

Western Collaborative Conservation Network Confluence 2020 Conference 10-12 March

Amos S. Eno sessions wrap up

Problem statement: The American West is the most metropolitan region of the country. Name a state: Arizona to Idaho, you have one or two or three cities, and the great rural outback. Metro America dictates public policy and holds the reins to all finances.

Your Challenge: To rebrand the American cowboy (rancher, logger), based on two core factors: first, AUTHENTICITY of your core American values (Jayne Thompson of CCALT emphasized this point in her session). Second. Your providing a basket of needs (food, water, fibre, recreation and fish and wildlife) that Metro America depends on.

To extract support and legitimacy for what you do to maintain land stewardship you must recognize your demographics. You are 2% of the American population, yet you control the lifeblood of the West: water, and wildlife and open spaces. You need to leverage your influence through **authenticity. 150 counties in the west have less than 2 people /square mile (1990 stats) reverting to Frontier status.**

You need to leverage your stereotypic frontier authenticity and the lifeblood of the western landscapes grass and water. Ed warner buys grass fed beef, so do I. The way to Metro America's heart is through what you produce. YOU HAVE WHAT THEY NEED. You are in classic military terms an INSURGENCY. You have urban America by the balls, they just don't know it yet...

Finally, get on board carbon markets. Soil is the largest repository of carbon. The Earth holds 3,170 gigatons of carbon. Where is the majority of carbon stored? In the rainforest? In trees? Nooo...

Soil holds 2700 gigatons, three times all the trees on the planet. You sequester carbon by building organic matter in soil. Ranchers are our carbon entrepreneurs (as Tula has shown in her session).

The fastest way to soil health is through grasses not trees.