



SRR Sustainable Ranch Management Assessment Project: Concepts, Goals and Objectives

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Project Concepts

- Sustainable ranch management
- Business planning married to ecological, social, and economic monitoring

Goals

- Encourage interested ranchers to develop
 - Business plans and
 - Resource monitoring and
 - Management plans
 - To assess whether or not a ranch business is sustainable over the long term

Ranch Business Planning

- Wyoming Business Council – *Sustaining Western Rural Landscapes, Lifestyles, and Livelihoods*
- Key concepts:
 - Family objectives
 - Personal and family values and goals
 - Business values and goals
 - Human and business resources
 - Inventories

Financial and Ecological Monitoring

- Profitability related to land, lifestyle, and business
- Manage changes that occur, evaluate the results, and revise activities

Monitoring

- What depends on:
 - Regulatory requirements
 - Resource issues
 - Ranch goals and objectives
 - Action items

Objectives

- Urge family ranches to develop a business plan that promotes the long term economic sustainability of their ranch.
- Use science based indicators and field protocols to measure changes in the social, economic, and ecological aspects of the ranch business.
- Encourage BLM, the USFS, and state land departments to work with ranchers to develop joint monitoring programs on federal allotments.

Objectives

- Urge universities to develop outreach educational programs and technical and financial assistance for business planning and monitoring programs for ranch businesses.
- Encourage ranchers to obtain detailed guidance and assistance as necessary to support the business planning and the monitoring processes from organizations such as NRCS, state, and local agencies, universities, non-profit organizations, and private consultants (lawyers, accountants, and range consultants).

Today's Session

- View from NRCS, BLM and USFS
- Ecological Indicators
- Economic and Social Indicators
- Legal, Institutional Indicators
- Business Planning

Guide Book

- Won't cover it all
- Chapter 2 – set of assessment questions
- Chapter 5, pages 34-37
 - Narrative example tying ranch business planning with monitoring and use of information to make decisions