



VALUING NATURE'S CAPITAL

Role of Ecosystem Services and Markets in State & Private Forestry

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**Nature is humanity's
landlord....**

*and we have been getting a great
deal on rent and utilities!*

- R. Bruce Hull, VA Tech



Key Points



- **Serving people through caring for the land**
- **Private forests provide critical ecosystem services**
- **Working lands need more financial options**
- **ES Markets are part of the solution - compliment traditional conservation approaches**
- **Building the institutions that make it easier for people to choose conservation**



Forest Service Roles -ES&M



- **Support the distribution of information and the development of tools and guidelines that advance ecosystem services and markets.**
- **Guide needed research that advances and informs market development.**
- **Help put collaborative projects in place.**
- **Convene partners, build and maintain networks and alliances and establish new coalitions.**





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