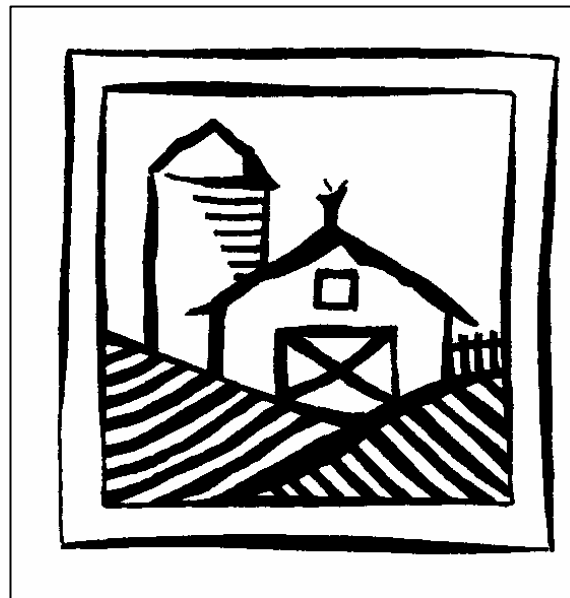


# The Power of WE: *From the Watershed to the Marketplace*

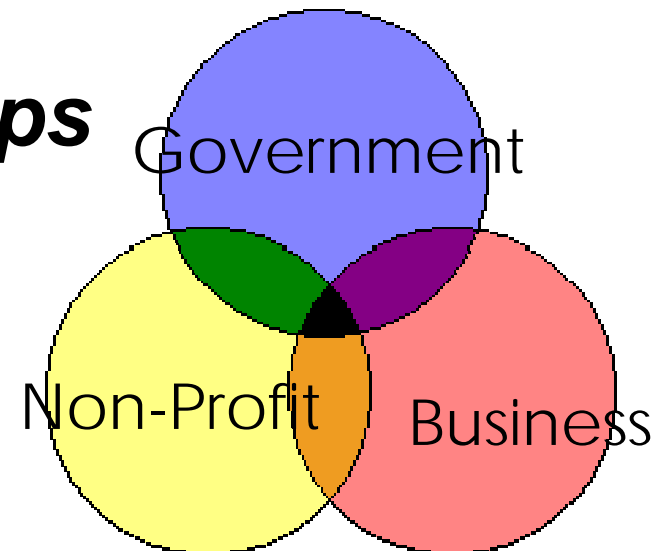


# It's about Making Connections...

## *Along the Urban-Rural Divide*

- In the Woods
- At the Marketplace
- On the Hill

## *And through new relationships*



# Some Examples

- ***Wallowa Resources:***  
Collaborative regional watershed restoration
- ***The Yainix Ranch:***  
Urban investment in rangeland renewal
- ***The Healthy Forests, Healthy Communities Partnership:*** Selling community sustainability in the urban marketplace
- ***Rural Voices for Conservation Coalition:*** Regional organizing for policy reform



# Wallowa Resources

- Upper Joseph Creek Watershed Restoration Collaboration



# Challenges

- Balancing diverse interests
- Continuing decline in federal funds
- Maintaining relationships
- Building and maintaining trust

# Approaches

- Engage people
- Incorporate local knowledge
- Reduce conflict
- Work at the watershed scale
- Move quickly first where there is common ground

# Lessons Learned

- Collaboration works!
- Sharing resources increases opportunities
- Local knowledge with science produces long lasting solutions
- Moving from conflict to collaboration is possible



# The Yainix Ranch Project



**“Stewardship Investments”**

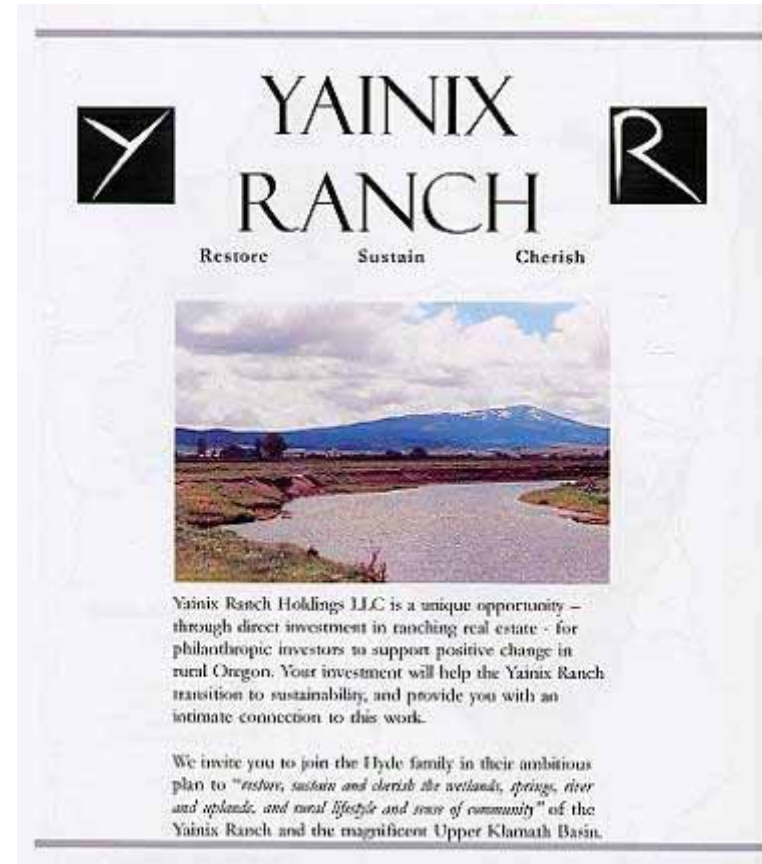
# Challenges



- Restoring endangered sucker fish habitat on private property
- Reducing stocking rates (at least temporarily)
- Rancher has low equity.
- Conservation easement payments coming – need “shoulder capital” to transition to sustainability

# Approach: Yainix Ranch Holdings LLC

- Urban investors are minority; rancher retains management
- Investors contribute \$75,000
- Investors receive:
  - \*regular updates on restoration and family
  - \*annual “open weekend” visits
  - \*percentage appreciation of property in 10 years.



