



NatGLC

NATIONAL GRAZING LANDS COALITION

**AMAZING
GRAZING LANDS**

THE KEY TO A HEALTHY
ENVIRONMENT

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

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.

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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.