

Our Mission: To conserve California's working ranches that provide stewardship, open space and natural habitat for future generations.

## KEVIN KESTER: LEADING A NEW CONVERSATION ABOUT AGRICULTURE AND CONSERVATION

After meeting ranchers across the United States as 2018 president of the National Cattlemen's Beef Association (NCBA), Kevin Kester is hopeful for agriculture in America.

"Everywhere I go, I'm seeing an influx of smart and savvy young people coming to events, engaged and participating. I'm really excited about the future of ranching and agriculture when I see the engagement of millennials."

Kevin has served on the NCBA Board of Directors since 2007. He was president of the California Cattlemen's Association (CCA) for two years, and the San Luis Obispo County Cattlemen's Association. Kevin had never planned on getting into politics. A fifth-generation rancher, his ancestors have been ranching on California's Central Coast since 1867. Kevin, his wife June and their children—Kayleen, Kody, and Kara—are all involved in ranch operations. But when Kevin's grandfather passed away, the Kesters got a \$2 million bill from the federal government. Through his work in estate tax policy, Kevin saw how desperately ranching families need spokesmen.

"I'm a real advocate for the Rangeland Trust and what they stand for and all the good they can do to keep multi-generational farming and ranching operations in business," Kevin says. His family were the first to partner with California Rangeland Trust in a start-to-finish ungifted pilot project, which helped save Kester's Bear Valley Ranch.

"I get asked if there is anything in our conservation easement I would change, and my honest answer is no. The Rangeland Trust wanted to make it successful for all



of us. I'm very pleased and satisfied with how our easement was executed and how we have partnered together since. I think the organization has been very, very good for ranching interests in California."

Ranchers need all the support they can get. When asked about the challenges they face, Kevin names regulatory compliance as the heaviest burden.

"The cost of compliance for regulatory issues, environmental issues, air and water quality, and the multitude of bureaucracies in charge of emissions from federal to state to regional to local levels—you add all those bureaucracies up and you're left with a real pyramid of regulatory requirements that makes it tough to stay in business."

Over-regulation is fueled by misinformation about agriculture. Kevin's career in the political arena requires constantly correcting such misconceptions, including the oft-quoted United Nations 2006 report "Livestock's Long Shadow."

(continued on page 12)



In 2018, Kevin Kester and the Kester family were the recipients of the Rangeland Trust's Conservationist of the Year Award.



Bear Valley Ranch, Parkfield, California

### INSIDE THIS ISSUE

LEADERSHIP LETTER & BOARD OF DIRECTORS .....	2
PLANNED GIVING & LEGACY COUNCIL .....	3
A WESTERN AFFAIR 2019 .....	4-5
ANNUAL FUND .....	6
THANK YOU DONORS .....	7

2018 ANNUAL REPORT AND FINANCIAL SUMMARY .....	8
2018 DONOR RECOGNITION .....	9-10
2018 IMPACT SUMMARY .....	11
KESTER STORY (CONT.) .....	12





## BOARD OF DIRECTORS

### CHAIR

K. Mark Nelson, Wilton

### VICE CHAIR

Valerie Gordon, Alpine County

### SECRETARY

Sylvia Cattani, Bakersfield

### TREASURER

Andy Mills, Placerville

### IMMEDIATE PAST CHAIR

Jack Hanson, Susanville

### DIRECTORS

Bonnie Atmore, Ventura  
Carolyn Carey, Alturas  
Angelo Genasci, Sierra Valley  
Clayton Koopmann, Sunol  
Kyle Lucas, Fields Landing  
Doug McDonald, Manhattan Beach  
Jack Rice, Woodland  
Daniel Sinton, Santa Margarita

### EMERITUS COUNCIL

Devere Dressler, Gardnerville NV  
Dan O'Connell, Colusa  
Steve Sinton, Shandon  
Scott Stone, Woodland  
Darrel Sweet, Livermore  
Darrell Wood, Vina

### STAFF

Nita Vail, Chief Executive Officer  
Michael Delbar, Chief Operating Officer  
Jeremiah Leibowitz, Conservation Director  
Jon Cartwright, Finance Director  
Shannon Foucault,  
Development Director  
Alyssa Rolen, Communications Manager  
Nancy Schaefer,  
Bay Area Program Manager  
Krieg Brown, Stewardship Manager  
Katie Schroeder, Grants Manager  
Lexus Sistrunk, Annual Giving Manager  
Nancy Lemos,  
Rangeland Stewardship Specialist  
Gavin Kakol,  
Land Transaction Coordinator  
Kelly Swayze, Development Associate  
Elizabeth Valdovinos,  
Conservation Associate  
Abby Carlson, Conservation Intern  
Abbie Schmidt, Development Intern



## NOW IS THE TIME TO INVEST IN CONSERVING RANGELAND

### A Letter from Chairman Mark Nelson

**T**HE RANGELAND TRUST IS SUCH A great organization, and I really appreciate the time I have been able to serve as Chair. I'm thankful to the donors who taught me what's possible when we come together around this cause in which we all share a stake. I'm privileged to know the ranchers who have chosen the Rangeland Trust to conserve their lands and the many benefits they provide for healthier air, water, and wildlife habitats. I'm proud that we have earned your trust and partnership in advancing working lands conservation, public education, and legislative opportunity.

The stories in this newsletter highlight how much we need one another to find success in working lands conservation. For example, conservation of the Kester's Bear Valley Ranch in our cover story was made possible by funds from a bond measure that was approved by California voters in 2000. Then last year, private donors made their voices heard again when they helped to conserve the Rock Front Ranch directly from their own pockets.

One of the most powerful things I've learned is what philanthropy can do to advance the Rangeland Trust's mission. As we come to the end of 2019 and look ahead to the promise of 2020 and beyond, I urge you to consider the importance of your personal investment in these efforts. Each of your gifts enable the work of conservation. Sometimes supporting a specific ranch, at other times outreach to help inspire others to join your cause, and every time supporting the people and projects necessary to do this work ethically and efficiently.

We are building a movement, and how you choose to participate in that movement will determine the outcome. **Will you make a gift, share a social media post, forward an email, talk to your friends and families and coworkers, petition lawmakers, and vote to help further opportunities for rangeland conservation?**

As I sign off as Chair, I am more optimistic than ever that we will conserve these rangelands for the benefit of the people and wildlife who call California home. Thank you for the role you play in making this possible.

Sincerely,

K. Mark Nelson  
Chair



# PLANNED GIVING

The final months of the year are traditionally considered the season of giving. In addition to the gifts we give to the important people in our lives, this season of generosity is also the prime time to show support for the causes we love. When you support rangeland conservation this year, not only will others benefit, but so will you.

## Explore Your Options

Although there may still be time to make several different types of charitable gifts, based on your unique situation and tax considerations, some gift types may be more practical than others. The following are a number of popular options.

### 1. MAKE AN IMPACT

Cash is an easy way to give each year. You can receive an income tax charitable deduction for the full value of the gift.

