**About Us**

**Vision**
Sustainable grazing lands providing a healthy environment.

**Mission**
Promoting ecologically and economically sound management of private grazing lands for their adapted uses and multiple benefits to the environment and society.

**Core Strategies**
- Promote the Value of Healthy Grazing Lands
- Advocate for the Needs of Grazing Land Managers
- Communicate the Message of Stewardship
- Develop National and State Partnerships

**National Grazing Lands Coalition (NatGLC)**

**Website:** www.grazinglands.org
**STRATEGIC PLAN - Core Strategies**

**Promote the Value of Healthy Grazing Lands**
- Establish the NatGLC as the voice for management of the Nation’s grazing lands.
- Identify the economic and environmental value of healthy grazing lands.
- Establish a Foundation to ensure increased support of science based grazing lands management.

**Advocate for the Needs of Grazing Land Managers**
- Determine producers’ needs and objectives as land stewards through nationwide surveys and share results.
- Develop resources to meet needs of land stewards and ensure on-the-ground assistance.
- Secure partners’ support and/or funding to promote “telling the land steward’s story.”

**Communicate the Message of Stewardship**
- Create generation specific messaging to reach a broader audience.
- Utilize Social Media and YouTube to create and market grazing lands personal stories, such as the #Ourlands video series.
- Collaborate with partners to develop grazing lands specific Ag in the Classroom materials.

**Develop National and State Partnerships**
- Maintain NatGLC prominence in D.C. with Congress, Agencies and other organizations.
- Cultivate National Partnerships with organizations that support our vision and mission.
- Improve State and National partnerships through communication and networking.