Enhancing Operational Resiliency
Ranching operations continually face challenges such as drought, market variability, and increased input costs. We strive to provide solutions that enhance operational resiliency by fostering innovation through multidisciplinary, applied research at scales that are relevant to ranchers. Applied research coupled with integrated education and technical assistance platforms serve as a foundation to deliver practical outcomes for the ranching community.

Strengthening Enterprise Sustainability
The sustainability of ranching operations and grazingland resources is a foundational food security priority for a growing global population. As such, we prioritize creating opportunities to advance the regeneration and sustainability of grazingland resources and the economic viability of ranching enterprises by cultivating industry partnerships throughout the livestock value chain.

Fostering the Future
As the challenges facing grazinglands and the ranching industry evolve, so must our strategies to prepare students to appreciate the complexities of grazinglands and the importance of the ranching industry. We are poised to foster student learning through ranch internships, research fellowships, and hands-on experiential educational opportunities.

WHAT DRIVES US