

STRATEGIC PLAN

# CONSERVE & STEWARD



WORKING IN PARTNERSHIP TO KEEP  
OUR STATE FOREVER COLORADO

OUR MISSION

We partner with landowners  
TO CONSERVE AND STEWARD

# COLORADO'S

WORKING LANDSCAPES AND AGRICULTURAL HERITAGE

for the benefit of all Coloradans.

OUR VISION

CCALT SEEKS TO BUILD A

# FUTURE

WHERE COLORADO'S WORKING LANDS,  
farm and ranch families, and rural communities thrive—



ECOLOGICALLY



ECONOMICALLY



CULTURALLY

OUR VALUES

# WHO WE ARE

and the values that guide us each and every day.



## COLLABORATION

We build strong partnerships across industries and communities to achieve durable conservation outcomes.



## INTEGRITY

We act with honesty, accountability, and purpose.



## COMMITMENT

We are devoted to serving agricultural families and conserving working landscapes.



## INNOVATION

We seek creative, practical solutions to challenges, balancing tradition with forward-thinking approaches.

STRATEGIC PRIORITIES

CCALT is driven by a commitment to rethink and

**REIMAGINE**

**WHAT'S POSSIBLE.**

We seek to reduce hassle, minimize risk, and maximize the value of the services we deliver. This ethos guides our work across every aspect of our mission.

To advance our mission, realize our vision, and amplify our impact, CCALT has identified four strategic priorities:



**CONSERVATION**



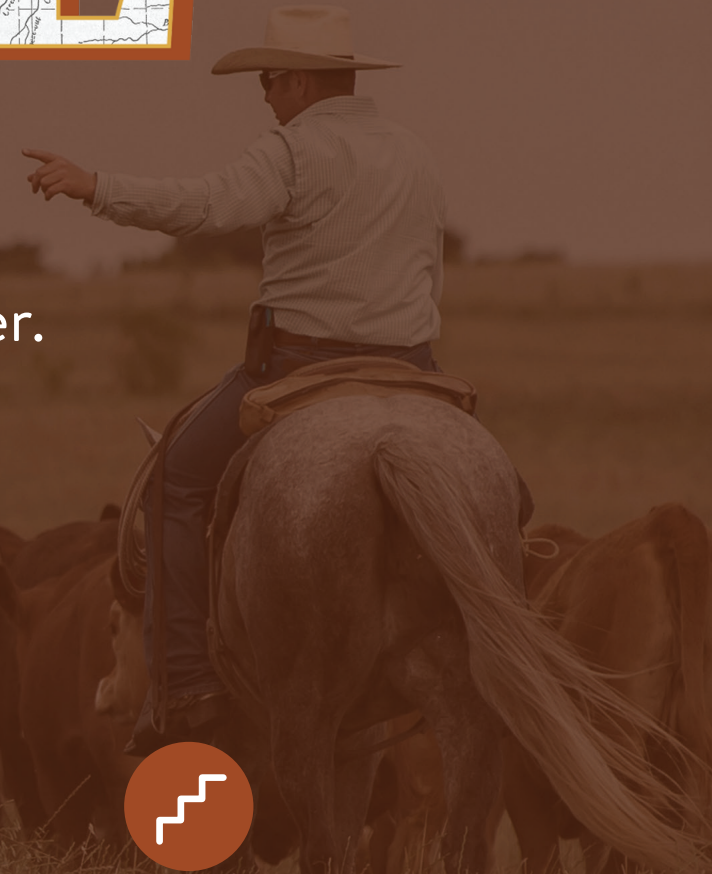
**STEWARDSHIP**



**ADVOCACY**



**CAPACITY**





**STRATEGIC PRIORITY:**

**CONSERVATION**

**1. BEST-IN-CLASS CONSERVATION PROJECT MANAGEMENT.**

Actively assess and refine our partner-based approach to facilitating conservation projects, ensuring that our process is innovative, precise, and landowner-focused.

**2. STRENGTHEN AND ENHANCE EXISTING CONSERVATION TOOLS.**

We will enhance and defend the conservation tools that work so they continue to meet the land stewardship and financial needs of agricultural families.

**3. ACCELERATE INNOVATION IN WORKING LANDS CONSERVATION.**

We will develop and deploy new tools and approaches to conservation that increase the pace and effectiveness of our work. These innovations will uphold our commitment to integrity and ensure that our conservation solutions remain practical, durable, and responsive to the needs of those that steward the land.

**4. DRIVING ADDED CONSERVATION VALUE.**

We will grow and evolve CCALT's Additive Conservation Program to deliver bold solutions that increase the resilience of Colorado's working lands. By pioneering market-based tools, ecosystem service incentives, and targeted restoration and enhancement projects, we will support landowners in navigating the challenges of today and the future.



