

Education and Outreach

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Problem:

Lack of understanding of rangelands, ranching and natural resource benefits provided.

People ask: Why are the cattle there?

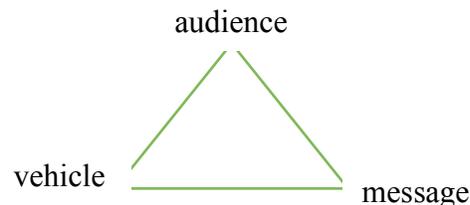
Managers/interpreters don't understand ranching economy, rangeland management, and benefits provided by private landowners

Troubling Trends:

- Some people think ranchers are lucky and privileged to be living in beautiful landscapes but don't see all the hard work required
- Low literacy level – disconnect with where food comes from
- Few opportunities to promote understanding

Solutions:

1. Agencies and ranchers working together
 - Local agriculture
 - Sustainable agriculture
2. Disciplined branding effort – Bay Area Ranching Network (BARN)
 - a. Goals:
 - i. change public opinion
 - ii. gain public support
 - iii. create culture
 - iv. create advocates
 - b. Peer to Peer – decision makers to decision makers



Healthy rangelands mean healthy people

1. Beef by-products
 2. Cattle producers provide products, habitat, etc
 3. Educate educators
3. Support ranchers in outreach on public and private lands – give them tools, i.e., messages, resources)
 4. Partnerships
 5. Target influencers with one-on-one tours, etc – select top 50 and tailor messages
 6. Connect with targeted/relevant groups
 7. Outreach to kids
 8. Set up a steering committee and start small

Barriers to implementation:

1. Funding, grants
2. Critical mass of ranchers
3. Need spokespeople
4. TIME