services in the Chesapeake Bay watershed
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BUILD AN INFORMATION GATEWAY

Supporting **informational platforms** and tools to demonstrate the value of market-based conservation, encourage market development, and facilitate landowner participation

FARM OF THE FUTURE	Showcasing existing multifunctional farms, forests, and ranches
ONLINE TOOLS	Improving the applicability of USDA web-based tools to markets



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PHOTO CREDITS

monarch butterfly – A. Conard, US Forest Service
glacial stream – S. Hazelhurst, US Forest Service
tree leaves – E. Larry, USDA
cattleman – USDA
cottonwood bark – R. Gehman, National Geographic