# Lessons Learned

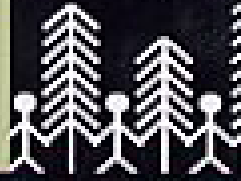
A market of urban people  
looking for ***PHILANTHROPIC  
INVESTMENT***

Hunger for a ***POSITIVE  
CONNECTION TO THE LAND***

Investor interest in ***PEOPLE as  
much as ENVIRONMENT***

Offering an ***EXPERIENCE***, not  
just a product





## Healthy Forests, Healthy Communities™ Partnership



**A regional business collaborative dedicated to promoting forest restoration in the Pacific Northwest and building capacity to market the by-products of those restoration activities**

*From the Watershed*

*To the Woodshop*

*To the Market*

# Challenges for small, rural-based businesses

- Distance from and access to urban-based markets
- Limited capital and infrastructure
- Raw Materials inconsistent and nontraditional
- Limited business capacity and labor pool
- Small Fish in Big Pond



# Approaches

- Add value by selling the story and experience along with the product
- Know thy Market
- More than Marketing
- Collaboration and Vertical Partnerships along the market chain



# Selling the Story



## Other Market-based Examples:



- 70+ ranches, managing over 4 million acres
- Natural beef, short-fed, 3<sup>rd</sup> party environmental certification
- Over \$30 million in sales in 2004

***“Country Natural Beef represents a direct connection with the end customer. We seek out partners and customers who share our values.”***



## CNB working with urban retailers

- “Our customers are our partners”
- “Their problems are our problems”
- “Their success is our success”

# Lessons Learned

- The Power of Partnerships
  - Business to Business
  - Urban and Rural
  - HFHC and Community Solutions Inc
- The strength of small...on a large scale
- Identify common values
- Market differentiation: Selling the experience of community and land
- A holistic approach
  - Business Development
  - Market Development
  - Community Sustainability
- De- commodify or Die



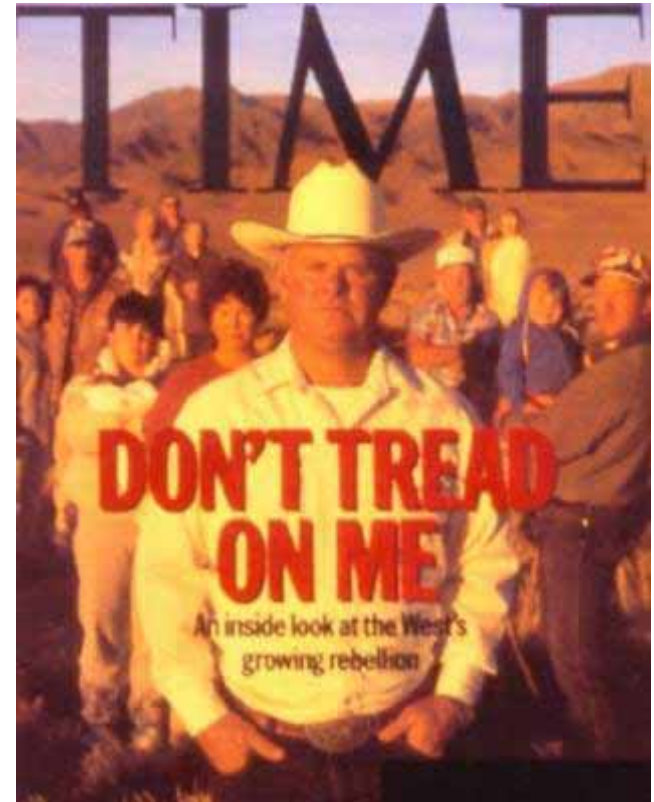
# Rural Voices for Conservation Coalition

***Protecting, restoring, and caring for the  
land and people of the Pacific  
Northwest through environmentally  
and socially responsible policy and  
institutional reform.***



# Challenges

- Growing polarization and conflict over natural resource management
  - ‘Urban versus Rural’
  - ‘Jobs versus owls’
- Limited community voice; limited integrated approaches to conservation and economic development
- Political conversation around forest management that lack on-the-ground information



# Approach

- ***A regional coalition to:***
  - Strengthen the collective voice of rural conservation leaders with policymakers and the media
  - Support strategic alliances for regional investment and sustainability policy
  - Provide practice-based solutions to the challenges faced on our public lands



# A New Contract with Rural America



# *Concurrent Session Discussion*

-From what you've heard so far throughout the conference, what are some challenges to bridging the urban and rural divide?

# *Concurrent Session Discussion*

- What are some examples you heard about finding common ground?
- What “bridges” have you learned about between urban and rural?
- What are your personal experiences in bridging the urban and rural divide...

Thank you...

