

The Quivira Coalition: Building Resilience

Who:

Founded in 1997, The Quivira Coalition is a nonprofit conservation organization, based in Santa Fe, New Mexico, dedicated to building bridges between ranchers, environmentalists, scientists, public land managers, and others around the concept of land health.

The core of our approach is **The New Ranch** – which operates on the principle that the natural processes that sustain wildlife habitat, biological diversity and functioning watersheds are the same processes that make land productive for livestock. New Ranches are where grasslands are productive and diverse, where erosion is diminished, where streams and springs flow, where wildlife is abundant, and where landowners are profitable as a result.

Elements of our work include progressive ranch management, scientifically-guided riparian and upland restoration, local food production, land health assessment and monitoring. The principles of The New Ranch are disseminated through workshops, lectures, publications, grants, consultations, collaborative land and water demonstration projects, a Journal, the New Ranch Network, and an Annual Conference.

What:

Our mission is to build resilience by fostering ecological, economic and social health on western landscapes through education, innovation, collaboration, and progressive public and private land stewardship.

This mission represents the best way we can help meet the challenges of the 21st century. Although no one knows exactly what the decades ahead will bring, there are enough indicators of change to say with confidence that the 21st century will inaugurate a new era. Whether the concern is climate change, peak oil, ecosystem service decline, overpopulation, species extinction, or food and water shortages, the challenges ahead are daunting and varied.

One response to these multiple challenges is to increase ecological and economic **resilience**. The dictionary defines resilience as “the ability to recover from or adjust easily to misfortune or change.” In ecology, it refers to the capacity of plant and animal populations to respond to the effects of fire, flood, drought, insect infestation, or other disturbance. Socially, resilience also describes a community’s ability to adjust to change in economic conditions.

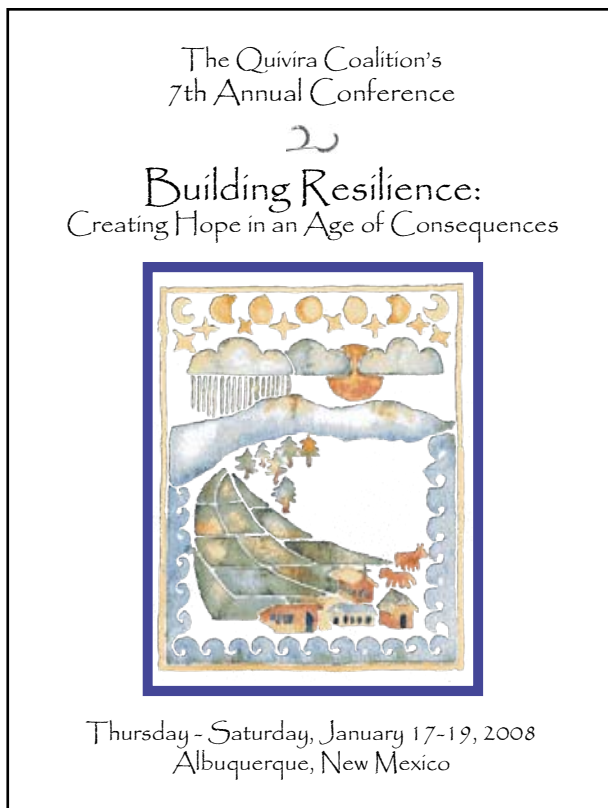
Why:

Our focus on resilience is motivated by three broad Program Goals:

1. Reverse Ecosystem Service Decline. In 2005, the United Nations published its *Millennium Ecosystem Assessment*, a global evaluation of ecosystem services on which human well-being and progress toward sustainable development vitally depend. These services include the provision of food, fresh water, wood, fiber, fuel, and biodiversity; climate, flood, pest and disease regulation; nutrient cycling, soil stability, biotic integrity, watershed function, and photosynthesis; and spiritual, educational, recreational, and aesthetic experiences.

The basic conclusion of the Assessment is this: globally, ecosystem services are in decline and as they decline so does human well-being.

