

What is Holistic Management?

“Manage the relationships between land, grazing animals, and water in ways that mimic nature”



You can use livestock to improve the health of land and increase profit

HOLISTIC MANAGEMENT INTERNATIONAL

Benefits

- Enhanced profits and livelihoods
- More productive rangeland or cropland
- More biologically active soils
- Removal of existing carbon dioxide from the atmosphere
- Less new carbon dioxide production
- Reduced costs
- Increased carrying capacity
- Maximum benefit from rainfall
- Reversal of desertification
- Protection from drought
- Improved wildlife habitat
- Better food security
- Improved economic viability for organics production
- Clean water
- Healthier environment
- Stronger family relationships



What is Holistic Management?

Holistic Management is a whole farm planning system that helps farmers, ranchers and land stewards better manage agricultural resources in order to reap sustainable environmental, economic, and social benefits. This “triple bottom line” of benefits can be achieved by maximizing the management of current resources. Whether land is used for ranching, food production or public land conservation, it can be returned to health and/or its productivity greatly increased without large infusions of cash, equipment or technology. Over 40 million acres of land worldwide currently benefit from Holistic Management practices.

What do Holistic Management Practitioners do?

Holistic Management practitioners are trained to look at the “whole” of their operation and understand the relationship between finances, land and the people who work the land. They set Holistic Goals which include defining resources, desired outcomes and the processes and systems needed to achieve those outcomes. But it doesn't stop there.

Practitioners learn to monitor their progress, and when necessary adjust their plans to achieve the desired goal. The cornerstones of managing holistically are: financial planning, grazing planning, land planning, and biological monitoring.

We can Teach You

Holistic Management International, (HMI) has been teaching Holistic Management to agricultural producers and land stewards for over 25 years. We're the experts and with the help of our Holistic Management Certified Educators, we've taught over 10,000 producers and pastoralists how to manage land sustainably for generations to come.

Visit our website or give us a call to find workshops, publications, and other resources to get you started today.



Practicing Holistic Management

Make a Healthy Profit with Financial Planning

- Plan for and produce a profit
- Determine what enterprises to run
- Know what to spend money on and when
- Determine best investment strategies for business growth and resource productivity

Increase Land and Animal Health & Productivity with Grazing Planning

- Simultaneously maximize stocking rate and improve land health and productivity
- Use livestock to improve the health of land and increase profit
- Coordinate three primary land management tools (rest, grazing, animal impact) to grow more pasture
- Maximize the harvest of sunlight by managing stocking rate, time, stock density and herd effect
- Make the best plan for the season ahead to reduce your stress

Design the Ideal Property Plan with Land Planning

- Design infrastructure and land development to reduce input costs and increase profit
- Design a land plan that provides good return on investment
- Integrate financial planning and production planning to determine the order and timing of infrastructure development

Assess Land Health & Productivity with Biological Monitoring

- Apply simple and effective monitoring techniques
- Cultivate an awareness of the four ecosystem processes
- Predict changes and trends on the land so you can respond to them effectively
- Monitor plant growth rates, water and mineral cycle effectiveness, unfavorable use patterns
- Monitor the land's performance along with animal performance
- Analyze what you see on the ground
- Learn criteria to monitor that will give the earliest warnings of adverse change

“Create land sustainability for generations to come”

Holistic Management Delivers Dramatic Results

BEFORE & AFTER



The photo to the left is taken at Big Bluff Ranch in Tehama County, California before Holistic Management practices were in place.

The photo to the right was taken four years later. The lush riparian area hosts increased species of fish, wildlife, and birds with improved plant health and diversity.

About HMI

HMI is an Albuquerque-based international non-profit organization. Our mission is to educate people to manage land for a sustainable future.

We believe people count, healthy land is essential, and money matters.

We accomplish our mission by delivering a variety of programs and services designed to educate and support farmers, ranchers and land stewards in their efforts to enhance the land through Holistic Management®, a whole ranch/farm planning system.

Contact us to see
how we can help you
on your land



Please Help Us Grow

As a non-profit organization, HMI is always grateful for donations in support of our mission. Visit our website at www.holisticmanagement.org or phone our Development Department at 505-842-5252 to find out how you can contribute.

Join the conversation:



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