



Why 2100? The Difference of a Lifetime

Ensuring a Sustainable Future for Generations to Come

Beneficial water stewardship and rangeland restoration—advancing resilient soils, safe water, and long-term sustainability.

Fit For Purpose: The question arises—why set our sights on the year 2100? At first glance, it may seem a distant milestone, yet in reality, it is just a lifetime away. Our mission is to safeguard the future for our children and grandchildren, and for generations that follow.

To achieve this, we must confront the mistakes of the past, address today’s pressing challenges, and remain vigilant about the obstacles that lie ahead. In just the past 75 years, we have witnessed dramatic changes in agriculture: the disappearance of native grasses and healthy soils across the West, diminishing rainfall, dust storms, dry wells and depleted aquifers.

Over the same span, we have seen new, old, and ancient waste accumulate across oil fields, increasing seismic activity, abandoned well bores releasing hazardous substances, and the vilification of carbon—once valued as both a vital energy source and essential plant nutrient. Industrial and municipal wastewater streams, once thought safe because of regulatory oversight, have left decades of chemical buildup on soils and stream beds across our nation.

Looking toward 2100, it is our hope to build meaningful synergy between agriculture and industry, to right historical wrongs, heal the soil, preserve healthy economic activity, and save our precious water for future generations. The alternative is to spend yet another lifetime witnessing the point of no return draw closer—a risk we cannot afford, given our awareness of how much can go awry within a single lifetime.