

JONATHAN GELBARD, Ph.D.

Scientific Publications, Technical Reports, Presentations & Media

7992 Terrace Drive, El Cerrito, CA 94530
Jonathan@ConservationValue.com • (510) 612-0214

PUBLICATIONS & TECHNICAL REPORTS

- Gelbard, J.L. 2025. Applying Science to Understand & Communicate the Impact & Value of [BurnBot's](#) Wildfire Resilience Technologies. Final Report. Conservation Value Solutions. October 23, 2025.
- Gelbard, J.L. 2024. Audubon Conservation Ranching: The Next Iteration of Growth. Final Report to National Audubon Society. Conservation Value Solutions. May 16, 2024.
- Gelbard, J.L. and K. Kimmel. 2022. An overview of ecological benefits of regenerative agriculture. Mad Lands Memo. Mad Agriculture. July 2022.
- M.A. Ahlering, C. Kazanski, P. Lendrum, P. Borrelli, W. Burnidge, L. Clark, C. Ellis, K. Gadzia, J. Gelbard, S. Gennet, J. Goodwin, J.E. Herrick, E. Kachergis, C. Knapp, N. Labbe, K. Maczko, E. Porzig, D. Rizzo, S. Spiegel, and C. Wilson. 2021. [A Synthesis of Ranch-Level Sustainability Indicators for Land Managers and to Communicate Across the US Beef Supply Chain](#). Rangeland Ecology & Management 79:217-230. <https://doi.org/10.1016/j.rama.2021.08.011>
- Gelbard, J.L. 2021. Regenerative Grazing – Current Scientific Consensus Regarding Its Climate, Environmental, Economic, and Social Benefits. Report Submitted to the Natural Resources Defense Council Food & Agriculture Program. July 10, 2021
- Gelbard, J.L. and S. Barry. 2020. California Rangelands: Their Role in Food Production & Climate-Related Risks. Unpublished Technical Report. University of California Agriculture and Natural Resources.
- Gelbard, J.L. 2019. A Guide to the Edible, Medicinal and Indigenous Uses of the Plants of Hicks Mountain Ranch. Hicks Mountain Ranch, Marin County, CA. Conservation Value Solutions. August 17, 2019.
- Gelbard, J.L., K. Lewotsky, M. Hale, and C. Wille. 2019. [Grasslands Alliance Standard for Beef Cattle and Bison Ranch & Farm Grazing Operations](#). NRDC, Rainforest Alliance & Food Alliance. January, 2019.
- Gelbard, J.L., C. Wille, G. Krenza, and M. Hale. 2016. Grasslands Alliance Symposium: Working Together to Incentivize Sustainable Ranching. Pages 86 – 89 in Knuffman, L., ed. 2016. America's Grasslands Conference: Partnerships for Grassland Conservation. Proceedings of the 3rd Biennial Conference on the Conservation of America's Grasslands. Fort Collins, CO. Washington, DC: National Wildlife Federation.
- Gelbard, J.L. 2014. Climate Smart Beef Production - The Potential to Reduce Greenhouse Gas Emissions & Promote Soil Carbon Sequestration in U.S. Beef Production Systems, Grazing and Feedlot Phases (including Dairy Operations). Natural Resources Defense Council. Internal Briefing Paper. July 2014.
- Gelbard, J.L. 2012. Meeting the Need for Reform: Practices and criteria for advancing sustainable livestock production. A report for the Rockefeller Foundation Search Committee on Social and Economic Equity on Domestic Food and Agriculture Systems. Natural Resources Defense Council. May 25, 2012.
- Reaser, J.K., O. Doering, J.L. Gelbard and J. Vollmer. 2010. Invasive Species and the Green Economy – Policy Brief. National Invasive Species Awareness Week, Washington D.C.
- Gelbard, J. L. and S. Harrison. 2005. [Invasibility of roadless grasslands: an experimental study of yellow starthistle](#). Ecological Applications 15:1570-1580.
- Aigner, P., T. Fabula, J. Gelbard, S. Harrison, C. Koehler, A. Millington, and J. Rugyt. 2005. Knoxville & Cedar Roughts Wildlife Area Management Plans. California Department of Fish and Wildlife.
- Gelbard, J. L. and S. Harrison. 2003. [Roadless habitats as refuges for native grasslands: interactions with soil type, aspect, and grazing](#). Ecological Applications 12:404-415.
- Gelbard, J. L. and J. Belnap. 2003. [Roads as conduits for exotic plant invasions in a semiarid landscape](#). Conservation Biology 17:420-432.
- Gelbard, J.L. 2003. [Potential Positive and Negative Effects of Livestock Grazing on Valley and Foothill Plant Communities of the Interior California Floristic Province \(With reference to the Knoxville Wildlife Area, Napa County\)](#). UC Davis Natural Reserve System. November, 2003.

- Gelbard, J.L. 2003. Invasive Plant (Weed) Management Plan for the UC Davis McLaughlin Reserve, Napa and Lake Counties, CA. September, 2003.
- Gelbard, J.L. 2003. Understanding the Distribution of Native vs. Exotic Plant Diversity in California's Grassland Landscapes. Ph.D. Dissertation. Dept. of Environmental Science and Policy, UC Davis, Davis, CA.
- Gelbard, J. L. 1999. Multiple scale causes of exotic plant invasions in the Colorado Plateau and Great Basin, U.S.A. Master's project. Nicholas School of the Environment, Duke University, Durham, North Carolina.
- Gelbard, J.L. and A.J. Belsky. 1997. Petition to List Great Basin Redband Trout as Threatened or Endangered Under the Endangered Species Act. Oregon Trout, Native Fish Society, Oregon Council of Trout Unlimited, and Oregon Natural Desert Association (ONDA).
- Gelbard, J.L. 1994. Indigenous Knowledge, Sovereignty, and Conservation Biology: the Importance of Sovereignty to the Survival of Indigenous Cultures and the Importance of the Survival of Indigenous Cultures to Conservation Biology. Cornell University American Indian Studies Term Paper (reviewed by Robert W. Venables and Jose Barreiro). November 1994.

BOOK CHAPTERS

- Ackerman, M. and J.L. Gelbard. 2011. Music – Inspired by weather, inspiring action on climate change. *In*. Schneider, S. H. (ed). The Encyclopedia of Climate and Weather. Second Edition. Oxford University Press, Oxford.
- Jantz, P.A., B.A. Preusser, J.K. Fujikawa, J.A. Kuhn, C.J. Bersbach, J.L. Gelbard, and F.W. Davis. 2007. [Regulatory Policy and Conservation. Chapter 23 in Stromberg, M., J. Corbin, and C. D'Antonio. \(editors\). Ecology and Management of California Grasslands.](#) University of California Press. Berkeley.
- Gelbard, J. L. 2007. Invaders on the move: roads and off-road vehicles as major causes of weed invasions. In Wuerthner, G. and M. Mattson (editors). Thrill craft: The environmental consequences of motorized recreation. Chelsea Green, White River Junction, VT. 274 Pages.
- Gelbard, J. L. 2003. Grasslands at a crossroads: protecting and enhancing resilience to climate change. Pages 13-40 in Hanson L. J., J. L. Biringer, and J. R. Hoffman (editors). [Buying time: a user's manual for building resistance and resilience to climate change in natural systems.](#) World Wildlife Fund. Washington D.C. 242 Pages.
- Belsky, A. J. and J. L. Gelbard. 2002. Comrades in harm: livestock and exotic weeds in the intermountain West. Pages 203-205 in Wuerthner, G. and M. Mattson (editors). [Welfare Ranching: The Subsidized Destruction of the American West.](#) Island Press. Washington D.C. 346 Pages.
- Harrison, S., J. L. Gelbard 2000. Plant communities of the McLaughlin Reserve. UC Davis Natural Reserve System.

PRESENTATIONS & SPEAKING ENGAGEMENTS

- Emcee – [Camp Deep End](#) Nature, Family & Music Festival. Weave stories of Nature and place into the program of this redwood forest event. [Camp Navarro](#), CA. 2016-present.
- Panelist – “Ecosystem Services on Rangelands – The Next Non-Food Market?” Presentation focused on “*Ecosystem Markets – Opportunities for Ranchers: Market Overview, Key Barriers to Change, and Ideas of Solutions*”. [EcoFarm Conference](#). Monterey, CA. January, 2023.
- Panelist – “*Soil Health is Planetary Wealth: Ecological & Economic Benefits of Healthy & Productive Soils*”. [RegenFriends Conference](#) advancing regenerative economy solutions. San Francisco, CA. February, 2020.
- Poster – “*The Grasslands Alliance Certification Standard: A Comprehensive, Science-Based Standard for Incentivizing Credibly Sustainable Ranching & Beef Production*”. Natural Capital Symposium. Stanford University. March, 2018.
- Moderator & Panel Organizer – “*Certification Standards Have been an Effective Mechanism for Building Conservation Partnerships in Other Commodities; Can That Success be Replicated in the U.S. Beef Sector to Better Incentivize Grassland Conservation?*” America's Grasslands Conference. Ft. Collins, CO. September, 2015.
- Moderator – “*Sustainable Livestock Innovations & Impacts*”. