

National Cattlemen's Beef Association Highlights Great Plains Grassland Initiatives in Upcoming Show

NCBA's flagship show, Cattlemen to Cattlemen, is featuring Great Plains ranchers and NRCS's GPGI efforts from three Great Plains states

NCBA's Cattlemen to Cattlemen is the leading TV show for beef producers to receive cattle industry news, education and information. As part of cooperative work with the USDA-NRCS, NRCS regularly provides content ideas for the show.

In 2022, NRCS proposed featuring the NRCS Great Plains Grasslands Initiative, currently launched in Kansas, Nebraska and Oklahoma and with plans to expand to South Dakota. Led by Working Lands for Wildlife, the GPGI is a strategic approach to battling the encroachment of trees into grasslands, focusing not on where trees are the worst, but instead on protecting core areas of intact rangelands. Ranchers - who have been leading these efforts - are key partners in this effort as working lands are the linchpin to connecting this conservation work across state-identified target areas.

NCBA is dedicating an entire hour-long episode of the Cattlemen to Cattlemen show to discussing this work. The full one-hour episode is planned to air on Tuesday, Nov 29 at 8:30pm EST on RFD-TV and the Cattlemen to Cattlemen YouTube Channel. Find more information on how to watch

at: <https://link.edgepilot.com/s/7d173b73/aD00Ox7h00eiRJGuMrHHmA?u=https://www.ncba.org/ncba-news/cattlemen-to-cattlemen>.

Promotional Clips (please note that these have the wrong date at the very end, so just need to clarify that in the text):

NRCS Helps Implement Good Conservation Practices

- <https://link.edgepilot.com/s/50a7152f/3kpyw5sfjEewmpWGjn3XIA?u=https://www.youtube.com/watch?v=Zhhp7TG19nE>

Sandhills Taskforce: Helping People Help the Land

- <https://link.edgepilot.com/s/b1a77414/jonZTWa0JEiMGd1fGCK8dQ?u=https://www.youtube.com/watch?v=p5AqrvE64So>