

California rancher-to-rancher group 1/12/13 San Juan Bautista. Collective Statement

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Worst possible outcomes of rancher-to-rancher project

Nothing changes—earth/climate (is) collapsing. Nothing is learned. (We put in) lots of effort, yet (we) still missed the mark.

The project reinforces the belief that nothing can be done; that holistic management doesn't work; that management is irrelevant. (The project) creates change that is not holistically sound—money, people, or land problems result. (The) perceived results on the land are opposite of expected. The land is degraded to the point of nonrepair. We go our separate ways.

(There is) further alienation of the ranching community if we fail. (There is) internal criticism by ranchers—”(it) doesn't work.” (There is) attack by science ”academics.” Ranchers decide that there really is nothing they can do because their efforts fail. They are more resistant to trying things, and more alienated. (There is) creation of conflict without (a) progression of idea sharing, (and) contagious resistance. (The project) fails to accelerate openness, change, or holistic decision making and management among participating ranchers, (and results in an) exaggerated expression of fragmentation (and) polarized, false opposition.

(There is a) failure to achieve diversity. (We) focus on tools (e.g. mob grazing) rather than purpose. (The) follow-through on monitoring or grazing planning does not occur—either because of difficulty—so losing the opportunity of recognizing change.

(We experience) delay that guarantees ecological and social decay, (and) widespread destruction. (The project) creates demand for support not currently available to learn and practice making better decisions. My own management is less effective because I am too strung out doing too many things.

Best possible outcomes of rancher-to-rancher project

Management is perceived as relevant. A recognition of the critical importance of management (co-creation) occurs, bringing a high level of positive change. Ranchers

get excited about building soil, (and) become more prosperous and better land stewards.

Ranchers feel relevant around stewardship of critical functions such as biological work and water cycling for society. (The) public develops a deep appreciation for who ranchers are and what they do that creates and sustains a major part of society's life support system.

Ranchers increase productivity. The curtain opens for them, and the next generation returns with enthusiasm. The impact spreads throughout the West and to other continents. (There is) rapid exponential growth from rancher enthusiasm to be successful.

Most Central Coast ranchers adopt this way of making decisions—they are happier and more resilient and the health of the ecosystem improves. holistic management becomes the normal way to manage rangeland here. (There is a) widespread shift in ranching/agriculture to a holistic approach, spreading to a shift in perspective and decision making species wide. A subtle, enthusiastic, sustaining groundswell of change, as defined by and now lived by local ranchers, and embraced by environmentally inclined, other-than-environmentally inclined (other beautiful) community. Change accelerates in land management and how decisions are made. More and more local groups (are) sharing ideas that work. The hundredth monkey is inspired to jump on board; lots of ranchers realize the ease and power of making decisions in light of their holistic context.

The ranching community is profitable and its management is focused on facilitating more biological work and diverse ecosystem services. Land health/community health progresses in spite of the academy. Change results from facts more than rhetoric.

Learning new ideas becomes contagious. We gain enough momentum that we lose control, and new ideas evolve beyond what we envision as the correct way of doing things.

Joy, prosperity, and environmental health (are) enjoyed by all. The climate moderates; peace spreads.

Beliefs and behaviors to foster the best possible outcomes (which can become a code of ethics for the group)

(Have) optimism in the human spirit and a belief that it is not too late. More is working than is usually seen. People are open to change; others will listen with an open mind. (Have) faith in the willingness and ability of people to stretch their boundaries. (There are) more similarities than differences. (Have a) willingness to be surprised about people (and) suspend judgment.

Be the change you wish to see in others, and share this change openly. Be open but not attached to particular outcomes. (Have a) willingness to admit I am wrong. Model holistic decision making. (Remember the) power of the small group.

Show up, pay attention. Follow through, (keep) commitment with each other. Everyone contributes/has a valuable contribution to solving this. Create tangible action items. We can modify and adapt as we go. Tell the truth without blame or judgment.

(We) must avoid offending ranchers, (and) must not exaggerate or oversell. Reform isn't easy. Listen to ranchers' doubts and hopes about change. (Keep a) can-do attitude with care and sensitivity at being in the other person's shoes, (and keep) checking in with them—(both) thinking and feeling. (Be) non-threatening; (consider the) "other beautiful." It will change for better outcomes within next 5 years

Recognize and reward success. Prize community that teaches itself, passes forward, based on listening and speaking to identify community goals, turning to see what's working, building from there.

Management is important. Ranchers need to tie (their) current situation to current practice, and that practices are choices. Ranchers need to believe that their management of land and animals is relevant to profitability and quality of life.

(The project) requires breaking (our) addiction to seeing only what's wrong. (Let's) commit to constructive discussions about process. (We need to move from) "make" to "let." Time is not only a cost, it is also an opportunity. Creation is now.

Ranchers want more community. Ranchers want to do the work, others also. (It) doesn't take money to make this work: (there is) plenty to do what needs to be done. We all have an important role. Live it so it happens. I (we) really can do this.

Strategies and actions to foster the best possible outcomes

Base (it) all on customer's point of view. There are no experts. Recognize (that) general description/stereotypes don't exist. Recognize that people learn in different ways.

Go slow to go fast. Change course when facts or monitoring indicate.

Provide fun, informative, diverse, dynamic, supportive social environments and situations. (Focus on) getting the word out to foster intellectual development and support, (such as) "100 voices of California ranchers."

Create (a) starting process. Define (the) purpose (individual and as a group). Set (a) 1-year goal; (a) 5-year goal; (set) short and long-term goals.

Identify and diversify funding sources. Develop (a) template for ranch planning, monitoring; develop (a) format for regional gatherings. (Use) a flexible design, not necessarily everything mass-produced. Create ways to communicate and connect, and support that is resilient

Develop a usable workbook to assess progress.

Brainstorm (a) list of potential ranchers. Develop (a) list of target participants. Write (the) invitation to ranchers. Contact ranchers.

Identify existing and future learning sites, management support and learning sites. Create 2 or 3 rancher groups and start bringing them together with a process. Develop a Rancher-to-Rancher team for each region, (and) commit to x number of visits to each region.

Create welcoming, inclusive, upbeat gatherings of ranchers/land managers. (Use a) greeting. (Put on an) initial demonstration and outreach, with next steps. Listen to fears and desires of ranchers. Agree to meet again for monitoring and replanning.

Plan to support efforts. Establish a feedback loop, (with) outreach needed. (We need) consistent and persistent monitoring. Develop monitoring needs, how, who, what, where, when. (Develop a) realistic monitoring program.

(It is important to have) realistic budgeting and money or time, for short-term learning and for expanded holistic management grazing management. Commit to volunteerism where possible. (We should consider) branding other land based activities. (Do a) systematic inventory of values: ranchers, outside community.

(A) What we are already involved in, and (B) possible contributions to the project

Mary Clare A. problem-solving facilitation, listening and compiling voices, values
B. listening, compiling voices, values; resource for enhancing communication, innovation, and success

Joe Morris A. ranch management, consensus process, rancher community B. demonstration of management; facilitation; contacts

Patrick Nichols A. Graduate student in ag at Cal Poly; possible future educator of HM; lead soil demonstrations for solidier (?) trainings B. Current available time is very minimal, moving toward more future availability for technical support

Richard King A. Workshop in March with San Benito RCD on grazing planning and weeds workshop March 2 with Biologic Systems Inc. building soil and grazing planning CalCan summit February at UC Davis, rangeland soil carbon sequestration Grant: Risk Management Agency and Southern Sonoma RCD MALT (Marin Agricultural Land Trust) proposed activities to build land stewardship beliefs and behaviors in Marin County

Jeff Goebel A. Navajo project (Integrated Resource Management Planning on 1.6 million acres) Telluride Consensus Institute Hawaii ranch consulting New Orleans conflict resolution LOTS of life experience w. full gamut of HM B. coaching, training, planning, visionary strategic planning, obstacle/paradigm change, networks, presentations

Kent Reeves A. Organizing workshops in stockmanship, Intro to holistic management (putting management into holistic context) B. Website, outreach, knowing ranchers who would be interested, monitoring skills for site, grant writing/editing, making connections.

Rob Rutherford A. Member San Luis Coastal RCD Starting project with Dairy Creek Golf Course B. Teaching holistic management; connection with rancher sons and daughters

Sallie Calhoun A. HMI, hosting workshops, working with The Greenhorns, working with Big Sur Land Trust B. Paicines Ranch as learning site, meeting venue, lodge for people traveling Funding Involvement w. planning or meeting

Anne Coates A. Cattlemen's Association, Ag Futures Alliance, RCD: connection, outreach, assess needs B. make connections to move Santa Barbara and Ventura

forward so that the "coaching" can transfer to someone in our area that can carry forward

Peter Donovan A. Soil Carbon Coalition: workshops/presentations on circle of life, biological work, use of solar energy and implications for leadership, decision making, and action; Soil Carbon Challenge: monitoring for soil carbon change, data presentation; working with Google Earth Engine toward open-platform easy data about photosynthesis over time in specific areas, as a monitoring tool for our use of solar energy, decisions, policy B. 501c3 organization, monitoring data presentation and mapping using accessible, free Google tools