

Synergies: Conservation Strategies with Multiple Benefits

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Problem:

1. Continued loss of opportunity and cannot move quickly enough.
2. Focus on economics.
3. Many of the benefits produced from rangelands are shared among sometimes disparate groups that are not in coordination.

Troubling Trends:

1. increased wildfire frequency
2. food policies
3. divisive marketing strategies of niche meat producers/retailers vilifying more industrial production chains
4. talk but no action with regards to the discussed value of ecosystem services but little apparent market activity or discovery

Solutions:

- There are several stakeholder groups with interest in conserving rangeland resources. Some are relatively active (*e.g.* ranchers, government, academics, conservation activists/enthusiasts, hunters/anglers), while others are more passive and perhaps even unaware of their connection to rangelands (*e.g.* beef and lamb consumers, equestrian enthusiasts, residential water customers, voters, residents adjacent to wildfire prone lands).
- Synergies can and do occur when stakeholders work towards common values and shared benefits as evidenced by California Rangeland Conservation Coalition, Central Coast Rangeland Coalition and other activities that align two or more stakeholder groups in activities intended to benefit rangeland resources in some way
- Central Coast Rangeland Coalition is working on leasing instruments that incentivize conservation on ranches.