

Why Care About Grasslands?

Grasslands contribute to the air you breathe, the water you drink, the food you enjoy, and the landscapes you explore. They offer natural beauty and rich cultural heritage. They help feed millions and support livelihoods and rural economies. Even if you have never visited a grassland, you benefit from its resources.

Loss of grasslands will impact more than livestock and wildlife, it will reduce water supplies, increase wildfire risk, and cause the loss of many other benefits we've come to take for granted.

How You Can Help

For individuals: Most people are not aware of the challenges facing our grasslands; you can help inform and inspire your family and friends to learn more about the benefits that grasslands provide.

For organizations: Spread the word to your supporters, followers and fans to raise awareness about grasslands and the work your organization is doing to support grassland conservation. Provide calls-to-action and ways that people can get help or get involved.

Download the "Grasslands & You" campaign:

www.grasslandsroadmap.org/grasslandsandyou

About the Central Grasslands Roadmap

The Central Grasslands Roadmap is a collaborative guide to increase conservation of North America's Central Grasslands, which span 700 million acres across Indigenous Lands, Canada, the United States and Mexico. By bringing together these diverse nations and seven sectors, the Roadmap identifies a shared vision, common principles, and collaborative priorities for the many people and organizations living and working on the Central Grasslands.



CENTRAL GRASSLANDS
ROADMAP

www.grasslandsroadmap.org

info@grasslandsroadmap.org

Photos: Bird Conservancy of the Rockies

Illustrations: Jessica French

GRASSLANDS AND YOU



Learn more
www.grasslandsroadmap.org



Outdoor Recreation

Grasslands are places to explore with birdwatching, hunting, fishing, hiking, and many other recreational activities.



Food Security

Grasslands and rural agrarian communities are the backbone of North America's food supply.



Good for the Herd—and Birds

Grasslands need grazers to thrive. Sustainable cattle ranching improves grassland health, provides jobs, food, and ensures habitat for wildlife.



Water for Many

Grasslands support watersheds, playas, rivers and streams—and recharge aquifers—ensuring clean, safe water for drinking, wildlife, agriculture and industry.



Traditional Knowledge

Indigenous peoples are finding connection by restoring traditions that provide benefits for grasslands and indigenous communities.



Super Soil

Soil holds water, improving drought resilience and plant growth. Roots, organic material and microbes capture carbon to help fight climate change.



Immense Biodiversity

Flocks of birds, herds of elk and pronghorn, and butterflies amid flowers are vibrant examples of the many plants and animals found on grasslands.