### 2. SAVE ON TAXES ON APPRECIATED STOCK

When you donate stocks to the Rangeland Trust that are worth more than what you originally paid for them, you can claim deductions for their full fair market value and eliminate any tax on the appreciation.

### 3. AVOID THE HASSLES AND COSTS OF SELLING REAL ESTATE

Like securities, if you try to sell appreciated property, you will be subject to capital gains tax on the appreciation. By donating the property to charity, you can enjoy tax savings and relieve yourself from the hassles of selling or maintaining it.

### 4. EARN INCOME FROM YOUR GIFT

Gifts such as a charitable remainder trust provide you, or a beneficiary of your choice, with payments for life or a period of years, and our organization with support thereafter.

If you use appreciated securities to fund the trust, you will be entitled to an income tax deduction based, in part, on the charitable portion of the securities' full value, in addition to eliminating up-front capital gains tax.

### 5. PUT AN INSURANCE POLICY TO GOOD USE

An old policy you no longer need can make a big impact on our work. To qualify as a deductible gift, the Rangeland Trust must become the policy owner. For most types of insurance policies, your tax deduction is usually the cost basis or the fair market value of the policy – whichever is less.

*This information is not intended as legal or tax advice. For such advice, please consult an attorney or tax advisor. References to tax rates include federal taxes only and are subject to change. State law may further impact your individual results.*

## EDITORS

ALYSSA ROLEN

## PHOTOGRAPHERS

RICHARD LEVINE, PATTY BRUM, ALYSSA ROLEN,  
JESSICA KONG

## CONTRIBUTING WRITERS

KEELY BRAZIL, K. MARK NELSON, SHANNON  
FOUCAULT, LEXUS SISTRUNK, ALYSSA ROLEN

## CONTRIBUTING ILLUSTRATOR

ALYSSA ROLEN



## LEGACY COUNCIL

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

## CO-CHAIRS

Emily Taylor  
Angelo Genasci

## MEMBERS

Michael Campbell  
Kelly Cash  
Pam Doiron  
Devere Dressler  
Glenn Drown  
Valerie Gordon  
Alexandra Gough  
George and Kassandra Gough  
Erik and Sandy Gregersen  
Sherry Harkins  
Bruce and Elizabeth Hart  
B. Wayne Hughes Jr.  
Natasha Hunt  
Eric Hvolboll  
Caroline Power Kindrish  
Lynn Kirst  
Richard and Sharon Kline  
Tim Koopmann  
Jack Kuechler  
Ken and Julie LaGrande  
Eric and Megan Lindberg  
Paul and Tina McEnroe  
Cindy and Morris Noble Jr.  
Will and Danice Noble  
Hayes and Patricia Noel  
Steve and Liz Peterson  
Jessica Schley  
Steve and Jane Sinton  
Scott and Karen Stone  
Adrianna Pope Sullivan  
Ben and Cheryl Trosky  
John Vosburgh



# A WESTERN AFFAIR 2019

## CELEBRATING LAND, LEGACY, AND LOVE OF COUNTRY

In June, the California Rangeland Trust brought together urban and rural communities for *A Western Affair 2019* at Wente Vineyards in Livermore, California to celebrate our western heritage and mutual love of land, legacy, and all things country. Hosted by the Wentes—a family with a long and rich history in both wine-making and ranching—the event highlighted the importance of keeping our precious,

working landscapes vibrant and available for generations.

This spectacular weekend served as the perfect reminder for why the Rangeland Trust does what it does—to serve the land that provides for all of us, honor the legacy of our nation's ranchers who steward our valuable natural resources, and gather with friends and neighbors from different backgrounds to enjoy some of life's simplest pleasures. At

the event, guests helped raise more than \$250,000 so we can continue to protect California's beautiful rangelands and the resources they provide. Thank you to all who could attend for making it another *A Western Affair* to remember.

Mark your calendars and join us **next year on April 18th at Rancho Mission Viejo in San Juan Capistrano for *A Western Affair 2020!***



Event host Eric Wente led a VIP wine blending class on Friday evening.

FOR MORE PHOTOS FROM THE  
EVENT, VISIT OUR ONLINE  
PHOTO GALLERY AT  
[WWW.SPLIT.TO/  
RANGELANDTRUST-AWA-PHOTO-  
GALLERY](http://WWW.SPLIT.TO/RANGELANDTRUST-AWA-PHOTO-GALLERY).



Guests danced to live music from Stone's Throw at the VIP reception and Buck Ford during the main event.



The Rangeland Trust's new teardrop trailer made its debut and was a huge hit during the live auction.



Friends gathered at Wente Vineyards in Livermore for the main event, *A Western Affair*.



Guests enjoyed a culinary experience like no other with a menu featuring delicious steaks from Panorama Meats, paired with the perfect glass of Wente wine.



Guests listened to Marilyn Russell recount her heartwarming story about her decision to donate the development rights on her family's ranch to the Rangeland Trust.



# CALIFORNIA RANGELAND TRUST RECOGNIZES LEADERS IN CONSERVATION

Every year, California Rangeland Trust honors individuals who have made significant contributions to rangeland conservation. This year, it is our pleasure to award the **2019 Conservation Impact Award to Russell Austin** and the **Conservationist of the Year Award to Marilyn and Jerry Russell**.

The Conservation Impact Award recognizes those who have excelled in environmental protection and made significant contributions to the advancement of conservation. Russell's tremendous expertise in real estate law and land conservation has benefited countless landowners and land trusts that have sought his counsel. From his diligent work with the American Land Conservancy on the Hearst Ranch conservation easement, to providing advice on real estate donations, debt recovery and mitigation projects, Russell's professionalism, expertise, and support have been invaluable to the Rangeland Trust.

The Conservationist of the Year Award recognizes extraordinary achievement in volunteer conservation by a private

landowner. With no children of her own to inherit her family's Mendocino County ranch, Marilyn wanted to leave the property as heritage to her family, the wildlife, the landscape, and to agriculture. In 2017, Marilyn and Jerry donated the development rights on the Sagehorn-Russell Ranch to the Rangeland Trust, ensuring that it will remain intact and just as it is, *forever*. Marilyn and Jerry's love for the land is a true testament of their passion and dedication toward rangeland conservation and stewardship.



Chairman Mark Nelson and CEO Nita Vail present Russell Austin with the Conservation Impact Award.



Conservationist of the Year Award recipients Marilyn and Jerry Russell celebrated with friends and family at A Western Affair.

## THANK YOU TO OUR EVENT SPONSORS

### DIAMOND SPONSORS



### GOLD SPONSOR



### SILVER SPONSORS



### BRONZE SPONSORS

EAST BAY REGIONAL PARK DISTRICT  
LUCAS PUBLIC AFFAIRS  
WESTERVELT ECOLOGICAL SERVICES



# HOW OUR RANGELANDS CONNECT US

**T**HERE IS A FAMILY LIVING ON A RANCH in the Sierra Foothills that has local developers knocking on their door. These developers have been dramatically building up nearby and have already broken ground on the property right next to them.