The Quivira Coalition can make progress toward this important goal by continuing to take a “land health” approach to its work. By starting at the level of soil,



grass, and water we enable grassroots organizations to effectively obtain and administer funding and manage logistics of restoration projects. We also apply adaptive management methods to restore and maintain ecosystem functions. This approach, in turn, has benefits for other ecosystem services, including food and fuel production, biodiversity, increased water quality and quantity, as well as cultural benefits.

2. Create Sustainable Prosperity. Ecosystem services have declined partly because their conservation has not been seen to be in the economic self-interest of important portions of society. As a result, conservation, including the restoration and maintenance of natural systems, became primarily a subsidized activity, accomplishing its goals principally (1) by direct or indirect governmental funding; (2) as a by-product of agricultural activity; or (3) by philanthropy; or by some combination of these.

Conservation remains subsidized for a variety of reasons, most importantly its high cost. Another reason is a well-founded concern about the role uninhibited market forces play in the exploitation of natural resources – a role that has contributed widely to ecosystem service decline around the planet. But can conservation begin to pay for itself? We think it can ultimately. As an example of our approach, we are trying to manage the Valle Grande ranch sustainably so that the sale of grassfed beef can pay for the conservation work we implement.

In this regard, we are inspired by the many ‘New Ranchers’ who are both profitable and sustainable. And they’ve done it by working on the original solar power (photosynthesis).

In addition to our work on the Valle Grande Ranch, The Quivira Coalition contributes to the development of sustainable prosperity in a variety of ways by assisting individuals, organizations, and businesses to become sustainably prosperous; and by becoming increasingly sustainable ourselves, as a nonprofit business.

3. Relocalize Food. Relocalization will likely dominate our lives in the upcoming decades. The inevitability of rising energy costs mean more and more of our daily lives, from food production to where we work and play, will be increasingly relocalized at local and regional scales. This won’t be by choice, as it is currently, but by necessity.

The key is to look at relocalization as an opportunity, not just a challenge. It can be a form of rediscovery – learning about our roots, about community, neighbors, gardens, and doing more with less in general. One could even look at relocalization entrepreneurially – those individuals and organizations that get into the game early, by providing re-localized goods and services, will stand a better chance at a profitable living as the transition begins to unfold.

Relocalization entails the following (at least):

- **The Development of Local Food Sources:** Working

landscapes will become critical again. So will the innovations currently taking place at the nexus of agriculture and ecology – a nexus that requires healthy lands. Could New Mexico feed itself? Could Utah? And if not, why not, and what can we do to stimulate local food and energy production?

- **Farmers and Ranchers Will Become Important Again:** Not only does local food require local land it requires local people too, as well as their local knowledge. This means figuring out how – now – to keep the current generation of farmers and ranchers on the land, as well as encourage the next generation to stay, come back, or give agriculture a try. In addition, we have to find creative ways to pass the knowledge of how to use the land



Over 500 people attended a Local Meats tasting event in Santa Fe September 14, 2007 through a collaborative partnership between The Quivira Coalition, SWGLA, Farm to Table, Slow Foods, local producers and local restaurants.



Bill Zeedyk leading a Riparian Restoration Workshop on Mesteño Draw, May 2005.

sustainably from our elders to our youth.

- Restoration Will Become An Important Business. Producing local food and energy from working landscapes, especially in quantity, requires healthy land as well as best management practices that work ‘within nature’s model.’ However, while the ‘toolbox’ of progressive stewardship is now well developed, a great deal of our land is still in poor condition (for a variety of reasons) requiring substantial restoration and remediation efforts.

The Quivira Coalition has been engaged with all of these efforts, to one degree or another, for a number of years. The next step is to sharpen the re-localization element of our work, which includes both educational outreach activities and demonstration projects.

How:

The Quivira Coalition can build resilience by: (1) improving land health; (2) diffusing knowledge and innovation; (3) building local capacity; (4) promoting ‘conservation with a business plan;’ and (5) strengthening diverse relationships.

(1) Improving land health: We can help address ecosystem service decline on a local level by managing land, implementing restoration projects, getting people involved in demonstration projects, encouraging land literacy and monitoring, and producing local food. This means urging landowners to work within “nature’s model” as well as ‘walking the talk’ ourselves.

