



Products bearing the Audubon-certified seal come from lands where grazing and management practices ensure diverse bird habitat, healthy soil, abundant pollinators, and cleaner waters.

To learn more about participating ranches and retailers near you, visit [Audubon.org/ranching](https://www.audubon.org/ranching).



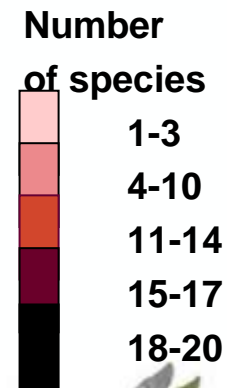
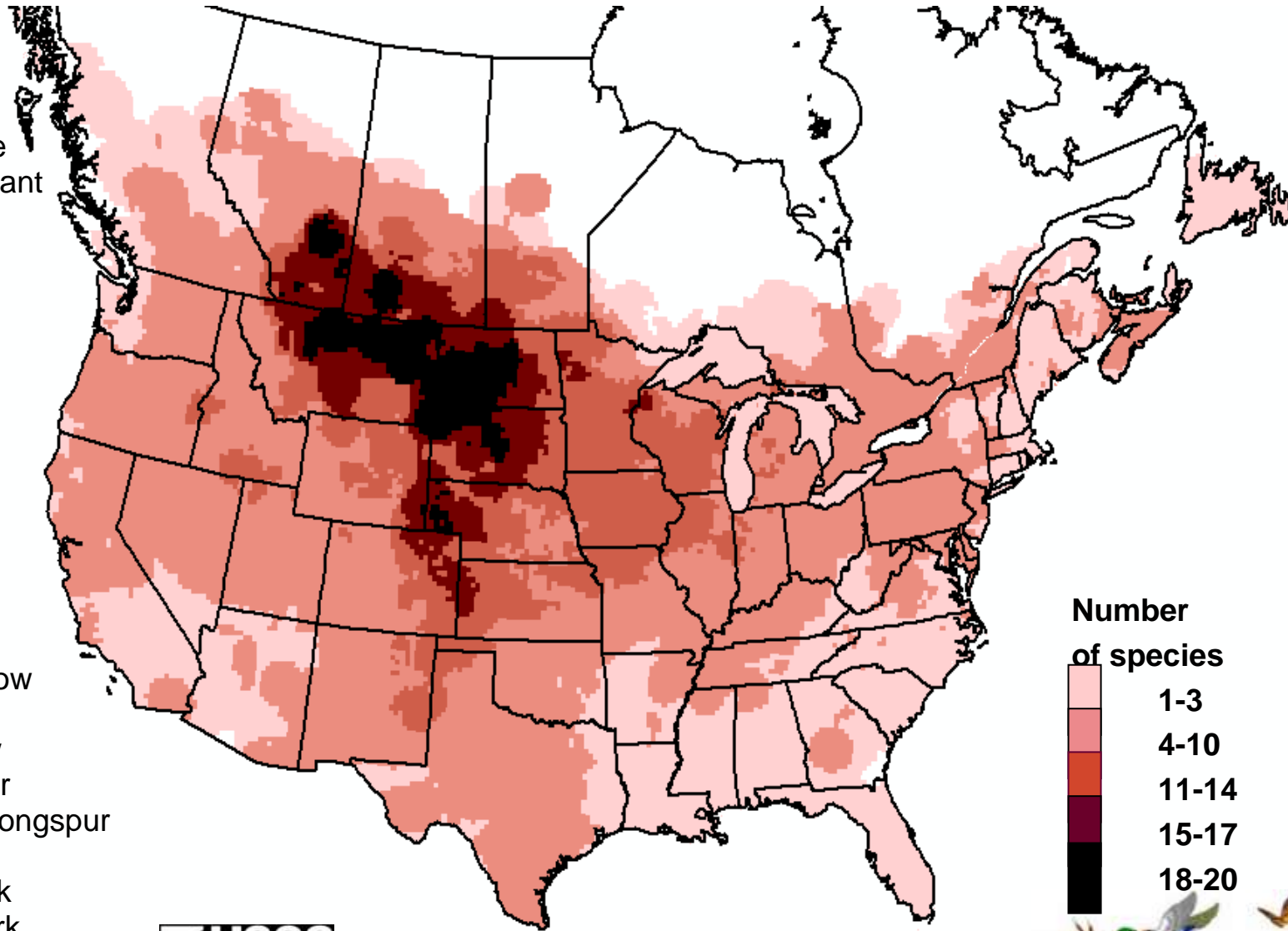
Better for the land, better for you.



