

# Strengthened the economic and ecological viability of ranches on native grasslands through better management practices



2013–2014 Project

## Catalyzing North American Grasslands Conservation and Sustainable Use through Partnerships

Building on the success of cooperative work on native grasslands in 2011–2012, this project improved native grasslands and ranch livelihoods through the implementation of beneficial management projects on 21 ranches and *ejidos* on native grasslands. It also disseminated a social marketing package that included training material on the value of grasslands and ranching to society, an online tool with over a hundred innovative practices for grassland management, and a set of infographics on North America's beef cattle industries, beef cattle trade and grasslands.

## Key Accomplishments

- Twenty-one ranch pilot projects demonstrating economic and ecological benefits of grassland management techniques shared with over five hundred stakeholders through conferences, workshops, range schools and ranch tours across North America, and included as case studies in an online tool
- Statistics on the North American beef cattle industries, beef cattle trade and grasslands disseminated as a series of infographics that raise awareness about the continentally integrated beef cattle market and its role in native grassland conservation.
- Expanded the North American Grasslands Alliance through a trilateral ranch tour and meeting of grassland landowners and managers, and rangeland and government experts to share evidence-based beneficial practices for grasslands conservation and sustainable use

## Products

- Officially launched the trilingual Grasslands Beneficial Management Practices Online Tool in May 2014, featuring over one hundred resources, case studies, and videos from ranchers, conservation organizations, and government and academic bodies in Canada, Mexico, and the United States <[www.nagrasslands.org/](http://www.nagrasslands.org/)>
- Summary case studies from the ranch pilot projects integrated into the online tool
- A social marketing package, including training material and a set of infographics on the beef cattle industries, beef cattle trade and grasslands of North America
- A trilateral ranch tour and meeting featuring CEC-supported ranch pilot projects
- Fourteen outreach events by regional partners

The experience will continue to be shared with other ranchers and their partners through additional ranch tours, conferences, and the Grasslands Beneficial Management Practices Online Tool.

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## Partners, Stakeholders and Beneficiaries

The project was carried out in collaboration with the North American Grasslands Conservation Steering Committee. Stakeholders and beneficiaries include Environment Canada, Agriculture and Agri-Food Canada, Canadian Forage and Grassland Association, Canadian Cattlemen's Association; US Fish and Wildlife Service, US Department of Agriculture, US Forest Service, Bureau of Land Management, Kansas Grazing Lands Coalition, Rocky Mountain Bird Observatory, the Nature Conservancy; *Comisión Nacional de Áreas Naturales Protegidas*; *Comisión Nacional para el Conocimiento y Uso de la Biodiversidad*; *Universidad Autónoma de Chihuahua*; *Universidad Autónoma de México*; and *IMC-Vida Silvestre A.C.*

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## About the CEC

*The Commission for Environmental Cooperation (CEC) was established by the governments of Canada, Mexico and the United States through the North American Agreement on Environmental Cooperation, the environmental side agreement to NAFTA. An intergovernmental organization, the CEC is composed of a Council of cabinet-level environmental officials from the three countries, a Joint Public Advisory Committee and a Secretariat that provides operational support for cooperative work between the three countries. The organization brings together citizens and experts from governments, nongovernmental organizations, scientists, researchers and businesses to seek solutions to protect North America's shared environment while supporting sustainable economic development.*