(2) Diffusing knowledge and innovation: We seek out ideas and practices that work and share them with a diverse audience. Sharing these practices is critical to their adoption. We do this work through publications, workshops, and the Annual Conference.

(3) Building local capacity: We can help build capacity (economic, ecological and administrative) among individuals, landowners, associations, watershed groups, and communities through hands-on training, workshops, clinics, mentoring, granting, and other activities.

(4) Promoting the concept of ‘conservation with a business plan’: Finding ways for conservation to generate revenue that supports itself so we concentrate on practices that are sustainable economically as well as ecologically, as exemplified by our work on our Valle Grande Ranch.

(5) Strengthening diverse relationships: We continue to emphasize relationships – among people, between people and land, and between ecological processes. Unfortunately, the bond between people, food, land, and biodiversity has been damaged and continues to deteriorate. The job now is to mend these relationships and try to make them stronger again.



Implementation

Our work is divided into 3 program areas:

Education & Outreach:

- ☐ The Annual Conference
- ☐ Publications (Journal, Bulletin, books, field guides, other)
- ☐ Educational Events (outdoor classrooms, seminars, workshops, tours, special events, etc.)
- ☐ Web Site (www.quiviracoalition.org.)
- ☐ Outreach (theme workshops, public speaking, writing, participation in events, meetings, retreats etc.)

Our educational work has included: conferences, clinics, workshops, outdoor classrooms, publications, trainings, lectures, and tours on topics as diverse as drought management, riparian restoration, fixing ranch roads, conservation easements, reading the landscape, monitoring, water harvesting, low-stress livestock handling, grassbanks, and grassfed beef. Our events are attended by ranchers, scientists, environmentalists, public land managers, and many members of the public.

Land & Water:

- ☐ The Valle Grande Ranch (a 36,000-acre Forest Service allotment near Santa Fe)
- ☐ The Red Canyon Reserve (320-acres of private property near Socorro)
- ☐ Land and Riparian Restoration Demonstration Projects ~ (www.comanchecreek.org)
- ☐ The New Ranch Network (www.newranch.net)
- ☐ Land Health Services (for fee services)

The activities in this program area are principally on-the-ground projects that also have a strong networking element. Their goals – land health improvement, sustained prosperity, food production, restoration, dissemination, and localization – are novel or experimental. As we test and improve them, through the process of adaptive management, we will communicate our progress through the Education & Outreach Program.



Gallup Youth Conservation Corps helps implement riparian restoration structures along Comanche Creek, July 2006

Conservation and Ranch Leadership and Youth (CARLY):

This is a new Program that focuses on developing the next generation of conservation leaders and land managers through a two-year apprenticeship process and short-term internship opportunities.

- ☐ **Conservation:** This is a formal leadership program in conservation at The Quivira Coalition. The intern participates in every Quivira activity, thus being exposed to our conservation goals and methods. During the second year, the intern chooses a project that fits their interests and career goals from among our activities and focus on carrying out that project.
- ☐ **Environmental Restoration:** Participants in this internship program learn about riparian ecosystem function, geomorphology, mapping, monitoring, project planning and implementation through trainings, workshops, business development, assisting with land and water projects and apprenticeships with restoration specialists.
- ☐ **New Ranch Manager:** In this apprenticeship program, youth learn about public and private range management, rangeland health, planned grazing, grassfed beef, business planning, low-stress livestock handling, monitoring, etc. through various trainings and by rotating through a series of cooperating ranches over a two-year period.

Strategic Implementation Plan

Our three program goals and one organizational goal over the next five years are to:

- Reverse Ecosystem Decline ~ assist the restoration of land health in diverse landscapes.
- Relocalize Food ~ production, processing, distribution and education
- Reconnect people with land and the tools necessary for them to build resilience
- Increase Quivira Coalition's Organizational resilience

Goal 1: Reverse Ecosystem Decline – assist the restoration of land health in diverse landscapes.

Objective 1: Support land restoration and land health projects that create sustainable prosperity.