[AUDUBON.ORG/RANCHING](https://www.audubon.org/ranching)

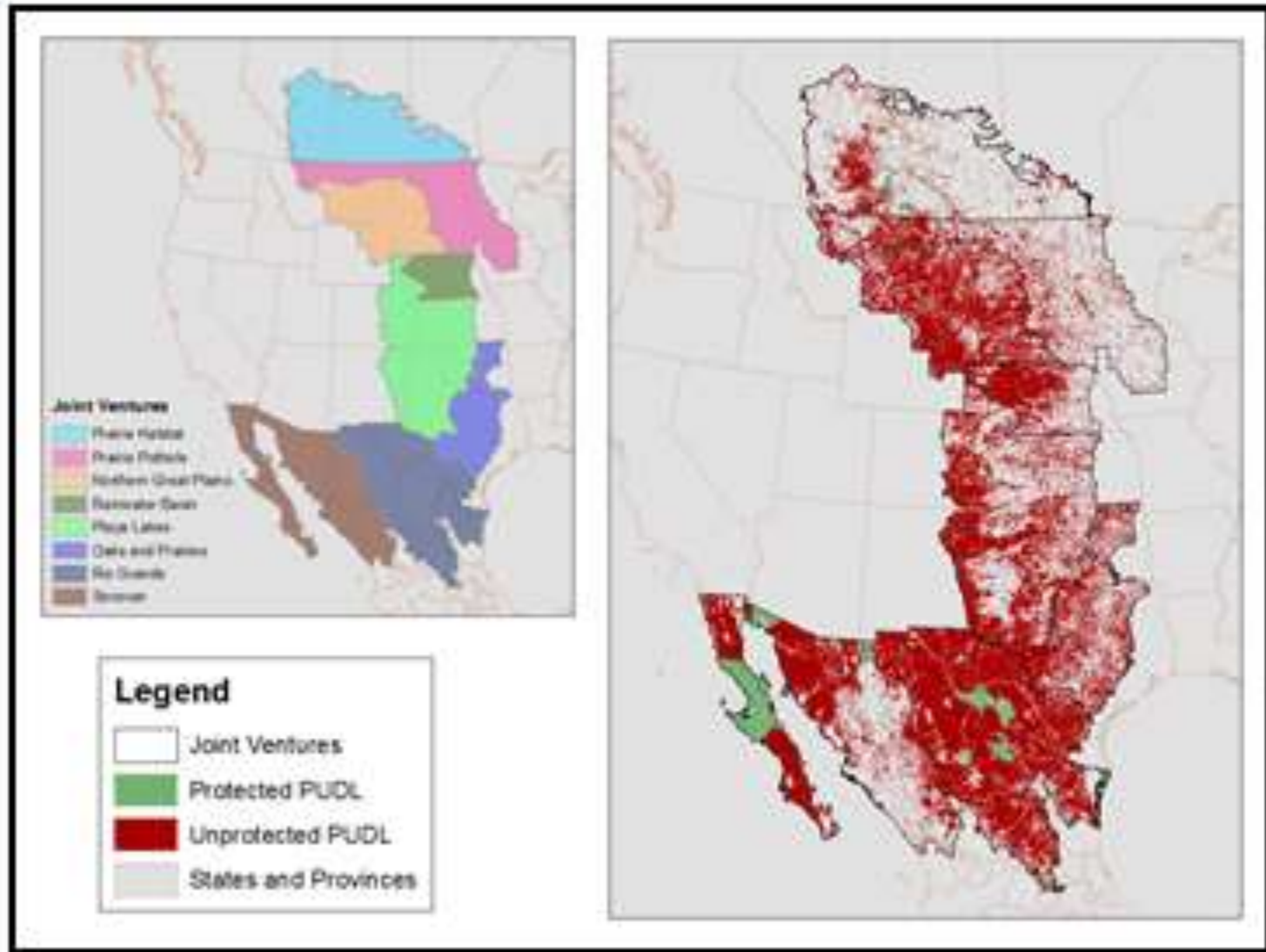
# NORTHERN GREAT PLAINS HAS HIGHEST RICHNESS OF GRASSLAND BIRDS IN NORTH AMERICA

