

Conservation, Cowboys and Cows



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Overview



- **Conservation - Who is WWF?**
- **Cows - Why is WWF concerned about the Sustainability of the Beef Industry?**
- **Cowboys – How are we protecting grasslands?**
- **What are we doing?**

Who Are We?



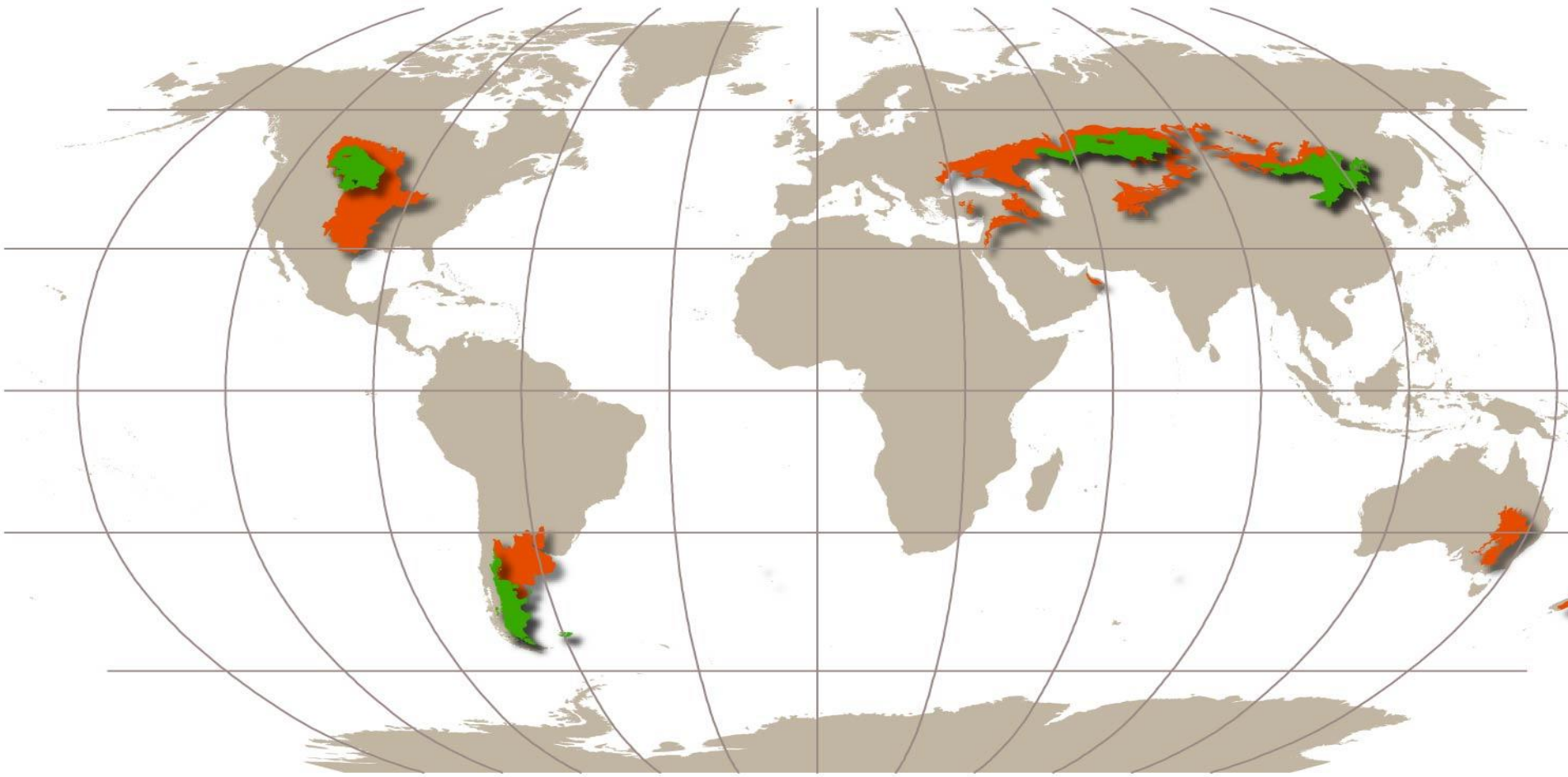


Goals include

- Halt **deforestation** and protect **grasslands**.
- Improve fish stock levels and **marine** habitats
- Achieve **water security** for people and nature
- **Freeze the footprint of food**
- Reduce global GHG **emissions** by 5 gigatons
- Save **wildlife**.

