

Goals and Objectives

Goals

Goals are broad ecological, economic, and social visions that address the quality of the natural resource base, the quality of the environment, and the quality in the standard of living

Objectives

Conservation planning objectives are the measurable steps or actions that you need to take to achieve each of your goals in your conservation plan – it is your “conservation to-do list”

Types of Goals

- **ECOLOGICAL**

Your vision for caring for the soil, water, air, plant, and animal resources and addressing any resource problems

- **ECONOMIC**

Your vision for how the land can provide goods and services that improve the quality of life for you and your family

- **COMMUNITY**

Your vision for how the land you are managing will provide benefits to your community (e.g. safe locally grown food)

Example Goals and Objectives

- **Ecological Goals (Vision)**

- Capture more rainfall
- Improve plant community health and productivity
- Reduce erosion

- **Economic Goals**

- Produce enough food for my family
- Sell more animals each year to increase income
- Increase weaning weights and calf crop

- **Community Goals**

- Reduced dust in nearby communities
- Reduced runoff and flooding in nearby communities
- Clean water in lakes and streams used by my community

- **Ecological Objectives (First Steps)**

- Develop reliable water to support my grazing management plan
- Implement my grazing plan
- Set up monitoring locations

- **Economic Objectives**

- Manage grazing to improve the quantity and quality of forage available for my livestock
- Improve my animal herd
- Apply for financial assistance

- **Community Objectives**

- Implement my grazing plan to increase vegetation cover on my rangeland.

**Funding for this curriculum was provided by USDA
NRCS, Outreach and Advocacy Division**

USDA Natural Resources Conservation Service
U.S. DEPARTMENT OF AGRICULTURE

THANK YOU

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