

Brainstorming Session

Ecosystem Services on Farmland Project

Background

Ecosystem Service (ES): An aspect of an ecosystem that benefits humanity in some way. For example, people benefit from the water filtration provided by forests.

- On farmland, there are a number of Ecosystem Services that are relevant
 - o Carbon sequestration
 - o Flood mitigation
 - o Wildlife habitat
 - o Pollinator habitat/pollination
 - o Pest regulation
 - o Water regulation
 - o Soil fertility
 - o Food production
 - o Aesthetic value
 - o Labour
- Many of these ES are free, in that we as a society do not pay for them
- We aim to 'enhance' these ES by:
 - o Providing incentives (eg paying for pollinator habitat on farmland)
 - o Providing information to farmers (through workshops, conferences, and diagnostic tests)
 - o Educating the general public, and
 - o Encouraging government to support farmland ES

Brainstorming Questions

- What do we want the general public to know? What is the message?
- How do we get this message across effectively? What form of outreach should we focus our efforts on?