

Ecosystems

June 2015

Highlights

The Habitat Exchange team celebrated a few major victories in May as exchanges were spotlighted in announcements by the Colorado governor's office and the U.S. Department of Interior – both siting exchanges as a mitigation option for greater sage-grouse. These announcements garnered a flurry of positive media coverage for the program, building on the uptake of exchanges by states and federal agencies. From agricultural trade publications like *Agri-Pulse* to D.C. political outlets like *The Hill*, EDF's work was highlighted in several targeted media channels, reaching key stakeholders who have the potential to contribute to the program's growing momentum.

To help demonstrate the breadth of support for sediment diversions as a necessary restoration tool, in early May, the Restore the Mississippi River Delta coalition took out full-page color ads in Louisiana outlets including *The Times-Picayune*, *The Advocate*, *The Houma Courier*, *The Plaquemines Gazette*, *The St. Bernard Voice* and *Coastal Angler* magazine. The ads were a sign-on letter signed by 27 scientists in support of sediment diversions. Natalie Peyronnin authored a [blog post](#) about the ads, which we shared with reporters, resulting in earned media. In late May, NOAA released a study definitively linking the BP oil spill to increased dolphin deaths in the northern Gulf of Mexico. Our coalition put out a press release, resulting in a radio interview with Steve Cochran. We began developing messaging for the 10-year anniversary of Hurricane Katrina (Aug. 29). Toward that effort, we put out a statement in advance of the June 1 start of hurricane season, about the increased need for coastal restoration for storm protection. We also continued our work developing messaging and a communications and outreach plan for political power effort, to ensure the next governor of Louisiana is a champion for coastal restoration.

The Sustainable Sourcing team traveled to D.C. for an intensive one-day media training, where they practiced on-camera interviews, developed messages, and answered tough questions. The team also posted five blog posts, which we promoted through social media channels. We also worked with the legislative team to put out a statement on the Waters of the U.S. ruling. This month a feature story also came out in *CropLife* magazine that highlighted our collaborative approach with food companies and partners. We also met with the American Farm Bureau Federation to discuss areas of communications collaboration, and spent time preparing for the announcement with Campbell Soup (June 2). Things coming up include a feature story in *Farm Journal* about our work with United Suppliers.

David Festa will participate in the Aspen Ideas Festival in late June, speaking on two panels about the politics of water/the California drought, and food security/fertilizer optimization.

Major accomplishments

Habitat Exchange

- Earned several media hits from a press release on an executive order by Colorado Governor Hickenlooper citing habitat exchanges as a preferred mitigation option for sage-grouse.
- Earned several media hits from a press release on an announcement by Interior/BLM citing habitat exchanges as a mitigation option for sage-grouse.
- Final planning for the Len Baker meeting will take place June 17.

Colorado River/Water Programs

- Jennifer Pitt's work on the Colorado River was highlighted in a *Pro Publica* series and a *New Yorker* feature article.
- Ann Hayden's Growing Returns blog on the California drought was reprinted in *American Fruit Grower* magazine.

Ag GHG Markets

- Team is conducting media outreach regarding a potential issue with the ARB rice protocol vote, to try and draw attention to the need for a vote on the issue in June.

Sustainable Sourcing Initiative

- Team is working to develop messaging and answers to tough questions after the media training
- Prep for Campbell Soup collaboration announcement in early June.
- Posted/promoted five blog posts.

Mississippi River Delta

- Ran a full-page color ad in all major Louisiana outlets, expressing support from the science community for sediment diversions, resulting in *Advocate* story quoting Natalie.
- Issued a press release in support of the Louisiana Legislature passing HRC 1, which funds the 2015-2016 coastal annual plan.
- Issued a press release in response to a NOAA study confirming BP oil lead to dolphin deaths in the northern Gulf of Mexico, resulting in WWNO radio interview by Steve.
- Issued a statement in support of the U.S. Senate Appro. Committee including Louisiana Coastal Area funding in their FY 16 Energy and Water Development Appropriations bill.
- Issued a statement in advance of the June 1 start of the Atlantic hurricane season.
- *National Geographic* oil spill video featuring Natalie was picked up by *I Fucking Love Science*.

