



20 YEARS 20 STORIES

A CALIFORNIA SUCCESS STORY THE JACK RANCH SOLAR PROJECT

Imagine generating enough clean energy on a ranch to power 100,000 homes. Thanks to a new solar project on the Jack Ranch in San Luis Obispo and Monterey counties, owned by the Hearst Corporation, a groundbreaking model of clean energy, innovative land management, and stewardship is creating 280 megawatts of green energy. Spanning 2,900 acres, the California Flats solar project was thoughtfully designed as an alternative revenue source for the ranch that is completely compatible with existing agricultural operations. California Rangeland Trust is proud to play a role in a venture that demonstrates the importance of rangeland and gives insight into the future of large-scale sustainability projects on ranches.

The Jack Ranch is home to over 1 million solar modules which produce enough clean, renewable electricity to power 100,000 homes.

Mitigation Agreements Offset Environmental Impact

To offset the project's environmental impact and protect sensitive species' habitat, multiple mitigation agreements were recorded on 7,300 acres of the Jack Ranch. California Rangeland Trust holds these new mitigation easements, which were funded by California Flats. Hearst will be reimbursed for management costs related to the species mitigation from endowments also held by the Rangeland Trust.

"The Rangeland Trust is the go-to organization for these kinds of deals," explains Ben Higgins, Hearst Director of Ag Operations. "Hearst selected

California Rangeland Trust because we know them. We trust them."

Hearst and California Rangeland Trust previously worked together on the original San Simeon conservation project, finalized in 2005. This project involved conserving 80,000 acres of the Hearst Ranch and was one of the largest land conservation agreements in California history.

The solar project subsidizes the cattle operation at Jack Ranch, while helping to stave off future development pressure. This is very good news for the families who work and live on the ranch, the many species of plants and

(story continues on page 3)

"California Flats is a perfect example of how ranchers are changing old ideas about land management. It's an incredibly positive project combining the best of modern sustainable technology with historic landscapes forever conserved because of partners on all sides who care about our planet and the resources we share."

Nita Vail, California Rangeland Trust CEO

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LEADERSHIP LETTER

Dear Friends,

The land is one of our most valuable resources. Not only is it the place where our food is produced, our fresh water flows, and our wildlife thrive, it also benefits us in ways we often do not think about. Over the past year, we have shared stories about how ranchers and rangelands are contributing to our social, cultural, and economic well-being.

Today, you read about the Jack Ranch—a landscape home to a new solar project that generates clean, renewable energy, while also providing habitat for livestock and wildlife to flourish. On our blog, you read articles about families like the Stones from Yolo Land and Cattle Co. who are working to increase groundwater storage and remove pollutants like carbon from the atmosphere through rotational grazing and composting. Whether you come from a ranching background or live in an urban area, these stories remind us all how vital the land and its shared resources are in our own lives.

Conserving our state's rangelands before they are gone forever is an important and inclusive issue that requires an "all hands-on deck" approach. The Rangeland Trust must continue to do what we can to support landowners, encourage sustainable practices, and serve as a voice to advocate for the preservation of working lands. With this in mind, the Board of Directors recently adopted a new five-year strategic plan focused on three priority areas:

1 Conserve the Land.

We are committed to serving the land, people and wildlife by conserving California's working ranches. This starts by serving as a trusted resource on which ranchers can depend on to offer creative conservation and economic solutions through traditional and cutting-edge methods.

2 Change the Thinking.

We have an opportunity to capitalize on the power of rangelands to bridge environmental and ranching interests, while engaging people across the urban-rural divide to find common ground in stewarding our working landscapes. We are committed to taking an active role in showcasing the value of private working lands, while positioning the organization to become a trusted national, state, and community thought-leader in rangeland conservation.

3 Sustain the Organization.

The success of the organization is dependent upon our short-term and long-term financial capacity, which is why we are committed to developing and stewarding a broad range of financial support, while working to recruit and retain top talent.

Now is an exciting time to be part of the Rangeland Trust because achieving the goals outlined in our strategic plan means that together, we will ensure a better quality of life for all Californians. Won't you join us?

Sincerely,



Nita Vail

Nita Vail
Chief Executive
Officer



K. Mark Nelson

K. Mark Nelson
Chair

JACK RANCH SOLAR PROJECT

(continued from page 1)

wildlife thriving on these acres, and the millions of Californians who benefit from the resources the ranch helps protect.

"My colleague and I were looking at a book put together by the government on possible solar sites, and I said, 'That's the Jack Ranch,'" says Steve Hearst, Vice President and General Manager of Hearst's Western Properties. "We could make the Jack Ranch sustainable." The project also furthered the Hearst Corporation's dedication to sustainability. "We are green and we've always been green. And given the opportunity to move that ball, we just did it."

Compatibility with Grazing

California Flats will generate enough clean energy to displace over 109,000 metric tons of carbon dioxide every year—comparable to taking 22,000 cars off the road. Not only is the project good for the environment, it's good for the ranch.

Because the lease agreement requires California Flats to build new water infrastructure for the property, Hearst anticipates the ranch's carrying capacity will be maintained or even increased despite the loss of grazing acres. Ranch employees worked closely with construction and operation teams to thoughtfully re-engineer pasture fencing and new water systems in order to minimally affect cattle movement. Sheep will graze under the panels, and cattle will continue to graze the ranch's 70,000 acres, a testament to the harmony of this solar project with agriculture operations.

California Partners in Green Energy

Construction of the first 130 megawatts was completed by the end of 2017, with the final 150 megawatt-phase completed by close of 2018. This was a project many years in the making. First Solar was the initial lessor and sold the lease to Capital Dynamics, an asset management firm that invests in clean energy infrastructure around the world.

"It is a unique and gratifying experience to partner with ranchers and learn from their deep knowledge of and connection to the land," says Benoit Allehaut, Director at Capital Dynamics Clean Energy Infrastructure business.

The renewable energy produced at California Flats is under contract by Pacific Gas & Electric (PG&E) and Apple, Inc. PG&E spokesman Denny Boyes says, "The project is a great example of several groups working together to ensure sustainable land use while achieving California's clean energy goals."

With high voltage transmission lines bisecting the property and access to large acreage, Jack Ranch was uniquely suited to the project. California Flats is not visible from any public roadway. Higgins advises other ranchers to consider sunlight and existing infrastructure when weighing similar opportunities.

"When it comes to renewable energy partnerships on rangelands in California, I think what's happening on the Jack Ranch is just the beginning," says Vail. "This project is where honor for the past's legacies, opportunities for today's land stewards, and regard for tomorrow's planet meet. It's an exciting story for all of us."

By Keely Brazil, Go West Marketing



LEGACY COUNCIL

Between meetings, ranch tours, and the Messaging Task Force, the Legacy Council is hard at work raising awareness of California Rangeland Trust.

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PLANNED GIVING

4 BENEFITS OF GIVING LIFE INSURANCE

Many people overlook life insurance as a giving option, but it's an easy way to make a difference at the Rangeland Trust. Plus, a gift of life insurance has the following four perks:

1. COST-EFFICIENCY

Life insurance allows you to make a significant gift even if your means are limited today. By making small premium payments each year for a limited number of years, you can leave a gift of sizable proportions.

2. TAX BENEFITS

For an existing policy, you may receive a federal income tax charitable deduction. For a new policy, with the Rangeland Trust named as the owner and beneficiary, your premium payments may be deductible as charitable gifts.

3. SECURITY AND CONFIDENTIALITY

Your life insurance policy is a contract and therefore cannot be changed by heirs. If you make the Rangeland Trust the owner and beneficiary of the policy now, it will not be included in your probate estate and will remain confidential.

4. HELPING OUR MISSION

Life insurance gives you the option to make a gift with an asset other than cash, helping you to make a bigger impact than you may have ever thought possible.

The information in this publication is not intended as legal or tax advice. For such advice, please consult an attorney or tax advisor.

LIFE INSURANCE POLICIES YOU CAN GIVE:

- ✓ A recently issued policy
- ✓ An existing policy in premium-paying mode
- ✓ A paid-up life insurance policy

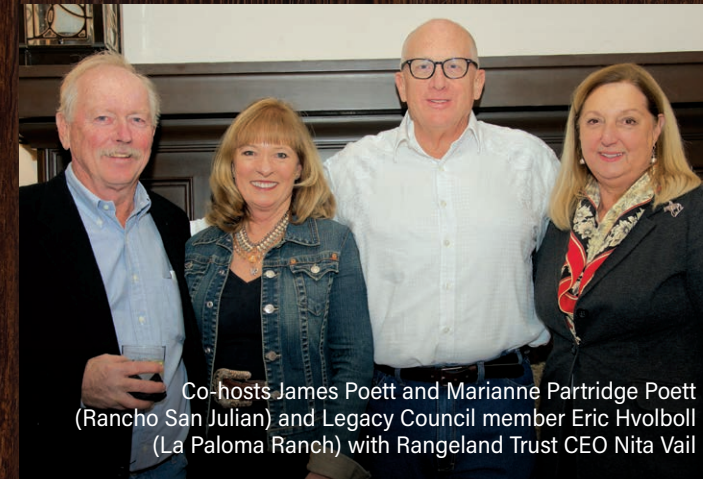
REUNIR 2019

THE HISTORIC & CONTEMPORARY COME TOGETHER

Reunir is the Spanish word for "gather," and on February 21, 2019 nearly 200 people in Santa Barbara County did just that. Dating back to the Spanish and Mexican land grants, California has a unique history with ties to the land and traditions we all love. Purposefully hosted at the Santa Barbara Club—formed in 1892 to serve as a

meeting place for area businessmen, especially the widespread ranching community—the event welcomed guests from both historic and contemporary ranching families to celebrate California's strong vaquero heritage, the community's deep connection to open space, and the California Rangeland Trust's role in keeping our working landscapes just as they are, forever.

This *Reunir* was a true celebration of the ranching way of life and brought together people who are passionate about preserving the best of our state now and into the future. Mark your calendars to *Reunir* with the Rangeland Trust next year on February 20, 2020 at the Santa Barbara Club in Santa Barbara, CA!



SUPER BLOOM BRINGS A MAGICAL EXPERIENCE TO THE KEEGAN RANCH

On Saturday, April 20, 2019 over 100 guests stopped to smell the wildflowers during a tour of the Keegan Ranch in Bear Valley. Hosted by California Rangeland Trust and ranch owner Jim Keegan, the event was sponsored by Raley's as part of its *Where Your Food Grows and Grazes* program. The program is designed to bring the farm-to-fork movement to life for children and families from both urban and rural areas to connect to healthy food and the land and people who produce it. The fun-filled day kicked off with a hayride through the Keegan

Ranch to view the property and its spectacular array of magnificent wildflowers. Children and adults alike were mesmerized by the sight of lush green grasses, showy blankets of beautiful blooms, grazing cows on the range, fresh flowing water running down the hillside, and abundant wildlife inhabiting the ranch. They even spotted a bald eagle perched on a tree overlooking the reservoir. Beyond marveling at the ranch's beauty, guests also learned about the ranch's rich history and the family that has stewarded it since 1880.

After the tour, guests returned to the homestead to feast on a nutritious, ranch-style barbeque. This event was extra special because people were able to form connections to the land, while realizing its critical role in providing all of us with clean air to breathe, fresh water to drink, healthy food to eat, and spectacular viewsheds to cherish. Even after the weather warms and the wildflowers fade, the impact from the day will be remembered by attendees for years to come.



Guests enjoy a delicious ranch-style barbeque



Participants marvel at the carpet of wildflowers during a hayride tour of the ranch



Ranch owner Jim Keegan shares stories with neighbor and former California governor Jerry Brown and first lady Anne Gust Brown



The next generation playing in the field of flowers.

For more photos from the tour, visit our online photo gallery at www.rangelandtrust.org/2019-wildflower-tour-at-keegan-ranch/

ANNUAL FUND

Last year, you taught us something very important. Through the tremendous rallying of more than 200 donors throughout California (and even some from outside the state), the Rangeland Trust was able to conserve the first ranch fully funded by private donations.

Being able to tell stories of successful conservation are the best parts of our work. But being able to share in that success with over 200 families is such an amazing experience, we are deeply touched by this outpouring of generosity.

We want to give you more opportunities to help conserve the lands you love. We also want to invite more helping hands to make each dollar you donate go even further.

Other donors stepped up in 2017 and 2018 to help fund research that can enhance both understanding of the importance of rangeland conservation, and how best to communicate that information to larger audiences in a way that will inspire them to invest, just as many of our community members have already done.

By conserving ranches, we are ensuring access to stunning wildflower displays, fresh local foods, and clean air and water for everyone in this state. We are protecting places for wildlife to thrive, our Native American and early homesteader sites, and many memories with family. Urban and rural alike can find common ground here, and together we are building the bridge to connect us all to the land we love most.



.....
WE WANT TO SHARE MORE HAPPY STORIES WITH YOU.
PLEASE USE THE ENCLOSED ENVELOPE TO FURTHER RANGELAND CONSERVATION TODAY!
.....

Thank you to all our inspiring donors for joining in the effort to keep the best of our open spaces available for all the good they provide.

THANK YOU DONORS

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IN MEMORIAM

JOE RUSS IV, FOUNDED BOARD MEMBER

Joe Russ IV passed away peacefully at his home in Ferndale on January 12, 2019, surrounded by his family. He was the fourth generation of an early pioneering family with an expansive agricultural heritage.

Joe served as the California State FFA President in 1954 before attending the UC Davis for two years and transferring to UC Berkeley where he graduated with a degree in business administration. After graduation, Joe enlisted in the U.S. Marine Corps and was assigned to a helicopter squadron where he was the Honorman of his platoon. In 1963, he with his wife, Karen began their lives together at the Bunker Hill Ranch in Humboldt County where they raised sheep and cattle.

Joe was a founding Board Member of the California Rangeland Trust, and his leadership and vision were also instrumental in the establishment and implementation of so many other key agricultural organizations throughout the state. Joe believed in the need for producers to take an active and involved interest in both the political and regulatory environment.

Even with his many accomplishments, Joe was most proud of his 55 years of marriage to Karen, their three children, Renee Jackson, Kathy Christiansen, and Lane Russ and their families. All three children are carrying on their father's legacy and are actively involved in production agriculture.



KENDRA WILBER, FORMER BOARD MEMBER

Kendra Wilber passed away at her home in Clements on November 26, 2018, surrounded by her loved ones.

Kendra attended the UC Davis where she received her bachelor's degree in political science. With her husband Marden and children Tim and Tomme Jo, she owned Lane Ranches, a cow-calf and stocker operation in San Joaquin, Amador, and Calaveras counties.

Kendra was incredibly dedicated to preserving the Western culture and lifestyle. She served as a California Rangeland Trust board member from 2002 to 2011 and was active on the finance and fund development committees. Kendra helped bring the "Town and Country" feel to our fundraisers and spent countless hours helping with event planning and fundraising strategy. We will forever remember Kendra and her creativity, passion, and love for the Rangeland Trust.



IN MEMORIAM

STEVE THOMPSON, LEGACY COUNCIL MEMBER

Conservation lost a trusted and caring friend on November 4, 2018. After a nearly two-year battle with kidney cancer, Steve passed away in his home in Granite Bay with his family, friends, and black lab, Donner by his side.

Steve married Renée Moffett in 1973. Together they moved to Arcata where Steve attended Humboldt State University and graduated with degrees in wildlife management and range conservation.

Steve's career in the US Fish and Wildlife Service spanned 32 years, beginning with wrangling wild horses for the Bureau of Land Management in Oregon. From there he went on to serve as a biologist with the U.S. Fish and Wildlife Service, Chief of Refuges in the Southwest Region, and finally, Regional Director for the California/Nevada/Oregon Region. It was during his stint as regional director that Steve had to deal with very complex water, endangered species, and conservation issues.

In 2006, Steve helped bring a group of diverse interests together to form the California Rangeland Conservation Coalition, after recognizing the common goals shared by these groups. Typically on opposite sides of issues, Steve united these groups in support of the multiple economic and environmental benefits of grazing. After his retirement in 2008, Steve partnered with his daughter Maya, of American West Conservation, to provide professional advice and strategic assistance to conserve western land, water, and wildlife in partnerships with ranchers, farmers, and private landowners.

Steve was a huge believer in the work of the California Rangeland Trust and served on the Legacy Council until his passing. In June 2018, he was awarded the Rangeland Trust's Conservation Impact Award for his many contributions to rangeland conservation.



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