- Support restoration activities on 20 miles of damaged riparian areas.
- Support planned grazing and New Ranch concepts on one million acres through education.
- Provide contractual land health service assistance through technical transfer of Quivira Coalition knowledge, experience and resource connections.
- Collaborate with government and non government land management agencies and organizations.
- Continue to explore innovative strategies (such as grassbanks) and collaborative opportunities for land health goals.



Objective 2: Help build capacity in selected watersheds.

- Support projects that demonstrate the concept of conservation with a business plan.
- Provide administrative, technical and financial support for land health projects.

Goal 2: Relocalize Food

Objective 1: Produce and market locally raised yearlings on the Valle Grande Ranch to provide a case study for other small producers.

- Test alternative beef breeds to determine the most suitable animal for the mesa and our customer base.
- Develop and implement a marketing program for local beef sales.
- Develop sample protocols and standardized forms for Ranch to Customer Sales.
- Create a web-based document for successes and challenges.

Rowe Mesa Pasture Raised Beef			
<p>The deposit for a whole beef is \$200 (\$100 for half), non-refundable. This deposit guarantees the beef will be reserved for you. The remaining balance will be due prior to shipping to the processor in the fall. Orders must be received by August 1, 2007 to guarantee availability. Your processed beef should be available for pick-up on or before November 10.</p> <p>Date: _____</p> <p>Circle One Size: Whole Half</p> <p>Deposit Amount: \$ _____</p> <p>Name: _____</p> <p>Mailing Address: _____</p> <p>Phone: _____</p> <p>E-mail: _____</p> <div><p>Order on-line: www.quiviracoalition.org and click on "On-line" Store and look for <i>Pasture Raised Beef</i> For more information, contact Craig Conley at cconley@quiviracoalition.org</p></div>	<p>The Ranch</p> <p>The Valle Grande Ranch is located 30 miles southeast of Santa Fe on Rowe Mesa. The ranch is owned by The Quivira Coalition, a non-profit conservation organization dedicated to restoring and managing land health in the southwest. We believe that maintaining working landscapes is one of the best ways to ensure a sustainable, healthy environment and food supply.</p> <p>The Valle Grande Ranch serves as a demonstration for forest and rangeland restoration projects, low stress livestock management and education and outreach. The ranch operates on 36,000 acres of U.S. Forest Service land. The main mission of the ranch is to serve as a catalyst for restoring public lands in northern New Mexico through the operation of a Grassbank, education and a Range Rider Training and Grant Program.</p>	<p>Our Animals</p> <p>We make every attempt to raise our animals as naturally and as stress free as possible. Our yearling steers and heifers are brought to the Valle Grande Ranch after weaning.</p> <p>For five to six months they graze on the open range to produce tasty, healthy, lean meat. Once on the ranch, the animals do not receive hormones or antibiotics. They are moved from pasture to pasture under a carefully planned rotation schedule using low stress management techniques.</p> <p>By the end of the season they are accustomed to being around people which is more humane and produces higher quality beef.</p> 	<p>Processing & Cost</p> <p>We process our animals at Western Way Custom Meats in Moriarty.</p> <p>Western Way is the only USDA, Organic Certified processor in the state. Prior to shipping, a custom cut sheet will be provided.</p> <p>Western Way dry-ages the steaks and roasts for 21 days before cutting and double wrapping. The art of dry-aging tenderizes the beef and concentrates its wonderful flavor. Each animal or side can be cut exactly to your specifications.</p> <p>The meat is frozen and can be picked up at the processing facility in Moriarty.</p> <p>The cost of the beef is \$1.50 per pound, live weight. For example: a 700 lb. animal will cost around \$1000, plus the cost of transportation and processing, approximately \$350. A 700 lb. steer will yield approximately 200-250 pounds of cut and wrapped meat.</p> <p>You may purchase a whole animal, or if you wish, a half and we will find another family to share the beef.</p>
			

Objective 2: Assist local beef producers in the development and marketing of livestock and livestock products

- Provide small grants and technical assistance to producers.
- Collaborate with local non-profits, local producers and others on educational/outreach events.

Objective 3: Support efforts of local ranchers and farmers to diversify income and to create opportunities for the next generation to create livelihoods in agriculture.