- Northern Harrier
- Ferruginous Hawk
- Sharp-tailed Grouse
- Ring-necked Pheasant
- Mountain Plover
- Upland Sandpiper
- Long-billed Curlew
- Short-eared Owl
- Horned Lark
- Sedge Wren
- Sprague's Pipit
- Dickcissel
- Cassin's Sparrow
- Vesper Sparrow
- Lark Bunting
- Savannah Sparrow
- Baird's Sparrow
- Grasshopper Sparrow
- Henslow's Sparrow
- Le Conte's Sparrow
- McCown's Longspur
- Chestnut-collared Longspur
- Bobolink
- Eastern Meadowlark
- Western Meadowlark
- Greater Prairie Chicken



# PUDL Protection Status

- 51.13% PUDL
  - 7.23% Protected
  - 43.90% Unprotected



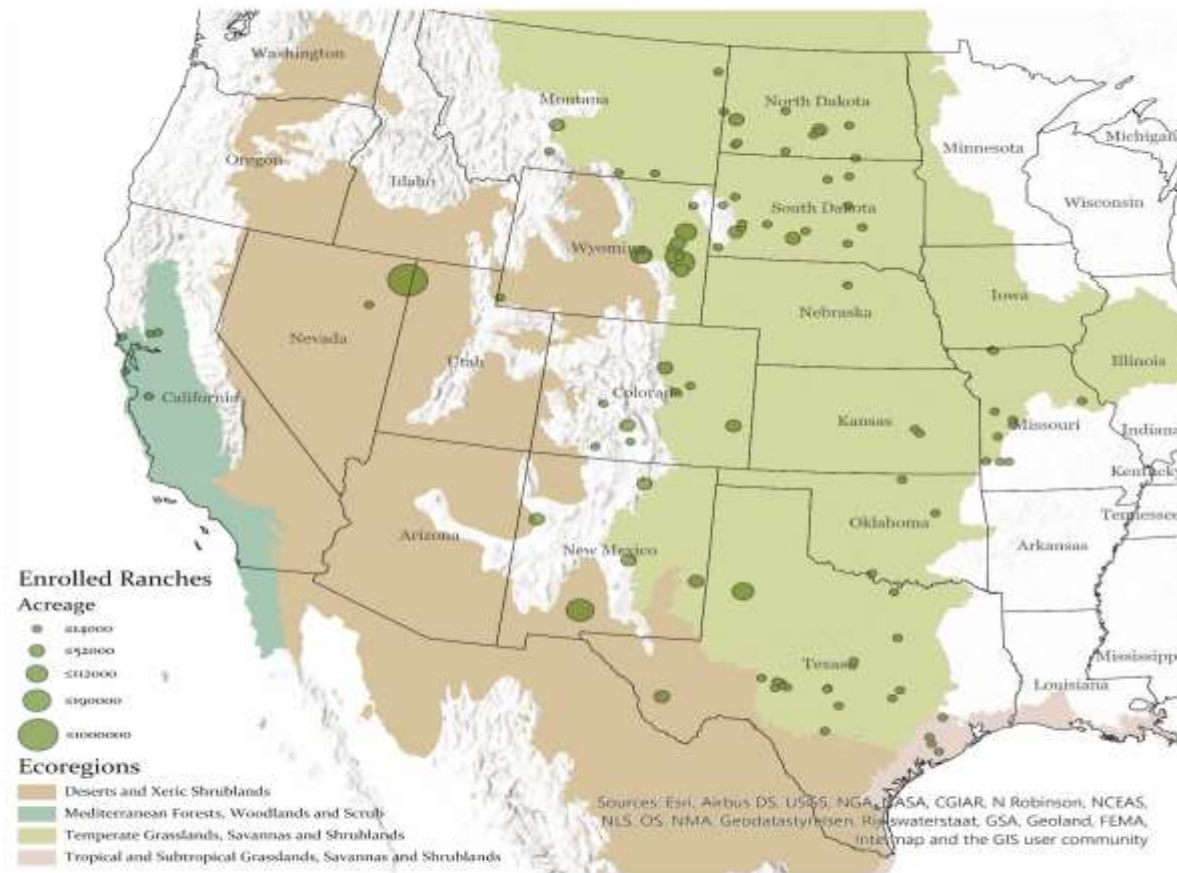


The Audubon Certification connects conscientious consumers to ranches where bird-friendly management is supporting grassland bird conservation, with benefits to pollinators, soil health, and other grassland wildlife



## Audubon Conservation Ranching Initiative

As of June 2020



- 93 participating ranches (initial onboarding to fully certified) totaling 2,300,316 acres
- Ranches in 13 states (CA, CO, KS, MO, MT, NE, NV, NM, ND, OK, SD, TX, WY)



## Conservation Ranching Certification

- 2.3m acres under regenerative, bird-friendly management
- 93 family ranches enrolled
- 140+ points of purchase & every home in America
- Production Standards
  - Habitat Management
  - Animal Health & Welfare
  - Environmental Stewardship
  - Forage & Feeding



# Premium as Incentive for Change

- **National Subscription Partner:**
  - Conventional: \$1.72/lbs
  - Grassfed/Organic: \$2.27/lbs
  - Blue Nest Beef: \$2.80/lbs
- **Institutional: (cull cows)**
  - Conventional: \$.58-\$.62/lbs
  - Evergreen Ranching: \$0.76/lbs
  - \$210 premium for 900lb animal
- **Ranch Direct/Regional: Variable**



Prairie bird Pastures: 45% over conventional

# Conservation Efficiency

- Bird & habitat monitoring
- Technical assistance
- 3<sup>rd</sup> Party verification

ROI rate ~ \$ 0.95 / acre

*Every \$1,000 Audubon expense = 1,053 acres of conservation-managed grasslands*