Northern Great Plains: America's greatest conservation opportunity





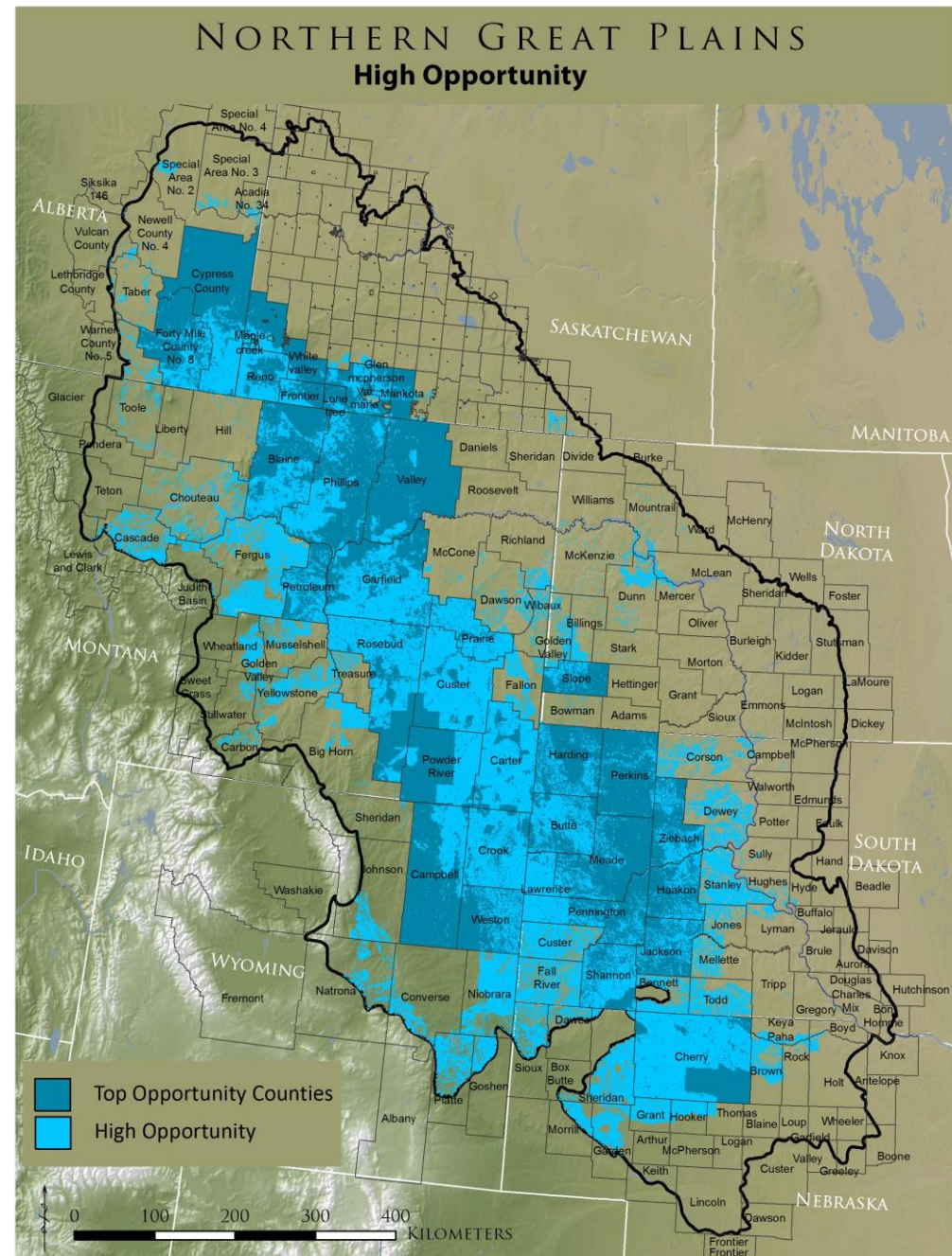
Global Temperate Grasslands


North America's Grasslands



Where?

- Top 25 in U.S.
- Big 10 in Canada

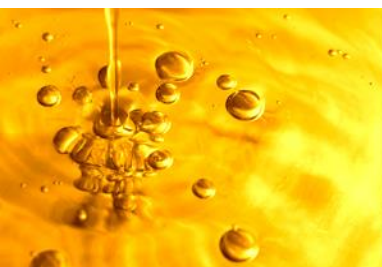


A photograph of a herd of black and white cows grazing in a field of tall, golden-brown grass. The cows are scattered across the middle ground, with one cow in the center-left looking towards the camera. The background shows rolling hills under a pale, overcast sky. The text "Why Does WWF Care About Beef?" is overlaid in white on the right side of the image.

Why Does WWF Care About Beef?

Grasslands Produce Beef





palm oil



cotton



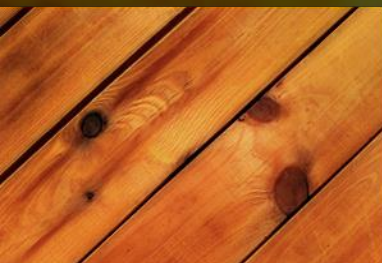
biofuels



sugarcane



pulp & paper



sawn wood



dairy



beef



soy



low trophic level species



farmed salmon



farmed shrimp



tropical shrimp



tuna



whitefish

Priority commodities

What Are We Doing?

- Roundtables for Sustainable Beef
- Pilot Projects for Sustainable Beef Production
- Sustainable Supply Chain Development with Corporations
- Sustainable Beef Workshops
- On the Ground Projects with Ranchers
- Conservation Finance with Banks
- Tribal Programs





Questions?