- Support young ranchers through scholarships and training opportunities and The Quivira Coalition's Ranching Internship Program.
- Provide scholarships to young ranchers and farmers to attend QC conference, herding clinics, planned grazing trainings, ranch management and other related trainings.

Objective 4: Support local public school outreach efforts.

- Outdoor classrooms and associated activities for Pecos Public Schools.

Goal 3: Reconnect people with land and the tools necessary for them to build resilience.

Objective 1: Offer educational events, trainings, and publications on topics of ranching, land health, local foods, watershed restoration.

- Develop a new Conservation, Ranching and Restoration Leadership Apprentice/Internship Program for Youth (CARLY).
- Employ the Valle Grande Ranch as an Outdoor Classroom for youth.
- Continue with our series of Annual Conferences.
- Create a **Restoration Ranch Exchange** place on the NRN website for ranchers implementing land health restoration treatments to exchange ideas.
- Publish and market riparian, uplands and roads restoration and management books .
- Maintain QC and Comanche Creek Web sites and provide publications for downloading.
- Publicize all NRN workshops, events and other outreach venues by similar non-profit organizations to the general public through our website, bulletins, flyers etc.
- Provide 1-day tours of ranches and restoration projects.
- Hold a several outdoor classrooms each year related to Rangeland Health, Monitoring, Roads, Conservation Easements and Low-stress Livestock Herding workshop per year through the New Ranch Network or other subprogram areas.

Objective 2: Provide various outreach events that engage urbanites in agricultural activities.

- Publicize agricultural related events to urbanites in NM through diverse venues.
- Expand the volunteer range rider program on Valle Grande Ranch.
- Provide "low cost" tours of Restoration Projects, Restoration Ranches and New Ranch Ranches.

Objective 3: Provide opportunities for rural agricultural communities to share their cultural knowledge of ranching and farming practices and living with the land

- Hold small events in rural communities and/or participate/sponsor/publicize events by other land-based non-profits.
- Support training and mentoring of young ranchers in the Pecos Valley through work experience on the Valle Grande Ranch and The Quivira Coalition's Internship Program.
- Provide technical support to the Ojo Encino Ranchers Committee in their development and implementation of grazing management plans, feral horse management, restoration projects and youth training.



Monitoring and Rangeland Health Workshop on the U-Bar Ranch near Silver City, NM October, 2003.

Goal 4: Increase Organizational Resilience

Objective 1: Stabilize funding for operations and projects.

- Develop a 5-year fund raising plan with roles for staff and board; identify current and new sources.
- Develop a 5-year membership plan to increase membership by 2,000 new people

Objective 2: Move The Quivira Coalition towards a well defined, structured and institutionalized organization to weather changes in income and staffing, as well as provide a model for other conservation groups

- Develop a Quivira Coalition vision, business plan and organizational flow-chart.
- Develop administrative procedures, policies and guidelines.
- Train the next generation of Conservation Non-profit management through The Quivira Coalition's Apprentice/Internship Program.
- Provide training opportunities for staff.

Objective 3: Increase volunteer participation in the organization and events.

- Develop, organize and implement a structured volunteer program for The Quivira Coalition.

Objective 4: Provide more specific opportunities for Board of Directors to participate in program planning and fund raising activities with staff.

- Establish subcommittees and assignments.
- Funder's event.
- Connections with new funding sources.



Volunteers Avery Anderson and Rebecca Waters and Maasai Herder, John Kamanga at the 7th Annual Conference, January 2008.

From 1997 to the present, over 1 million acres, at least 20 linear miles of riparian drainages and 10,000 people have benefited from The Quivira Coalition's collaborative efforts through:

The Quivira Coalition At a Glance

☛ 9 Land Health and Riparian Restoration Demonstration Projects

- Macho Creek (near Deming, NM)
- Nacimiento Copper Mine (near Cuba, NM)
- Largo and Loco Creeks (near Quemado, NM)
- Dry Cimarron River (near Folsom, NM)
- Comanche Creek (Carson N.E., NM)
- Cedro Creek (near Albuquerque, NM)
- Mesteño Draw (near Mountainair, NM)
- Valle Grande Ranch (near Pecos, NM)
- Red Canyon Reserve (near Magdalena, NM)

☛ Over 100 Educational Events Around the Region

- 7 Annual Conferences
- 5 other Conferences (in NM, AZ, UT) – on Grassbanks, Collaborative Stewardship, the New Ranch and the Radical Center
- 91 Riparian & Rangeland Health Workshops throughout New Mexico and Arizona
- Capacity-Building Trainings – 1) *Water Harvesting for NM Dept. of Transportation Roads* & 2) *Riparian Restoration for Practitioners*.