# Cost Per Acre Rate Comparison



**\$0.95/acre**

Conservation Reserve Program

**\$128.60/acre\***

**\$26.75/acre** (Grass)



\*2020 Avg. Rental Rates for MN, IA, ND, SD

## Cost Across 3 million acres





## ACR supports birds and business.

### Enrollment at a glance:

- Each ranch completes a habitat management plan (HMP)
- Each ranch is audited for compliance by Food Alliance, a 3<sup>rd</sup> party auditor
- Bird and habitat monitoring is completed annually



# When ranches are managed as bird habitat, everyone wins.

## Benefits of Audubon's regenerative sourcing certification:

- Healthy habitat for birds, pollinators, and other wildlife
- Decreased flooding and erosion
- Improved soil health
- Carbon Sequestration
- Higher-quality ranch products





# Better for the land, better for you.



## Did you know that our most imperiled birds nest in grasses, not trees?

Our native prairies are in trouble, and so are the birds and other wildlife that depend on them. The vast majority of our grassland birds live on American farms and ranches, so partnering with ranchers is our best hope for conserving them.

The **Audubon Conservation Ranching program** empowers consumers like you to directly support the conservation of America's prairie landscapes. Audubon-certified ranches are managed to ensure diverse bird habitat, healthy soil, abundant pollinators, and cleaner waters. Your food choices can help the birds and people that share our grasslands.

## No antibiotics, no growth hormones, no feedlots.

Prairies need grazers, and grazing animals from Audubon-certified ranches spend their entire lives on grass.

Choosing Audubon-certified ranch products is better for grassland birds, better for the land, and better for you.

To learn more about participating ranches and retailers near you, visit [Audubon.org/ranching](https://www.audubon.org/ranching).



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