

Regenerative Rangeland Framework Request for Proposals

Background & Overview

Through education, innovation, and collaboration, Quivira works in coalition with ranchers, farmers, government agencies, and land stewards to foster resilience on working lands. We envision a world where agriculture provides for the health of rural economies and communities, heals social injustice, and regenerates climate, land, water, and ecosystems. We work to support the community and implementation of regenerative agriculture until it is embraced as a crucial piece of our food systems, our land stewardship, and our solutions to climate change. Quivira's work, at its foundation, advances the current shift from extractive to regenerative culture and economy.

With our partners working on building a resilient food system in New Mexico, we have identified the need for a regenerative agriculture framework specific to the region that will incentivize the adoption of regenerative agriculture practices through new market opportunities and other possible incentives. We view the development of a regenerative agriculture framework for arid working lands in the Southwest as fundamental to achieving our goals.

Purpose of the RFP

Quivira Coalition seeks an organization, individual, or collaborative to create or adapt a framework that assesses regenerative practices on arid rangelands in New Mexico and eastern Arizona. While many tools and certifications exist, they often lack the nuance that comes with geographic specificity. In New Mexico and eastern Arizona, diverse cultural backgrounds and agricultural practices intersect with naturally arid environmental conditions, exacerbated by a 25-year drought. We seek a framework that takes into account the opportunities and challenges inherent to ranching the Southwest, while uplifting the tools and traditions acquired over centuries of land stewardship.

Ultimately, this framework will provide tools for producers to assess achievements and areas for improvement; will define clear standards for buyers to gauge when adopting values-based procurement; and will incorporate New Mexico and Arizona stakeholder insights that result in a framework uniquely adapted to the geographic area.

An ideal rangeland framework will be one that:

- Is stakeholder-driven and created or adapted through at least one in-person engagement session that surfaces and incorporates the unique cultures, environmental conditions, and market structures;

- Provides clear scores or benchmarks that can translate to straightforward communication with buyers in building values-based supply chains;
- Utilizes a platform that is user-friendly and links to existing standards for regenerative agriculture;
- Can be adapted to serve a variety of regenerative adoption incentive structures, including payment, market- and lease-based structures;
- Is responsive to diverse land stewardship practices across different communities in the region; and
- Is positioned to build support and momentum for the adoption of regenerative agriculture practices on working lands in New Mexico and Arizona and build market opportunities for ranchers utilizing regenerative practices.

Proposals from a collaboration of multiple organizations or individuals will be given priority consideration.

Scope of Work

The selected contractor will be expected to complete the following components of a rangeland framework in a 7-month time frame, from September 1, 2026 through March 31, 2027:

- Stakeholder engagement
 - This element will include at least one in-person stakeholder session, as well as subsequent opportunities for stakeholders to continue to engage in the development of the framework.
- Literature review
 - Building on previous work in the space, this effort will supplement and update literature reviews that have informed similar efforts.
- Draft framework for key stakeholders.
 - A draft framework for key partners to review will help refine the framework and ensure its suitability for utilization in the region.
- Final framework on a user-friendly survey platform
 - At the completion of this contract, the framework should be fully functional for ranchers to begin utilizing in the context of a pilot program.

Deliverables

Expected deliverables may include (but are not limited to):

- Stakeholder engagement summary
- Summary of literature underpinning the framework
- Final regenerative rangeland framework ready for piloting with ranchers

Budget

The budget range for the contract is \$25,000 to \$35,000.

This includes: framework development, literature review, stakeholder engagement, including coordination and facilitation, all technology access and development fees through March 31, 2027, and all contractor time and travel.

Quivira will cover stakeholder stipends and space rentals for in-person stakeholder engagement and support stakeholder introductions and outreach.

Anticipated Timeline

- **July and August 2026:** Selection and contracting
- **September - November 2026:** Stakeholder engagement and literature review
- **January 2027:** Draft framework for key stakeholder review
- **March 2027:** Final framework

Proposal Submission Requirements

Proposals should include:

1. A proposal that describes in detail each step of the process for creating a framework and includes a timeline, up to 3 pages
2. A detailed budget that includes costs for each component of the process
3. Estimated costs for ongoing maintenance of the framework and survey platform (outside the scope of this contract, but a consideration when selecting proposals)

Submission Instructions

Proposals should be submitted via email to Elicia Whittlesey: elicia@quiviracoalition.org by 5 p.m. on July 20, 2026.