The family now sees fewer stars at night due to light pollution from the nearby developments. They are also concerned about the water that flows over their ranch being drained as each new home digs a new well to collect from the same watershed resources.

**The last thing the owners want to do is sell to developers. But there is no one to take over the ranch, and its future is uncertain.**

Meanwhile in the city... a woman thinks about the food she puts on her family's table – is it healthy, is it good for the environment? She worries about freshwater resources being available during the dry summer months. She sees pollutants around her every day and wonders how we will keep our air breathable in the years to come. She considers what her children's future will look like.

*We each have different stories running through our heads based on where we are in this state, and we rarely see the common concerns that connect us...*

- That Sierra Foothills ranch sits on a watershed that provides freshwater to the Bay Area. *How will all those new wells affect water resources?*
- The ranch family is looking to implement new beef production practices, thereby providing more options for the city family's nutrition.
- The family wants to partner with the community to provide educational experiences for youth and tourists alike, so that future generations can enjoy these open landscapes and learn to appreciate the many gifts they provide for people throughout California.

Whatever your story is, **you and your loved ones are impacted by what happens if we don't conserve our rangeland.** And when you give to the Rangeland Trust, you are making an investment in the future you want to see in your community.

*Let's reduce the uncertainty for both ranchers and city dwellers.  
Use the enclosed envelope to make your next investment today.*



# THANK YOU DONORS

## CALIFORNIA RANGELAND TRUST DONORS

JUNE 15, 2019 THROUGH SEPTEMBER 30, 2019

PETER AND BECKY ADAMS  
ANONYMOUS  
TERI ARNOLD  
BONNIE AND RICHARD  
ATMORE JR.  
AT&T  
ELIZABETH AND RUSSELL  
AUSTIN  
PAUL AND KATHLEEN BANKE  
KING AND ANA BECHTEL  
MARK BEDOR  
ALAN AND ALIDA BEILKE  
PAUL AND SANDI BONDERSO  
CLAY BOSS  
ANDREW AND ANNE  
BRANAGH  
BERT AND CAROL BRAUN  
ROBERT AND KIM BROWN  
CALIFORNIA RANGELAND  
CONSERVATION COALITION  
DOUG AND PATTY CAMPBELL  
CAROLYN CAREY  
JON CARTWRIGHT  
KELLY CASH  
ARNOLD AND SYLVIA CATTANI  
NIK AND CATHERINE DAVIS  
KELLI DEL SANTO  
MICHAEL AND KATIE DELBAR  
DANIEL AND PAMELA DOIRON  
GARRY AND TRICIA  
DOVENBERG  
DEVERE DRESSLER  
FAITH DUNCAN  
EAST BAY REGIONAL PARK  
DISTRICT  
FIDELITY CHARITABLE  
ROBIN FLOURNOY  
CHRIS AND CATHY GATLEY  
MATT AND CYNTHIA GAUSE  
ANGELO GENASCI  
JIM AND MARY GENASCI  
GEORGE AND KASSANDRA  
GOUGH

JOE AND CINDI GRAFTON  
ERIK AND SANDY GREGERSEN  
DOUGLAS GROSSI  
JASON HACKENBERRY  
SCOTT HAGGERTY  
JACK AND DARCY HANSON  
SHERRY HARKINS  
BRICE AND BARBARA HARRIS  
BRUCE AND ELIZABETH HART  
THE HERBST FOUNDATION  
BART AND NAPIER HILL  
LEXI HOWARD  
HUGHES CHARITABLE  
FOUNDATION  
ISLAND PACKERS  
JIM AND KAREN JELKS  
LAURIE KARA  
DESI KECK  
JIM KEEGAN  
BOB KELLEY  
PAT AND DE DE KIRBY  
TIM AND MELINDA  
KOOPMANN  
CLAYTON AND NATALIE  
KOOPMANN  
JACK KUECHLER  
MARK AND BRENDA LACEY  
TIM AND CAROLYN LANE  
MARK PETERS AND MICHELE  
LASGOITY  
RICHARD AND SANDRA LEVINE  
ERIC AND MEGAN LINDBERG  
LUCAS PUBLIC AFFAIRS  
MATT AND CHRISTINE MAHON  
COLBY MARTIN  
ANDRE MATHIEU  
EMILY MCDONNELL  
BOBBIE MEYER  
SCOTT MILLER  
ELLCOTT MILLION  
CHELSEA MINOR  
MARK AND ABBIE NELSON  
LEE AND MELODEE NOBMANN

JOHN AND PRUDY NOON  
KELLIE MACKIN AND FRANK  
NUNES  
DAN AND BARBARA  
O'CONNELL  
DANIEL O'CONNELL  
BRIAN AND DEBBIE O'HEARN  
OTTER COVE FOUNDATION  
MATTHEW PACHER  
DAVID PADGHAM  
BARRY AND VICKI PAGE  
PANORAMA MEATS  
BILL AND JANET PARENTE  
PAYPAL GIVING FUND  
DOUGLAS AND LAURIE  
PECCHENINO  
GARY AND BECKY PETERS  
ERIK PETERSON  
RALEY'S FAMILY OF FINE  
STORES  
RANCHO MISSION VIEJO  
BRUCE AND KATHY RENFREW  
SUZETTE RIDDLE  
MEGAN RIGGS  
JOE AND EMILY RILEY  
BILL AND CONNIE RING  
MATT AND ALYSSA ROLEN  
SCOTT AND TARA ROSEMAN  
COTTON AND KARIN ROSSER  
MARILYN AND JERRY RUSSELL  
SACRAMENTO KINGS  
FOUNDATION  
SACRAMENTO REGIONAL  
COMMUNITY FOUNDATION  
SALESFORCE  
PAUL AND KATHY SANKEY  
JULIANA SCHIRMER  
KATIE SCHROEDER  
SCHWAB CHARITABLE  
BILL AND PAIGE SHAW  
SIGNATURE COWBOY  
MICHELE CLARK AND PAUL  
SIMMONS

WARREN AND CAROL  
SINSHEIMER  
CLINTON SMITH  
SONOMA CANOPY TOUR  
HARVEY L. SORESEN  
AND MAUD C. SORESEN  
FOUNDATION  
LYNN HUNTSINGER AND PAUL  
STARRS  
LINDA STEVENSON  
JOHN AND ELIZABETH FLOOD  
STEVENSON  
SCOTT AND KAREN STONE  
STOPWASTE  
BRIAN STRANGE  
DARREL AND KAREN SWEET  
CLIFF AND CONNIE SWISHER  
BOB AND KENDRA TASKER  
CONNIE VAIL  
VALLEY TRUCK AND TRACTOR  
STANLEY AND NICOLE  
VAN VLECK JR.  
VOGT SILVERSMITH  
CLINT, DAWN, MIKAYLA VORIS  
AND PEACE MAKER V+++  
AND PRECIOUS V  
HAROLD CRAWFORD AND  
KATHY WARD  
ERIC AND AREL WENTE  
EFFIE WESTERVELT  
WESTERVELT ECOLOGICAL  
SERVICES  
MARSHALL AND JENNIFER  
WHITE  
WILLIAM WHITE III  
BECCA WHITMAN  
KURT AND LISA WINTER  
DARRELL AND CALLIE WOOD  
NED AND KELLY WOOD  
KARA WOODRUFF  
ROBIN WOODS JR.  
YULIANNNA YANEZ  
PETER AND DEIRDRE  
ZIMMERMAN  
ASSI AND KIM ZVIK

### HONORARIUM

**MARSHALL AND JENNIFER WHITE**  
IN HONOR OF MARILYN AND JERRY RUSSELL

### MEMORIALS

**ROBERT AND TERESITA MAINER**  
IN MEMORY OF AUDREY GRIFFIN

**NITA VAIL**  
IN MEMORY OF AUDREY GRIFFIN

**DAN AND BARBARA O'CONNELL**  
IN MEMORY OF BARBARA COWLEY

**LEE AND BONNIE ROSSER**  
IN MEMORY OF BOB FOX

**HERB AND MAREVA BARTHELS**  
IN MEMORY OF BRUNO J. MAUTINO

**ARTHUR AND BARBARA NAJERA**  
IN MEMORY OF BRUNO J. MAUTINO

**LOIS MOORE**  
IN MEMORY OF BRUNO J. MAUTINO

**DAN AND BARBARA O'CONNELL**  
IN MEMORY OF CLARICE RICHTER

**NITA VAIL**  
IN MEMORY OF CYNTHIA JAMPLIS

**JOHN STECHMAN**  
IN MEMORY OF DOROTHY STECHMAN

**DAN AND BARBARA O'CONNELL**  
IN MEMORY OF EDDIE SNYDER

**KEARNEY AND LESLIE MARTINS**  
IN MEMORY OF GATHA AND SALLEY MARTINS

**JOE JAUREGUI**  
IN MEMORY OF JA "TOOTS" JAUREGUI

**DAN AND BARBARA O'CONNELL**  
IN MEMORY OF JAMES BALSSEN

**W. JAMES CLAWSON**  
IN MEMORY OF JIM SINTON

**WILLIAM AND SHEILAH TIETJE**  
IN MEMORY OF JIM SINTON

**JOANNE NISSEN**  
IN MEMORY OF JOHN BREWEN

**MIKE AND MARTIA BENNETT**  
IN MEMORY OF KENDRA WILBER

**TIM AND CAROLYN LANE**  
IN MEMORY OF KENDRA WILBER

**LINDA WOOD**  
IN MEMORY OF LINDEN H. CHANDLER

**MONICA LASGOITY AND JEFF LEFORS**  
IN MEMORY OF MITCH LASGOITY

**NITA VAIL**  
IN MEMORY OF MITCH LASGOITY

**DAN AND BARBARA O'CONNELL**  
IN MEMORY OF LEO FOLETTA

**JOANNE NISSEN**  
IN MEMORY OF MRS. HAWKINS

**GWEN BARENDREGT**  
IN MEMORY OF PAUL BARENDREGT

**JOANNE NISSEN**  
IN MEMORY OF TERRY BENGARD

**DAN AND BARBARA O'CONNELL**  
IN MEMORY OF TERRY BENGARD

**DAN AND BARBARA O'CONNELL**  
IN MEMORY OF WILLIAM (BILL) WALLACE

**TIM AND CAROLYN LANE**  
IN MEMORY OF CAMPSTOOL RANCH



# 2018 ANNUAL REPORT & FINANCIAL SUMMARY

## STATEMENT OF FINANCIAL POSITION

December 31, 2018

### ASSETS

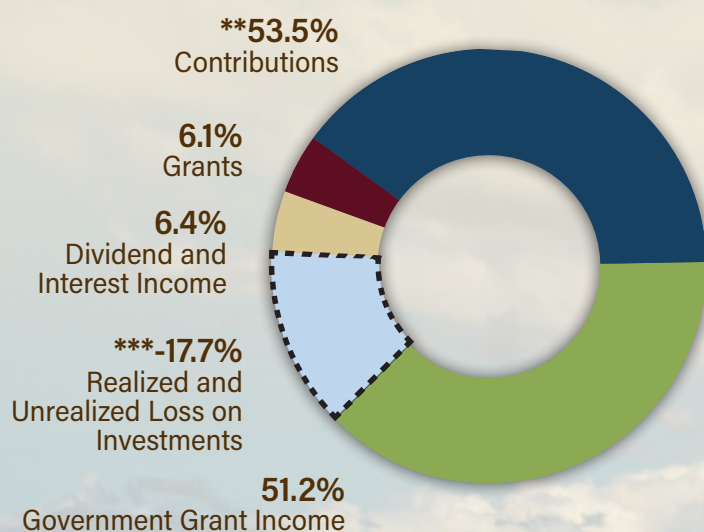
Cash and Cash Equivalents	\$ 210,348
Restricted Cash and Cash Equivalents	3,629,793
*Investments	22,980,039
Pledges Receivable	203,661
Accounts Receivable	110,999
Projects in Development	1,084,657
Donated Property Held for Sale	1,000,000
Conservation Easements	3,245
Mitigation Deposit	129,638
Property and Equipment	746,263
<b>TOTAL ASSETS</b>	<b>\$ 30,098,634</b>

### LIABILITIES & NET ASSETS

Accounts Payable & Other Liabilities	\$ 207,343
Mitigation Liability	125,000
Deferred Revenue	15,500
Note Payable	135,000
<b>TOTAL LIABILITIES</b>	<b>482,843</b>
<b>Net Assets</b>	
Without Donor Restrictions	8,315,311
With Donor Restrictions	21,300,489
<b>TOTAL NET ASSETS</b>	<b>29,615,800</b>
<b>Net Assets at End of Year</b>	<b>\$ 30,098,634</b>

\*Comprises net assets that includes restricted endowments for our perpetual stewardship responsibilities on the more than 323,000 acres that have been forever conserved through the Rangeland Trust.

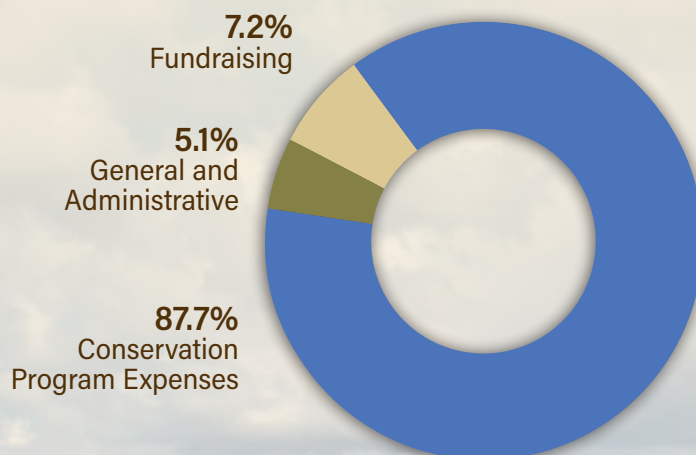
## 2018 REVENUE & OTHER SUPPORT



\*\*Includes gifts for annual support and endowments.

\*\*\* Unrealized market loss due to downturn in financial markets in Q4. Market rebound has resulted in positive returns in 2019 to date.

## 2018 EXPENSES





# 2018 ANNUAL REPORT THANK YOU DONORS

JANUARY 1, 2018 THROUGH DECEMBER 31, 2018

MARGARET ABATE  
LEO AND CAROLYN  
ACQUISTAPACE  
PETER AND BECKY  
ADAMS  
GILBERT AGUIRRE  
JIM AND NANCY  
AITKENHEAD  
AMAZON SMILE  
DAVID AND LYN  
ANDERSON  
JOHN AND MARSHA  
ANDERSON  
RAMONA ANDREWS  
MEG ANDREWS  
MATT AND SU ANDROS  
ANN JACKSON FAMILY  
FOUNDATION  
ANONYMOUS  
TERRI ARINGTON  
TERI ARNOLD  
DAVID CEHRS AND  
ANNE ARNOLD  
AT&T  
BONNIE AND RICHARD  
ATMORE JR.  
TOM AND JULIE  
ATWOOD  
ELIZABETH AND  
RUSSELL AUSTIN  
JUDITH AVERY  
JOHN AND CYNTHIA  
BACON III  
TERRY BADGER  
PATRICK AND JANET  
BAGNALL  
J.B. AND TAFFY BALCH  
WOODY AND JANE  
BARNES  
GREG AND TEALY BARR  
BAYER U.S. LLC  
BAYTREE FUND  
GEYSERS CATTLE CO.  
DOUGLAS BELL  
BENECH BIOLOGICAL  
JAMIE AND CAROLYN  
BENNETT  
TEASHA BERMAN  
JACK BEUTTELL  
MATT AND CARMIE  
BIAGGI  
BILL AND SHIRLEY  
BIANCHI  
ALAN AND CINDY  
BISHOP  
JIM BLECHA  
DONALD BLEECK  
BNY MELLON  
MICHAEL BONDELLO  
NORMAN AND LINDA  
BOONE  
CLAY BOSS  
MIKE AND KIM BRADLEY  
JOHN AND BRANDY  
BRANQUINHO  
BERT AND CAROL  
BRAUN  
BETH AND BARRY  
BROOME

LANCE AND JUDI  
BROWN  
RONALD BRUNS  
BUFFORD RANGE  
CALIFORNIA NATIVE  
GRASSLANDS  
ASSOCIATION  
ALLEN AND MARILYN  
CAMP  
DOUG AND PATTY  
CAMPBELL  
CAROLYN CAREY  
JACQUELINE CARROLL  
JON CARTWRIGHT  
CARTY & CARTY INC.  
NORA CARY  
KELLY CASH  
DENNIS AND DIANE  
CASSIDY  
LAURA CATTANI  
ARNOLD AND SYLVIA  
CATTANI  
CENTRAL COAST  
RANGELAND COALITION  
MARTY AND ALLISON  
CEPKAUSKAS  
BEN BOTTOMS AND  
SARAH CHAMBERLIN  
BRIAN NASH AND  
ANTOINETTE CHARTIER  
NORMAN CLARK  
COLORADO  
CATTLEMEN'S  
AGRICULTURAL LAND  
TRUST  
THE COMMUNITY  
FOUNDATION SAN LUIS  
OBISPO COUNTY  
MARK AND KATHI  
CONNALLY  
BILL AND LOUISE  
CONNELL  
CATHERINE CONRAD  
CRAWFORD COOLEY  
CHARLENE COOPER  
NANCY COSENZA  
TONY AND ROSEMARY  
COSSA  
RICK AND LYNNE  
COSYNS  
JENNA COULTER  
NANCY COX  
TIM CRAWFORD III  
JIM AND CARLENE  
CUNNINGHAM  
JOHN QUINLAN AND  
ELIZABETH CURRIE  
GEORGE AND JOAN  
CUTLER  
REBECCA DABNEY  
BILL DALE  
JIM DAVIS  
NIK AND CATHERINE  
DAVIS  
BARBARA DAVIS-LYMAN  
JACK AND JEANNE  
DAVISSON  
MARY LOUISE DAYS  
RICK AND KERRY  
DEBENEDETTI  
KELLI DEL SANTO

BRIAN AND JULIE DEL  
TESTA  
MICHAEL AND KATIE  
DELBAR  
JACK AND KATHLEEN  
DELORE  
KAILA DETTMAN  
FRANK DOHN  
DANIEL AND PAMELA  
DOIRON  
ADRIEN AND BRENDAN  
DOIRON  
DAVE DORRANCE  
DIANE DOUGLAS  
SM DOWD  
DEVERE DRESSLER  
OGDEN DRISKILL  
GLENN AND MARGARET  
DROWN  
TERRY AND DC DUGAN  
FAITH DUNCAN  
E & J GALLO WINERY  
EAST MEETS  
WEST D.V.M.  
MARGARET EDMONDS  
ELIZABETH BIXBY  
JANEWAY FOUNDATION  
DENISE ELLESTAD  
PATTI EVANS  
FACEBOOK DONATIONS  
SANDY DONNELL AND  
JUSTIN FAGGIOLI  
FARM CREDIT  
FARMERS  
WAREHOUSE CO.  
CECIL W. FELKINS  
PHILLIPS RANCH  
FIDELITY CHARITABLE  
DOUG AND KATHY  
FILIPPONI  
LARRY AND SUSAN  
FISHMAN  
MIKE AND JEANETTE  
FITCH  
JOHN AND VIRGINIA  
FLAHERTY  
WILLIAM AND BONNIE  
FOGARTY  
BERT AND CANDEE  
FORBES  
MELISSA FORTUNE  
PETER AND SHANNON  
FOUCAULT  
JOHN AND MARYANN  
FRYE  
KEN AND JACKIE  
FULGHAM PH.D.  
PATTY FULLER  
STEVEN AND JODY  
FULLER  
TED AND COURTNEY  
GALLAGHER  
TOM GALLI  
JESSICA GARCIA-  
TORRES  
PATRICIA GEBEAU  
ANGELO GENASCI  
JIM AND MARY GENASCI

GEORGE AND  
RUTH BRADFORD  
FOUNDATION  
LEIGH GEREN  
CHARLES AND  
LOREDANA GIBSON  
ROBBIE JAFFE AND  
STEVE GLIESSMAN  
JIM AND KATHY GLINES  
LLEW AND MARILYN  
GOODFIELD  
VALERIE GORDON  
GEORGE AND  
KASSANDRA GOUGH  
JIM AND LAURI GRACE  
PAMELA GRAHAM  
CLAYTON AND TARA  
GRANT  
MACK AND JOANN  
GRAVES  
ERIK AND SANDY  
GREGERSEN  
MATT AND JULIE  
GRIFFITH  
KYLE GROSSART  
DOUGLAS GROSSI  
NICK AND KAREN  
GURIEL  
BRAD GUSKE  
LESS AND CLAUDIA  
GUTHRIE  
LORRAINE HAHN  
WILL AND KATIE HAMES  
JACK AND DARCY  
HANSON  
WILLIAM HARE  
SHERRY HARKINS  
BRUCE AND ELIZABETH  
HART  
HARVEY L.  
SORENSEN AND  
MAUD C. SORENSEN  
FOUNDATION  
FLIP AND KATHY  
HASSETT  
MIMI HASTINGS  
NEWLIN AND LIZ  
HASTINGS  
NEIL AND ANN HAVLIK  
BETH KELLNER AND  
AARON HAYES  
STEVE AND BARBARA  
HEARST  
THE HEARST  
FOUNDATIONS  
THE HENRY MAYO  
NEWHALL FOUNDATION  
HENRY W. BULL  
FOUNDATION  
THE HERBST  
FOUNDATION  
DEBBY LYON AND JEFF  
HERTEN  
ROBERT HESSELTINE  
TIM, MAUREEN AND  
EMILY TREICHEL  
BENJAMIN AND  
ROCHELLE HIGGINS  
BART AND NAPIER HILL  
DAVID AND NANCY HILL

HOLLENCREST CAPITAL  
MANAGEMENT  
B. WAYNE HUGHES JR.  
AND SKYROSE RANCH  
JEREMY AND ALLISON  
HUGHES  
NATASHA HUNT  
KEN AND BOBBI  
HUNTER  
TIM AND JULIE  
HUSSMAN  
JOHN JACKOWSKI  
AL AND CHRISTIE JAHNS  
JIM AND KAREN JELKS  
SI AND KAREN JENKINS  
JOSIAH JENKINS  
DOUGLAS JENSEN  
JOHN AND GWEN  
SMART FOUNDATION  
JOHN S. KIEWIT  
MEMORIAL  
FOUNDATION  
PATRICK AND BRIDGET  
JOHNSON  
JUDITH MCBEAN  
FOUNDATION  
EDWARD KAPP  
WALKER KEHRER  
NANCY KELLY  
KEVIN AND JUNE  
KESTER  
ANDRIA KIDD  
KIM AND TERRIE  
KIMBELL  
BILL AND SAUNDRA  
KING  
PHILIP AND JENNIFER  
KINNEY  
RICHARD AND SHARON  
KLINE  
AUDREY KNIGHT  
DOUG KNUDSON  
TIM AND MELINDA  
KOOPMANN  
CLAYTON AND NATALIE  
KOOPMANN  
PAMELA KRAHL M.D.  
KRAMER RANCH  
KANAN KRISHNAN  
JACK KUECHLER  
FREDERICK KUIST  
MEREDITH AND STEVE  
KUPFERMAN  
JOHN AND DEE LACEY  
KEN AND JULIE  
LAGRANDE  
ROGER LAND  
KIM LANDE  
MARK PETERS AND  
MICHELE LASGOITY  
ANN BROMFIELD AND  
LYNDAL LAUGHRIN  
JOY LAW  
RICHARD AND MAHLIE  
LAWTON  
NANCY LEE  
HAL AND MARY ANN  
LEFFEL  
MONICA LASGOITY AND  
JEFF LEFORS

CHRIS AND NANCY  
LEMONS  
COLLEEN LENIHAN  
RICHARD AND SANDRA  
LEVINE  
BEVERLY LEWEY  
BOB AND SUSIE LILLEY  
LINCOLN FINANCIAL  
AGRIBUSINESS  
SERVICES  
ERIC AND MEGAN  
LINDBERG  
DAVID AND SUSAN  
LITTERAL  
WAYNE AND YVONNE  
LONG  
KYLE LUCAS  
DAVID AND JULIE LYON  
SUSAN LYON  
MARTIN AND STACEY  
MACHADO  
TOM WEBB AND  
SUSANNE MADDEN  
CHRIS AND CARLA  
MALLOY  
STEVE AND MARY  
MANDEL  
SUSAN MARSHALL  
SCOTT AND HEIDI  
MARSHALL  
NICK AND JUDY MARTIN  
DUANE AND LYNETTE  
MARTIN JR.  
DUANE AND PENNY  
MARTIN SR.  
CINDY AND JOSH  
MARTIN  
SUSAN MCCLATCHY  
THOMAS MCCLELLAND  
DOUG AND KATIE  
MCDONALD  
RICHARD MCDONALD  
TOM AND BONITA  
MCGONAGILL  
MARK AND MEGAN  
MCKEAN  
CHARLES MCLAUGHLIN  
MICHAEL AND  
STEPHANIE MELDEN  
JIM MERRILL  
MARINA MICHEL  
BALDWIN-MICKELSON  
FUND  
J.D. AND LINDSAY  
MILLER  
SALLY MILLER  
FRED MILLER  
ELLCOTT MILLION  
JAMES AND RITA  
MILNER  
CLINT AND GAIL  
MOFFITT  
ROXANNE MOGER  
MELISSA MOORE  
STOCKTON BUCK AND  
LINDA MORNELL  
CARRIE MULLEN  
SHERRY MUSGROVE  
BILL AND SARAH MYERS



RICHARD AND JANICE NAGLER  
 MIKE AND ELSHA NARACHI  
 MONICA BAUMANN AND JOE NAVARI  
 MARK AND ABBIE NELSON  
 CHARLES AND STACEY NELSON  
 GARY AND ANNA NETT  
 GEORGE AND JULIE NEWHALL III  
 PAULINE SATTLER AND SCOTT NEWHALL  
 NEWMARK REALTY CAPITAL, INC.  
 JOANNE NISSEN  
 LEE AND MELODEE NOBMAN  
 HAYES AND PATRICIA NOEL  
 JOHN AND PRUDY NOON  
 THOMAS O'BRIEN  
 DAN AND BARBARA O'CONNELL  
 PHIL OELZE JR.  
 DOUG AND DIANE OFF  
 BOB CARRAU JR. AND TONY OLTRANTI  
 SPRING RANCH  
 ORANGE COUNTY COMMUNITY FOUNDATION  
 THE OTTER COVE FOUNDATION  
 ALLISON OTTO  
 BERT AND ANNE OWENS  
 DAVID PADGHAM  
 PANORAMA MEATS  
 JEANNE HELPHENSTINE AND BARBARA PARSONS  
 PATAGONIA  
 JON AND LINDY PEDOTTI  
 JOHN AND KRISTY PEIXOTO  
 KATHLEEN PENSINGER  
 BJ PETERSEN  
 CRAIG PETERSON  
 STEVE AND NANCY PLAYER  
 JIM AND MARIANNE POETT  
 ROBIN POETT  
 SANDY AND HELOISE POWER  
 CHUCK AND FRAN PRITCHARD  
 MARY PUGLIESE  
 GIDI PULLEN  
 RALEY'S FAMILY OF FINE STORES  
 GLEN RATHBONE  
 KATHY REDDEN  
 KENT REEVES  
 TODD AND MARTY RENFREW  
 RESOURCES LEGACY FUND  
 FRED AND JEAN REYES  
 BILL AND KRISTIN REYNOLDS  
 WAYNE AND MARCIA

RICE  
 JACK AND ANNE RICE  
 JIM AND MARY RICKERT  
 SUZETTE RIDDLE  
 RICHARD AND CECILIA RIGGINS  
 DOUG AND KAREN ROBERTS  
 ROCCO AND KATHY ROBERTS  
 MATT AND ALYSSA ROLEN  
 RICHARD AND EVELYNE ROMINGER  
 KATE ROSEKRANS  
 SCOTT AND TARA ROSEMAN  
 MARY ROSS  
 COTTON AND KARIN ROSSER  
 ROB AND LAURIE ROSSI  
 JOSIE RUBIO  
 GEOFFREY CLAFLIN AND ALISON RUSACK  
 MARILYN AND JERRY RUSSELL  
 ANDREW RUSTAN  
 SACRAMENTO REGIONAL COMMUNITY FOUNDATION  
 ORRIN AND CINDY SAGE  
 JAY AND BETTINA SALTER  
 PAUL AND KATHY SANKEY  
 SANTA BARBARA FOUNDATION  
 SANTA MARIA 4 WHEELERS  
 SANTA YNEZ VALLEY FOUNDATION  
 JIM AND DEBI SAUNDERS  
 EDWARD AND JUDITH SAVAGE  
 NANCY SCHAEFER  
 OWEN SCHAFER  
 SCOTT SCHELLER  
 JESSICA SCHLEY  
 ERIC AND ELIZA SCHRECKENBERGER  
 DALE AND VICKI SCHUMACHER  
 SCHWAB CHARITABLE  
 JIM AND CAROL SCOTT  
 ALICIA SELBY  
 DAVID AND CHRIS SELTZER  
 JOHN AND JUDY SEMAS  
 BILL PAXSON AND LYNNE SHERMAN  
 SIERRA HEALTH FOUNDATION  
 JOHN AND PATTI SIMPSON  
 ANNE SINSHEIMER  
 DANIEL AND MEGAN SINTON  
 JACK AND LAURIE SINTON  
 STEVE AND JANE SINTON  
 BOB AND KIMBERLY SLOBE  
 ANTHONY SMITH  
 HARVEY SMITH

JACK AND BEV SPARROWK  
 QUINN SPAULDING  
 MIKE SPIESS  
 LYNN HUNTSINGER AND PAUL STARRS  
 ROGER STERNBERG  
 BARBARA BICK AND DON STEVENS  
 JOHN AND ELIZABETH FLOOD STEVENSON  
 ROBERT STINE  
 SCOTT AND KAREN STONE  
 BRIAN STRANGE  
 SUE SUNDERLAND  
 KAREN SWAEBY  
 CINDY SWEENY  
 DARREL AND KAREN SWEET  
 SARA SYLWESTER  
 BARNEY SKELTON AND ALISHA TAFF, ROCK FRONT RANCH  
 PAUL AND AILENE TARAP  
 BOB AND KENDRA TASKER  
 JAN TAYLOR  
 EMILY TAYLOR  
 MICHAEL AND JULIE TEEL  
 KATHLEEN THOMPSON  
 DON AND MERRIE TOMPKINS  
 CECILIA TONSING  
 SANDY TRUETT  
 LYLE AND SUZANNE TURPIN  
 UNITED WAY OF SAN LUIS OBISPO COUNTY  
 MARY VAIL  
 NITA VAIL  
 TIM VAIL  
 GERALD FEJARANG AND ELIZABETH VALDOVINOS  
 STANLEY AND NICOLE VAN VLECK JR.  
 JACK AND ZEE VARIAN  
 NANCY LINDSAY AND TIM VENDLINSKI  
 ANN VENEMAN  
 GAY AND JIM VERSTEEG  
 LOUIS VILLANO  
 MARIA VILLARREAL  
 CASEY VOGT  
 MICHELLE VOLMAR  
 CLINT, DAWN, MIKAYLA VORIS AND PEACE MAKER V+++ AND PRECIOUS V  
 BOB AND DEBBIE WACKER  
 RICHARD WAGNER  
 KEITH AND JULIE WALES  
 JOHN AND CINDY WALLACE  
 BRAUNA WALSH  
 VERONIQUE GILLARD AND WOLF WEBER  
 ERIC AND AREL WENTE  
 EFFIE WESTERVELT  
 WESTERVELT  
 ECOLOGICAL SERVICES

WILLIAM WHITE III  
 ROB WILLEMSE  
 FRED AND AMANDA WILLIAMSON  
 KIM AND SHARON WILSON  
 CHERLYN WINN  
 KURT AND LISA WINTER  
 KARL AND CINDY WITTSTROM  
 ALEXA WOOD  
 DARRELL AND CALLIE WOOD  
 DAVE WOOD  
 DON WOOD  
 BOB WOODS  
 ROBIN WOODS JR.  
 STUART AND LISA WOOLF  
 DARIAN BUCKLES AND WILL WOOLLEY  
 MARGIE WOOLLEY  
 JUDITH WRITER  
 WSR INSURANCE  
 YULIANNA YANEZ  
 YLI BELIEVE FOUNDATION  
 BRENT STEWART AND PAMELA YOCHAM  
 ALLENE ZANGER  
 MIKE AND LINDA ZOHNS  
 MARK AND LAURIE ZOHNS

## HONORARIUM

**BERT JOHNSON**  
 STUART EPSTEIN

**BILLY AND ATHENA FLOURNOY**  
 STUART EPSTEIN

**BRENDA DE RAMUS**  
 MICHELLE COX

**DOUG AND SUE HERTHEL**  
 NITA VAIL

**DOUG HERTHEL D.V.M AND FAMILY**  
 JULIA CROOKSTON

**JIM GLINES**  
 ANONYMOUS

**KYANNE SKELTON**  
 GAY AND JIM VERSTEEG

**MARY E. SMITH**  
 WAYNE AND MARCIA RICE

**PATRICIA NOEL**  
 GAIL SCHOETTLER

**ROY AND MYRNA GASKIN**  
 MARCIE IDE

**STEVE SINTON**  
 HAYES AND PATRICIA NOEL

**SYLVIA CATTANI**  
 MELISSA FORTUNE

**CATTANI FAMILY**  
 KEN AND BOBBI HUNTER

**WENDY MILLET**  
 EDWARD LADD

## MEMORIALS

**AL AND GRACE THOMSON**  
 JEANNIE THOMSON

**BILL HENDRIX**  
 DONNA GILLETTE HENDRIX

**BOB PAUL**  
 ERIN FLINN WHITFIELD

**CATHERINE D. FRAKES**  
 GEORGE FRAKES

**CHAPPY MORRIS**  
 NICK AND JUDY MARTIN

**DAVID STEIDLEMAYER**  
 DAN AND BARBARA O'CONNELL  
 PAUL AND KATHY SANKEY

**ELIZABETH HVOLBOLL**  
 RICK AND CAROL BURY  
 JOHN AND ELIZABETH FLOOD STEVENSON  
 NITA VAIL

**ELSIE N. STRONG**  
 SHARON BROBERG

**ERIC STONE**  
 TIM, MAUREEN AND EMILY TREICHEL

**FRANK P. MATHIS**  
 ED AND FRANKIE LETOURNEAU

**GATHA AND SALLY MARTINS**  
 KEARNEY AND LESLIE MARTINS

**GEORGE LENT HOWARD**  
 DOUGLAS HOWARD

**GEORGINA PATRICIA NOREN**  
 DOUGLAS NOREN

**JA "TOOTS" JAUREGUI**  
 JOE JAUREGUI

**JACK PIKE**  
 SHAN SHUI

**JEFF LEE**  
 NITA VAIL

**JIM AND NORMA SINTON**  
 AVENALES SPORTSMEN'S CLUB  
 JESSE CUEVAS AND MARTHA NOEL  
 LARRY AND PAMELA SMITH  
 RYAN AND EMILY SMITH

**JIM CHANCE**  
 ROB AND MARGARET FROST

**JIM SINTON**  
 PAUL AND REBECCA BESTWICK  
 DAVID AND LINDA CHIPPING  
 KEN AND SANDI DEWAR  
 KARL AND LAURIE GAGE  
 JACK KAY  
 JOHN AND DEE LACEY

**KIM LANDE**  
 JOHN AND SUSIE MAINO  
 STEVEN AND JAN MARX  
 DAN AND BARBARA O'CONNELL  
 ANNETTE HOWELL AND DAN POINT  
 RICHARD AND CECILIA RIGGINS  
 DON RIGHETTI  
 ANNE SINSHEIMER  
 WILLIAM AND SHEILAH TJETJE  
 CHALON AND TYLIA TJETJE  
 CECILIA TONSING  
 NITA VAIL  
 JUDITH WAGNER

**JOHN AND BESSIE CODY**  
 VALERIE CODY

**JOHN ANDREINI**  
 JON SEMPER  
 DOUGLAS AND CATHERINE WINNETT

**JOHN SPAW**  
 TOMI SPAW

**KAY VAIL**  
 BRIAN AND DEBBIE O'HEARN  
 CHRISTINA PAINE

**LINDEN H. CHANDLER**  
 LINDA WOOD-CHANDLER RANCH

**MARTY SCHWABACHER**  
 NITA VAIL

**MILTON RUDNICK**  
 DIANE RUDNICK

**NANCY BURCH JACKSON**  
 JOHN CIENKI AND STEPHANIE RODDEN

**PAUL R. DEATS**  
 MUFFY DEATS

**PETER POPE**  
 JACK AND BEV SPARROWK  
 NITA VAIL

**ROGER LYON**  
 SHERRY SWANSON AND DAVID GRANNIS

**SHEILA VARIAN & VARIAN ARABIANS**  
 HEATHER AND CHRIS WHITNEY

**STEVE THOMPSON**  
 MIKE AND BARBARA CHRISMAN  
 NITA VAIL

**TAB HUNTER**  
 NITA VAIL

**THE BILL CALDERA FAMILY**  
 MARY CALDERA

**TOM GRIFFITH**  
 DAN AND BARBARA O'CONNELL

**TONY MADDALENA**  
 CECI DALE-CESMAT

**TREY JONES**  
 SEAN DUNAGAN



# 2018 IMPACT SUMMARY

## ACCOMPLISHING OUR MISSION TOGETHER

Thank you for helping us protect California's precious, open landscapes and the life sustained by rangeland. In 2018, you helped us conserve 7,420 acres, for a year-end total of 323,455 acres. We wouldn't have been able to do this without you! Together, we ensure that these landscapes will remain vibrant, working lands stewarded by ranching families, for generations.

7,420

ACRES

OF RANGELAND  
PERMANENTLY PROTECTED



524

ACRES

CONSERVED FOR CLEAN  
ENERGY PROJECTS



3,085

ACRES

OF FOREST HABITAT  
PROTECTED



12

PLANT AND  
WILDLIFE SPECIES

OF SPECIAL STATUS HABITAT  
PROTECTED



7

MILES

OF FRESHWATER STREAMS  
CONSERVED



750

PEOPLE

ENGAGED ON THE LAND





CALIFORNIA  
RANGELAND  
*Trust*

1225 H Street  
Sacramento, CA 95814  
www.rangelandtrust.org

NON-PROFIT ORG  
U.S. POSTAGE  
PAID  
PERMIT # 2180  
SACRAMENTO, CA



## KESTER STORY *(continued from page 1)*

"The report claimed livestock causes 18% of global emissions, but the U.S. Environmental Protection Agency found beef production was responsible for just 1.9% of emissions," he explains. Although the UN eventually corrected the report to reflect the minimal emissions output of U.S. beef compared with other areas of production, the damage had already been done. "Everyone still uses the vastly incorrect numbers of the 2006 report."

The Green New Deal introduced earlier this year is an example of how failing to communicate the reality about food production can lead to misguided solutions.

"I don't think the congresswoman from New York has animosity toward ag, but she doesn't understand it," Kevin says. "Many people have no connection to anyone in production agriculture. They just know what they see in the grocery store and on social media. That's a huge challenge for us. We have to educate our consumers globally and domestically on how we actually grow and produce food. We have a good story to tell."

Thanks to advancements in genetics and technology, high-quality protein production in the U.S. is leaving a smaller environmental footprint than ever. By exporting U.S. beef to global markets, Kevin believes we could help

lower global emissions while supporting nutrition across the world.

"Going into the future, our domestic demand will stay relatively stable—but our export market is growing pretty rapidly. That's where our profit center lies for future generations. Not only can the U.S. produce protein much more sustainably than other areas of production, we also provide a good, safe, healthy product that consumers across the world want. This will keep ranchers in business, and it's good news for the global environment."

The key is learning how to share that message. This year, the Kester family hosted the U.S. Roundtable for Sustainable Beef at their Parkfield ranch. With 115 members ranging from cow-calf ranchers to major retailers such as Walmart and McDonalds, the group's goal is to collect and communicate definitive sustainability metrics for the beef and cattle sector. Kevin says this research should have been done decades ago, and he's committed to making up for lost time.

"The data tells a great story. This is a prime example of where we're starting to engage in social media and public relations; efforts where we should have been active 30 years ago. People want to team up with the industry to tell this

story of how raising cattle is good for the environment, the economy, and the world."

Communicating this story effectively will require the support of food producers. During his term as NCBA president, Kevin spent 300 days on the road. Everywhere he went, he talked to America's farmers and ranchers about the importance of their voices and leadership.

"A food producer's perspective carries a lot of weight with elected officials and agency staff. I've seen it many, many times. When you take the time to show up in person or send a letter or make a phone call, it is really true that a single voice can make a difference."

For many Americans, that perspective is needed more than ever. With a positive message and exciting new research to share, the time is now.

"In a lot of people's minds, we still wear the white cowboy hat," Kevin says. "When we speak up—though we are small in numbers and we are fighting above our weight class—it makes a difference. Together, we can be very successful."

*By Keely Brazil, Go West Marketing*