

# 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.

## 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 (e.g., acres, dollars, program flexibility, capacity).
- Address barriers at scale - adding resources and program flexibility.

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 on 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.



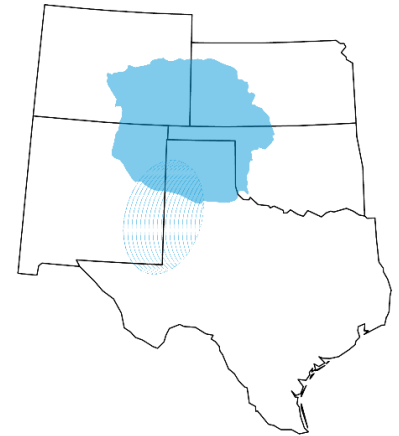
BURROWING OWLS © JIM GRIGGS, CATTLE AND LESSER PRAIRIE-CHICKEN © HARLAND J. SCHUSTER

## GEOGRAPHY

Generational Grasslands found in Colorado, Kansas, New Mexico, Oklahoma, and Texas. This region has a rich history. It was hit hardest by the Dust Bowl in the 1930s, and, prior to that, served as neutral place for Native Americans to trade.

Project areas will be identified based on:

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



## NEXT STEPS

- Pilot two Generational Grasslands in 2022 and three more 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.

Contact: Matt Bain | Southern High Plains Initiative Manager | 785-269-7481 | [mbain@tnc.org](mailto:mbain@tnc.org)

### PARTNERS (in addition to ranchers, farmers, and communities)



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