



# Audubon

PROTECTS BIRDS AND THE PLACES THEY NEED, TODAY AND TOMORROW.

## OUR GOAL

The Audubon conservation ranching program will enhance and restore millions of acres of grassland bird habitat across the Great Plains by partnering with ranchers to implement sustainable grazing practices. The program offers market-based incentives for good grassland stewardship, and it allows consumers to participate in conservation efforts that keep ranchers on the land and healthy grasslands on the landscape.

For more than a century, Audubon has built a legacy of conservation success by mobilizing the strength of its network of members, chapters, centers, state offices and dedicated professional staff to connect people with nature and empower them to protect it.

[www.audubon.org](http://www.audubon.org)



## THE PROBLEM TO SOLVE

Native grasslands are among the most altered and imperiled ecosystems in the world. Throughout the Great Plains, these ecosystems are dwindling at an alarming rate as tracts are degraded through invasive and woody plant encroachment, conversion to cropland or other development, and poor grazing practices. Narrow profit margins and increasing costs have forced many ranchers to adopt management practices that are incompatible with the habitat needs for birds and other wildlife. The resulting landscape-level changes continue to have far reaching economic, social, and environmental impacts.

The loss of grassland habitat has led to declines in populations of grassland-dependent birds and other wildlife, many of which are projected to drop by another 50% in the next 20 years.



To learn about ranches and retailers near you, please visit: [Audubon.org/ranching](http://Audubon.org/ranching)

PROTECTING BIRDS BY RESTORING GRASSLANDS

AUDUBON CONSERVATION RANCHING PROGRAM

“ The purpose of our program is to establish a market-based incentive for ranchers to voluntarily want to improve grassland bird habitat. ”