

# Delmarva Land and Litter Collaborative (DLLC)

Presenting to 30<sup>th</sup> Annual Maryland Land Conservation Conference  
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Paula Jasinski, Green Fin Studio



# Diverse Leaders at the Table

Chesapeake Bay Foundation  
The Nature Conservancy  
Mountaire Farms  
J.R. Frazee Strategic Consulting  
Eastern Shore Land Conservancy  
MD and DE Soybean Boards  
Sussex Conservation District  
Old Mill Farms, Poultry Farmer  
Delmarva Chicken Association  
Alliance for the Chesapeake Bay  
U.S. Environmental Protection Agency  
VA Department of Environmental Quality  
Horizon Farm Credit  
Sustainable Chesapeake

Maryland League of Conservation Voters  
MD and DE Association of Conservation Districts  
University of Maryland Extension  
Forever Maryland  
Perdue Farms  
Lower Shore Land Trust  
Maryland Grain Producers Utilization Board  
Nanticoke Watershed Alliance  
Chesapeake Bay Commission  
Harry R. Hughes Center for Agro-Ecology  
Thomas Family Farms, Poultry/Grain Farmer  
Delaware Center for Inland Bays  
ShoreRivers  
R&W Farms, Poultry/Grain Farmer



# Why DLLC Exists

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- The complex challenges facing the integration of food production, environmental protection, rural economies and communities cannot be solved by single-faceted approaches. The challenges cross boundaries, and the solutions need to as well.
- “If the issues were easy, they would have been solved by now.”



# Our Focus

## Vision

Farming and poultry production on Delmarva are economically viable, environmentally sound and can serve as a national model.

## Mission

Delmarva Land and Litter Collaborative builds cross-sector relationships to identify science-based solutions and guide their effective implementation to achieve profitable chicken and grain farming, clean water, and thriving ecosystems on the Delmarva Peninsula.



# How it works

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Clear consensus-based structure

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Balanced membership

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Promote process and relationships over specific products

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Long term support



# Accomplishments

- Ammonia Emissions from Poultry Production Whitepaper and Webinars
- Annual Delmarva Agricultural Conservation Funding Forum
- Poultry litter matching app
- DLLC PMT Recommendations to MD Dept of Agriculture
- Exploring Chicken Farming on Delmarva Storyboard
- Outreach to VA, DE and MD decision-makers
- Advocate for conservation and restoration funding on Delmarva
- Nutrient Mass Balance Methodology
- From “challenge” to collaborative



# Strategic Roadmap (2023-2025) Priorities

1. Expand communications to support meaningful cross-sectoral dialogue
2. Promote a whole system watershed approach on Delmarva that supports and recognizes practices on agricultural lands
3. Explore and support emerging conservation strategies and practices that increase nutrient management on agricultural lands
4. Understand emerging market-based opportunities and how they can directly benefit farmers.
5. Expand diversity and sustainability of DLLC





# Green Fin Studio

greenfinstudio.com and @greenfinstudio

## Full service environmental communication firm

- **Green** for Environment,
- **Fin** for Oceans and Coasts, and
- **Studio** for Creative Approaches
  
- Combine science, art, communication to support environmental goals
- Provide strategic communications, marketing campaigns, graphic design, branding, and more to a wide variety of clients.
- 13+ years in biz, woman-owned company





# How Green Fin Studio Helps the DLLC

## Backbone functions to support the group

### Internal communications

- Scheduling meetings, drafting agendas, meeting notes, letters, managing membership and governance docs/policies, shared file system

### External communications

- Website, e-newsletter, publications, media relations, staffing events, developing communication collateral



### About Us

DLLC brings together representatives from chicken companies, farming, regulatory agencies, academia, and environmental groups in a collaborative and mission-driven manner.

The complex challenges facing the integration of food production, environmental protection, rural economies and communities cannot be solved by single-faceted approaches. The challenges cross boundaries, and the solutions need to as well.

DLLC is built on trusted relationships established across these boundaries within our membership. We come together to learn from others within the group and integrate new knowledge from outside expertise to define issues of concern, facilitate solutions, and enhance public awareness as a common cause leading to a more resilient and sustainable Delmarva.

[LEARN MORE](#)



Delmarva Land and Litter Collaborative seeks solutions for healthy ecosystems, farming, and chicken production.

**How You Can Get Involved**



# Learn More About the DLLC

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