

Media Release



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Conversion of Conservation Capitalism: HardPoint Capital Partners and Ecosystem Services Exchange Join Forces

HardPoint Capital Partners, LLC is pleased to announce an Affiliated Partnership with Ecosystem Services Exchange, a leader in market-based environmental solutions on agricultural land. Under the partnership, HardPoint and ESE will work cooperatively and symbiotically to maximize revenue and deal flow for both businesses.

ESE's leadership includes some of the most experienced and influential professionals in American conservation policy and implementation. ESE president Dave White is former Chief of USDA's Natural Resource Conservation Service (NRCS), operating the agency's \$4.2 billion annual budget to provide financial and technical support to America's farmers and ranchers under the Farm Bill and other measures. Mr. White helped develop the conservation title for both the 2002 and 2008 Farm Bills. ESE Executive Vice President Alex Echols was Acting Executive Director for the National Fish and Wildlife Foundation, one of the world's largest conservation grant makers, and worked for the U.S. Senate for 12 years writing key conservation measures, including work on the conservation title for the 1985 Farm Bill.

ESE specializes in developing solutions to increase farm yields, improve efficiencies and generate income from water-quality credits and soil nutrient retention while improving conservation measures and land management practices.

HardPoint Conservation Partners is a cutting-edge investment fund specializing in rehabilitating distressed farm and ranch property. Lands in the portfolio derive income from a variety of sources—conservation programs in particular—while being converted into premium recreational land with robust wildlife and fisheries habitat, an expanding asset class commanding premium prices. The management company, HardPoint Capital, is currently raising capital through a private-equity structure.

"Conservation isn't traditionally connected to capitalism, but the income opportunities are tremendous if you know what you're doing," said Nick Seifert, one of two General Partners at HardPoint Capital. "And no one knows more about this business than Dave White, Alex Echols, Charlie Schafer, and their team at ESE. Together we will maximize each other's business opportunities and revenue, while following our shared missions of enhancing ecosystems."

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ESE founder Charlie Shafer, also continues as president and owner of Agri Drain Corporation, a highly successful manufacturer of proprietary and patented products developed to capture soil nutrients from agricultural runoff, improve water quality and maximize water efficiency.

“We can remove excess nutrients at the lowest cost, while maintaining and often improving agricultural productivity, enhancing wildlife habitat and providing other benefits to society,” said White. “We understand agriculture and work in partnerships with local people and organizations to leverage funds and achieve the most cost effective results. HardPoint created an incredibly innovative investment opportunity and we share the same mission to do right by the land. We expect great things from this partnership.”

The Affiliated Partnership adds to an already impressive list of HardPoint partnerships, which includes a who’s-who of American conservation professionals: Mitch Butler and David Anderson of Natural Resource Results, Greg Schildwalcher of Watershed Results, and Jeff Crane of Congressional Sportsmen’s Foundation. These Policy Partners, all in Washington, DC, have a combined resume including three former White House staffers (Council on Environmental Quality); Department of Interior; Senate and Governor advisors; Office of Management and Budgets; and the Congressional Sportsmen’s Caucus, the largest bipartisan caucus on Capital Hill.

“We have the most powerful team imaginable,” said Steve Joanis, General Partner at HardPoint Capital. “Together we have the insight and expertise to be very successful. A great deal of the conservation policy developed over the past 25 years was influenced by our partners.”

“Very few people understand the size and economic force of America’s outdoor market,” Seifert said. “Hunters and Fishermen spend more than \$16 billion a year to buy or lease property and they spend \$646 billion on their sports. It’s a market that’s nearly \$200 billion larger than retail gasoline sales in the US! Like the conservation business, this market is grossly underestimated. The spending power is massive.”

HardPoint Conservation Partners is currently accepting investments from qualifying accredited investors. For more information go to Hardpointcapital.com.

For more information about Ecosystem Services Exchange, visit Ecoexch.com
