

SECURING A RESILIENT FUTURE FOR WILDLIFE & RANCHING



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Generational Grassland

/ a place of focused collaboration with producers and communities, to uphold a way of life that provides critical ecological goods and services for generations to come. These are core areas of permanent conservation (~50k acres) surrounded by a larger landscape (~150k acres) where producers are increasing grassland resilience; all lands remain viable working lands.

Wildlife in the Southern High Plains face threats that require urgent, large-scale action. At the same time, livestock producers in the region face increasing challenges from extreme weather, invasive species, and volatile markets. Generational Grasslands will address both situations by improving grassland resilience for future generations of people and wildlife. State, federal, NGO, and private sector partners can advance practical conservation actions by focusing opportunities for voluntary, incentive-based programs. The resources and practices delivered in these areas will, in turn, help livestock producers sustain their business and community viability. This approach improves current short-term, small-scale, and spatially unfocused programs and funding.

APPROACH

- Add outreach and technical assistance staff capacity and enhance community collaboration for grassland conservation in high priority landscapes.
- Ask and listen to producers; identify barriers to conservation practices using social science expertise.
- Work toward market-based incentives from both demand and supply sides; utilize ecosystem service opportunities and innovative test incentive payments to producers (e.g. reverse auction).
- Conduct gap analysis (i.e. acres, dollars, program flexibility, capacity).
- Address barriers at scale - adding resources and program flexibility.



BURROWING OWLS © JIM GRIGGS, CATTLE AND PRAIRIE-CHICKEN © HARI AND J. SCHUSTER

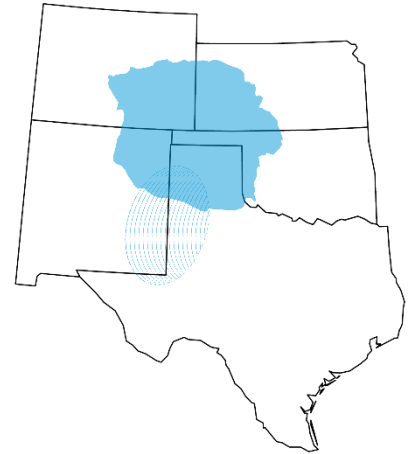
GEOGRAPHY

At the heart of the Dust Bowl and neutral trade area for Native Americans, Generational Grasslands in Colorado, Kansas, New Mexico, Oklahoma, and Texas will be identified based on their

- Potential for ecosystem function for the next 25 years,
- Implementation feasibility, and
- Existing long-term conservation investments.

NEXT STEPS

- Pilot two Generational Grasslands beginning in 2022 and three additional over the next 10 years
- Define a process to obtain committed, multi-year investments—based on the true, market-based costs of conservation—for strategic action from USDA and other conservation partners and beef and other corporate environmental, social, and governance efforts (e.g., carbon, sustainability certifications, biodiversity cap and trade).



HOW CAN I PARTICIPATE?

- Producers in pilot areas can meet with field staff to identify how this program can help them achieve their goals.
- Community members can participate in partner-led working groups.

PARTNERS

Bobolink Foundation	Walmart Foundation (funder)	Kansas State University
Kansas Grazing Lands Coalition	LPC Interstate Working Group	Playa Lakes Joint Venture
Bird Conservancy of the Rockies	Common Ground Capital	Pheasants Forever/Quail Forever
National Grazing Lands Coalition	Noble Research Institute	North American Grouse Partners
Ducks Unlimited	USDA – NRCS and FSA	Indian Nations Cons. Alliance
NFWF	Partners for Fish and Wildlife	The Nature Conservancy
County Conservation Districts		

For more information about this project, please contact: Matt Bain | 785-269-7481 | mbain@tnc.org