



# AIMING

## *High*

New 3-year strategic plan sets aggressive goals for PF & QF mission deliverables

Since 1982, the mission of Pheasants Forever and Quail Forever has been guided by a clear vision: that current and future generations of hunters and conservationists are able to enjoy abundant populations of wild pheasants, quail and other upland wildlife.

That vision statement, supported by 42 years of notable mission successes including more than 26 million acres of grassland, wetland and sagebrush conservation, has positioned Pheasants Forever and Quail Forever as North America's leading upland conservation group.

Notwithstanding these achievements, we are with you in recognizing the urgency of our shared work in the modern era. North American grassland ecosystems currently face monumental challenges driven by the loss of habitat, natural disasters, invasive species and other factors.

Acknowledging the need for conservation delivery at an increasing magnitude to address these threats, The Habitat Organization undertook a truly historic effort to create a detailed, actionable and science-based approach to achieve its mission and vision for the future: The 2024-2026 Strategic Plan.

Reflective and representative of the growth and evolution of Pheasants Forever and Quail Forever, the plan draws on our deep knowledge of the land and local communities, our biologist workforce, grassroots volunteers and chapters, dedicated members, generous donors and complex partnerships to develop a nationwide strategy for upland conservation.

To safeguard the future of North America's most iconic gamebirds, Pheasants Forever and Quail Forever will:

- 1. Increase and improve wildlife habitat on public and private lands**
- 2. Advance conservation policies and program funding**
- 3. Expand public access to upland wildlife habitat**
- 4. Expand, educate and engage the upland conservation community**

We present highlights from The 2024-26 Strategic Plan on the following pages. In the true Pheasants Forever and Quail Forever way, we outline actionable goals, real deliverables and specific numbers ... always aiming high.

All of us who know and love the uplands understand it is no longer enough to preserve what they are today. Likewise, random acts of conservation won't save our imperiled grasslands.

Rather, a bold strategy with aggressive implementation to support landscape-level initiatives is what will allow pheasants and quail to endure and thrive for the future.

Take a look. Take action. Together we will fill the uplands with the pheasants, quail and all manner of upland wildlife that we love.



2024-2026

## *Strategic Priority #1*



# INCREASE AND IMPROVE WILDLIFE HABITAT ON PUBLIC AND PRIVATE LAND



## *How*

- ◆ Permanently protect priority upland habitat
- ◆ Restore and enhance upland habitat on both public and private lands
  - ◆ Provide technical assistance on public and private lands

## *Goals*

- ◆ 22,800 new, permanently protected acres
  - ◆ 2.9 million acres restored and enhanced
- ◆ 12.5 million acres improved through PF & QF technical assistance programs



2024-2026

## *Strategic Priority #2*



### **ADVANCE CONSERVATION POLICIES AND PROGRAM FUNDING**



#### *How*

- ◆ Secure federal funding and policy tools to achieve strategic conservation and access goals
- ◆ Secure state funding and policy tools to achieve strategic conservation and access goals
  - ◆ Increase the number and influence of organization advocates

#### *Goals*

- ◆ Have PF & QF priorities included in the next 5-year Federal Farm Bill
  - ◆ \$2.7 billion in Federal appropriations for key programs
- ◆ Increase funding to open more public hunting access on private lands through VPA-HIP
  - ◆ 4 new conservation funding programs at the state government level



2024-2026

## *Strategic Priority #3*



### **EXPAND PUBLIC ACCESS TO UPLAND WILDLIFE HABITAT**



#### *How*

- ◆ Acquire land in fee-title for permanent public access
- ◆ Increase public access to privately owned upland wildlife habitat
- ◆ Maximize access to existing public lands, compatible with wildlife habitat objectives

#### *Goals*

- ◆ 1.4 million new acres of hunting and recreational access to privately owned land
- ◆ Open access points to 75,000 acres of “landlocked” public land by 2026



2024-2026

## *Strategic Priority #4*



### **EXPAND, EDUCATE AND ENGAGE THE UPLAND CONSERVATION COMMUNITY**



### *How*

- ◆ Expand and diversify the upland conservation community
- ◆ Educate the conservation community on the benefits upland landscapes provide to wildlife
  - ◆ Grow engagement of the upland conservation community

### *Goals*

- ◆ 475,000 total supporters in the PF & QF upland conservation community
- ◆ Work with 118,000 landowners to explore conservation programs on their acres
  - ◆ 100,000 participants in education & outreach events