“  
**In 100 years this ranch will still be here and that is one of the most important things I have done in my life.**  
”



**Lee Rooks**  
Rafter 26 Ranch



**STRATEGIC PRIORITY:**

**STEWARDSHIP**

**1. BUILD A STEWARDSHIP PROGRAM GROUNDED IN TRUST.**

We will continuously improve our stewardship approach by prioritizing transparency, predictability, and integrity. Our commitment is to uphold consistent standards and to cultivate trusted relationships with our landowner partners.

**2. DELIVER RESPONSIVE, DATA-DRIVEN, AND TECHNOLOGICALLY ADVANCED STEWARDSHIP.**

We will modernize our stewardship program with the tools, platforms, and systems needed to meet the increasing demands of perpetual easement management. We will leverage new technology and consistent protocols to ensure timely communication, data-informed decisions, and fieldwork that scales with our growing portfolio.

**3. SECURE AND GROW LONG-TERM STEWARDSHIP FUNDING.**

We will grow and manage dedicated funding for stewardship and conservation defense, ensuring we are prepared for both routine responsibilities and extraordinary challenges. Our approach will combine long-term investment strategies with risk reduction measures, adaptive planning, and resource alignment.

**4. CONSERVATION DEFENSE.**

We will formalize and strengthen our conservation defense strategies—ensuring we are equipped to uphold the conservation values of each easement. Through outreach and education, legal readiness, staff training, and the advancement of supportive public policies, we will protect the integrity of our work and the commitments made to future generations.

“  
We’ve been  
farming this  
land since 1952.  
Agriculture keeps  
our rural  
communities  
going.”



**Mike Hettinger**  
X7 Ranch

**STRATEGIC PRIORITY:**

**ADVOCACY**

**1. ELEVATE THE STORY OF THE LAND AND THOSE THAT STEWARD THE LAND.**

We will expand our communications and outreach to bring the stories of agricultural families, conservation success, and rural resilience to new and more diverse audiences.

**2. BUILD STRATEGIC PARTNERSHIPS.**

We will build strategic alliances with agricultural, conservation, academic, and civic organizations to reduce conflicts, support rural vitality, and bridge the urban-rural divide.

**3. ADVANCE CONSERVATION POLICY.**

We will champion policies that deliver real-world conservation outcomes—focusing on producer-driven solutions, the conservation of working lands, and defense of our conservation interests.

**4. SUPPORT GENERATIONAL SUCCESSION.**

We will integrate conservation with innovative approaches to generational succession - ensuring that working lands stay in working hands. Through education, partnerships, and innovative programs, we will help farm and ranch families navigate intergenerational transitions while also creating pathways for new and beginning producers.

“

**The easement became a very valuable tool in passing the ranch onto the next generation.**

”



**Megan Knott**  
Knott Ranch



**STRATEGIC PRIORITY:**

**CAPACITY**

**1. STRENGTHEN AND EVOLVE CCALT'S BUSINESS MODEL.**

We will strive to continuously refine and optimize CCALT's business model to build financial strength and operational efficiency and ensure mission alignment.

**2. INVEST IN PEOPLE, INFRASTRUCTURE, AND SYSTEMS.**

We will recruit, develop, and retain the talent, tools, and infrastructure needed to expand our impact—ensuring that CCALT has the internal capacity to deliver on its mission with excellence and integrity.

**3. GROW AND DIVERSIFY REVENUE.**

We will develop innovative funding strategies to create greater organizational resilience and increase the impact of our services.



“ Together, we can ensure that Colorado’s working lands remain productive, its open spaces remain open, and its heritage remains alive, forever.”

Erik Glenn, CEO, Colorado Cattlemen’s Agricultural Land Trust

FOREVER

COLORADO

is an invitation for everyone in Colorado – and beyond – who appreciates the importance of the working landscapes, scenic vistas, open spaces, and agricultural heritage that make our state so very special to join us in keeping it Forever Colorado.

OURS  
TODAY.

THEIRS  
TOMORROW.

HERE  
ALWAYS.

FOREVER COLORADO

**TOGETHER, WE CAN  
KEEP COLORADO  
WILD, WORKING, AND  
THRIVING – FOREVER.**

OUR IMPACT

820K+

**ACRES  
CONSERVED**

400+

**RANCH FAMILY  
PARTNERS**

\$23

**ONE ACRE SAVED.  
FOREVER**

“  
**Forever means  
forever and for  
us in the Duke  
family that means  
preserving this  
land for future  
generations.**  
”



**Ben & Laurie Duke**  
Fire Rock Ranch





COLORADO CATTLEMEN'S  
**AGRICULTURAL  
LAND TRUST**

**Show your support today.**

Donate at [ccalt.org/donate](https://ccalt.org/donate)

