

***Working to KEEP RANCHERS RANCHING since 2006***

WWW.CARANGELAND.ORG

***THE CALIFORNIA RANGELAND CONSERVATION COALITION*** *brings together ranchers, conservationists, agencies and scientists to conserve and enhance the ecological values and economic viability of California’s working rangelands. Well over 100* organizations agree that conserving California’s working rangelands is a top priority for maintaining our natural resources and ensuring our way of life.

“The Coalition of resource agencies, scientists, conservationists and ranchers has agreed that ranching isn’t incidental to a healthy ecosystem – it is fundamental.” -Darrel Sweet

**COMMUNICATIONS** tell the story of ranchers care for California’s rangelands.

* RESEARCH AND PUBLICATIONS. The Coalition has collaborated on significant research.
* MULTI-MEDIA OUTREACH and EVENTS REACH DIVERSE AUDIENCES**. Annual Summits** have reached more than 3000 rangeland stakeholders. **TOURS** to public and private rangelands effectively increase understanding. **Social Media** reaches nearly 1700 E-Update subscribers receive two monthly posts containing current news and stories.

*“Point Blue and CRCC are fostering communication between consumers and producers with conservation being one of the important common threads.”* Todd Swickard, Five Dot Ranch.

**ENGAGEMENT** informs policies that affect rangelands and ranching viability to foster resources and opportunities.

* REPRESENT RANGELANDS PERSPECTIVE IN COLLABAAORATION WITH NUMEROUS GROUPS.
* FOSTER FUNDING, TECHNCIAL EXPERTISE & OTHER ASSISTANCE TO SUPPORT VOLUNTARY, COLLABORATIVE & LOCALLY LED PROJECTS

**MOVING FORWARD** TOGETHER TO CONSERVE AND ENHANCE THE VIABILITY OF CALIFORNIA’S WORKING RANGELANDS AND RANCHING STEWARDSHIP.

***Statement of Purpose - 2015***

*California rangelands provide numerous benefits to people and nature. California ranchers and natural resources are facing increasing challenges to their continued viability.*

*“Through ongoing collaboration and communication we will frame our individual and collective actions to meet a shared future vision for healthy and viable rangelands.”* Bre Owens, Point Blue Conservation Science

*Our purpose is to create a productive forum for diverse interests to discuss issues facing California’s ranching community and natural resources, and to identify solutions. California Rangeland Conservation Coalition will endeavor to:*

* *Facilitate respectful dialogue,*
* *Foster mutual understanding,*
* *Define common ground, and*
* *Catalyze collaboration where feasible.*

***THANK YOU!***

*The California Rangeland Conservation Coalition is grateful for your participation and contributions that stimulate better understanding of and support for ranching and working rangelands.*