☛ Numerous Publications and Outreach Articles

- *The New Ranch Handbook*
- *Forging a West That Works*
- *Of Land and Culture: Environmental Justice and Public Lands Ranching*

• *Bullseye!: Targeting Your Rangeland Health Objectives*

• *A Good Road Lies Easy on the Land:*

Water Harvesting from Low-Standard Rural Roads

- 28 Newsletters
- 3 Journals
- 8 Bulletins
- 3 Field Guides
 - *Rangeland Health & Planned Grazing Field guide*
 - *An Introduction to Erosion Control*
 - *An Introduction to Induced Meandering: A Method for Restoring Stability to Incised Stream Channels*
- 3 Conference Proceedings, and many Articles, Op-Eds, and major stories about The Quivira Coalition and the New Ranch.

☛ Speaking Engagements

The Executive Director and other staff members have delivered over 100 lectures at Conferences, Retreats, and Workshops around the region.

☛ Collaborations with over 40 organizations

☛ The New Ranch Network, where 17 Grants/Projects have been given or implemented throughout New Mexico and Arizona and in 2007, Texas.

☛ Land Health Services that have included 3 Rangeland Health Assessments and 8 mapping projects on ranches in NM, AZ, CO and UT.

The Quivira Coalition's 2008 Draft Calendar of Activities

January

- 7th Annual Conference
- Range School
- Water Harvesting Seminar
- Web site update and conference posting

February

- Quivira Coalition 5 year Plans
- Induced meandering book writing retreat
- Mora River Assessment and Project Design
- Quivira Coalition Annual Report
- Membership Renewal Bulletin (#1)

March

- Board Meeting
- Mora River & Gold Creek Archeology and 404/401 Permit Application and Grant Report
- Journal #32
- Induced Meandering Book layout and re-writes
- Dry Cimarron Photo Monitoring

April

- RERI Progress Report Due
- Red Canyon Reserve Weekend
- Update and Expanded Erosion Control Field Guide
- CFRP Workshop #1 on with Pecos, NM School children on the Valle Grande Ranch
- NRCS- CIG Low-stress Livestock Herding Clinic
- Induced Meandering book to technical advisor/editor

May

- CFRP Workshop #2 with Pecos, NM school children on Valle Grande Ranch
- Induced meandering book to reviewers
- CARLY program design and implementation

June

- Tour of Cañon Bonito Ranch near Wagon Mound, NM
- Bulletin #2
- Induced meandering book final edits and revisions
- Ojo Encino Youth Horsemanship Program implementation
- Cedro Creek Photo Monitoring

July

- Comanche Creek Restoration, public workshops and project tour

August

- Quivira Coalition Board Meeting
- Journal #33
- New Ranch Network Plant ID workshop

September

- Comanche Creek Upland Photo Monitoring
- 2008 Annual Fund Raising Campaign
- Mora River Vegetation Survey
- Mora River Project Implementation
- Comanche Creek EPA-319 Grant Final Report
- RERI Progress Report on Mora River, Comanche and Gold Creek Projects
- Outdoor Classroom

October

- New Ranch Network Ranch Tour #2 - Southern New Mexico (Gray Ranch?)
- Bullseye Monitoring Workshop with Kirk Gadzia and Todd Graham
- Cattle to Processor and Customers
- Outdoor Classroom

November

- Quivira Coalition Board Meeting
- Grazing and Financial Planning Seminar

December

- End of year financial, administration and inventory



Local residents, Albuquerque Wildlife Federation members, young adults and outdoor enthusiasts help plant riparian vegetation along a restored reach of Cedro Creek in Tijeras Canyon near Albuquerque, NM. March, 2007.