Earned media

- **E&E.** June 3, 2015. David Festa quoted in story about Campbell Soup Co. and its subsidiary Pepperidge Farm Inc. partnering with the EDF to improve water quality, reduce greenhouse gas emissions and make fertilizer use more efficient. [Campbell Soup, Pepperidge Farm vow to shrink environmental footprint.](#)
- **The Daily Meal.** June 2, 2015. David Festa quoted in story about Campbell's and EDF's collaboration. [Campbell's Joins Growing List of Food Brands Pledging to Help the Environment.](#)
- **Corn & Soybean Digest.** June 2, 2015. Ran EDF's press release for Campbell's collaboration. [Campbell Soup Company joins EDF initiative to reduce environmental impact of food production.](#)
- **CropLife.** June 2, 2015. Ran EDF's press release for Campbell's collaboration. [Environmental Defense Fund Announces Sustainability Partnership With Campbell Soup Co.](#)
- **AgriMarketing.** June 3, 2015. Ran EDF's press release for Campbell's collaboration. [Campbell Soup Joins EDF Initiative to Reduce Impact of Food Production.](#)
- **AgInfo.** June 3, 2015. EDF mentioned in story about collaboration with Campbell's. [Environmental Defense Fund Teams Up Campbell Soup Company; New Vaccines for Avian Flu.](#)
- **AgInfo.** June 3, 2015. Ran EDF's press release for Campbell's collaboration. [Agribusiness Update.](#)
- **AgProfessional.** June 4, 2015. Ran EDF's press release for Campbell's collaboration. [Collaboration to reduce environmental impact of food production.](#)
- **Bloomberg.** June 10, 2015. EDF mentioned in story regarding efforts to establish programs to help farms reduce their impacts on wetlands and waterways. [Obama Persuades Unilever, Wal-Mart to Help Farmers Cut Emissions.](#)
- **AgWeb/Farm Journal.** June 14, 2015. EDF mentioned in story regarding efforts between United Suppliers and EDF developing fertilizer optimization and soil conservation programs. [SUSTAIN a Farming and Food Company Fit.](#)
- **High Plains Journal.** June 22, 2015. EDF mentioned for working with Habitat Exchanges. [Program supporting landscape-scale conservation names administrator.](#)
- **DTN/The Progressive Farmer.** June 24, 2015. Robert Parkhurst quoted discussing rice protocol and the process for once it is finalized. A Rice Carbon Offset Market: California Regulators Could Recognize Emission Reductions from Rice Farmers.
- **E&E.** June 26, 2015. Robert Parkhurst quoted discussing the opportunities for reducing greenhouse gases due to the passing of the rice protocol. [Calif. regulators OK carbon-offset protocol for rice farming.](#)
- **Tuscon Arizona Daily Star.** June 27, 2015. Jennifer Pitt quoted discussing the benefits of the collaboration between the U.S. and Mexico when working towards helping the Colorado River. [Is California trying to take our water?](#)

- **Ecosystems Marketplace.** June 29, 2015. EDF mentioned for work with habitat exchanges in Colorado, Nevada, and Wyoming. [New Conservation Bank Aims To Save the Roaming Sage-Grouse.](#)

Owned content

- Ecosystems press release: [California Approves First Crop-Based Carbon Standards for Agriculture](#)
- Ecosystems press release: [Campbell Soup Company joins EDF initiative to reduce environmental impact of food production](#)

Metrics

MRD

- Delta Dispatches blog: 2,242 sessions (compared to 4,753 last month)
 - Most viewed blog: MRD statement about passage of HRC 1 (192 unique page views)
- Twitter
 - @EDF_Louisiana: 2,660 followers (up from 2,586 last month); @RestoreDelta: 16,100 followers (same as last month)
- Facebook
 - Restore the Mississippi River Delta: 42,009 fans (up from 42,008 last month)
 - Most viewed post: [Post about NOAA dolphin study, linking to our statement](#)
 - 20,312 people reached; 587 likes, comments and shares

GROWING RETURNS

- Blog: 2,121 sessions (up from 1,390 last month)
 - Most viewed blog: Bridging the gap of skepticism between producers and environmental groups (665 views)
- Twitter: 806 (up from 747 last month)
 - We promoted several Growing Returns blogs and the EDF/Campbell's announcement
 - 351 link clicks; 125 re-Tweets; 89 favorites; 58 mentions