



Grassland Resilience and Conservation Initiative

NFWF CONTACTS

Todd Hogrefe

Regional Director,
Central Region
612-564-7286
todd.hogrefe@nfwf.org

Greg Pilchak

Program Director,
Central Region Working Lands
greg.pilchak@nfwf.org
202-938-0640

Nora Ong

Manager,
Central Region Working Lands
nora.ong@nfwf.org
202-595-2608

FUNDING PARTNERS

- McDonald's USA
- Cargill
- The Coca-Cola Company
- Golden State Foods
- Lopez Foods
- OSI Group
- USDA Natural Resources Conservation Service

ABOUT NFWF

The National Fish and Wildlife Foundation (NFWF) works with partners to foster sustainable and impactful conservation solutions so that people and nature thrive together. Chartered by Congress in 1984, NFWF has grown to become the nation's largest conservation foundation. Since its founding, NFWF has funded more than 23,900 projects that have generated a total conservation impact of \$12 billion.

Learn more at www.nfwf.org



Restored grasslands in Montana

OVERVIEW

The National Fish and Wildlife Foundation (NFWF) announced an initial award of \$32.8 million in grants under the new Grassland Resilience and Conservation Initiative, supported by funding from McDonald's USA, the USDA Natural Resources Conservation Service, and several key McDonald's USA beef and beverage suppliers. The six projects will leverage an additional \$9.1 million in matching contributions to generate a total conservation impact of nearly \$42 million.

The initiative is a public-private conservation partnership launched in 2025 that aims to help promote and accelerate regenerative grazing practices, habitat restoration, and conservation of wildlife and water. This initiative seeks to positively impact 4 million acres of grasslands over seven years, with significant investments expected in the Great Plains, Rocky Mountain West, Midwest, West Coast and Southeast United States.

The six projects listed below are the first to be awarded through the initiative. This initial investment will advance conservation practices benefiting both wildlife and ranchers across nearly 2.5 million acres of American grasslands. Key strategies of this initiative include working with willing ranchers to improve grazing management, restore grassland habitat, improve soil health and conserve water resources – all factors that are crucial not only to sustaining wildlife populations, but also to supporting thriving ranching operations and a resilient U.S. beef supply chain.

(continued)



Pronghorn

Advancing Regenerative Grazing and Habitat Conservation for Birds in the Central Grasslands

Grantee: National Audubon Society

Grant Amount:.....\$3,988,600

Matching Funds:..... \$417,000

Total Project Amount:.....\$4,405,600

Provide technical and financial assistance to ranchers to facilitate the adoption of regenerative grazing and grassland conservation practices on 500,000 acres. Project will increase habitat heterogeneity and forage productivity, improve soil health and water conservation, enhance ecological resilience and monitor trends in local grassland bird populations.

Enhancing Ranch Resilience through Regenerative Grazing in the Great Plains and Pacific Northwest

Grantee: American Farmland Trust

Grant Amount:.....\$6,947,900

Matching Funds:.....\$4,392,800

Total Project Amount:..... \$11,340,700

Support hundreds of ranches throughout the Southern Great Plains and Pacific Northwest by implementing regenerative grazing practices to improve soil health, water retention and wildlife habitat. Project will provide technical and financial assistance and mentorship to help land stewards adopt conservation strategies that enhance biodiversity, profitability and ecological resilience across 300,500 acres.

Implementing Grassland Conservation to Improve Bird Habitat across the Central United States

Grantee: American Bird Conservancy

Grant Amount:.....\$6,295,400

Matching Funds:..... \$676,500

Total Project Amount:.....\$6,971,900

Expand adaptive grazing and grassland management across the central United States to benefit grassland birds and improve rangeland health. Project will provide technical and financial assistance to help ranchers implement conservation practices on 152,000 acres, with benefits for soil health, water resilience and rural livelihoods.

Implementing Regenerative Grazing and Virtual Fencing to Restore Grasslands in the Midwest (MO, NE)

Grantee: The Curators of the University of Missouri

Grant Amount:.....\$3,750,900

Matching Funds:.....\$2,227,500

Total Project Amount:.....\$5,978,400

Catalyze the adoption of voluntary conservation strategies such as virtual fencing, regenerative grazing management, grassland restoration and the protection of sensitive habitat on 156,000 acres in Missouri and Nebraska. Project will restore grassland biodiversity and protect riparian habitats by engaging producers in conservation delivery and promoting long-term, system-level changes in grazing management strategies.

Restoring Great Plains Grasslands and Mule Deer Habitat through Sustainable Grazing

Grantee: The Mule Deer Foundation

Grant Amount:.....\$4,000,000

Matching Funds:..... \$875,000

Total Project Amount:.....\$4,875,000

Restore grasslands in the Great Plains by improving grazing management and restoring grasslands and wet meadows on 350,000 acres of public and private lands. Project will benefit mule deer and grassland birds while supporting ranchers in adopting sustainable strategies that enhance habitat, water resilience and soil health.

Technical Assistance to Advance Conservation Strategies in Central and Western Grasslands

Grantee: Sand County Foundation

Grant Amount:.....\$7,815,400

Matching Funds:..... \$495,600

Total Project Amount:.....\$8,311,000

Guide ranchers across the Great Plains in implementing conservation strategies that benefit grassland wildlife and improve rancher livelihoods on 1 million acres. Project will provide technical and financial assistance to expand voluntary conservation strategies that improve soil health and enhance habitat quality and resilience.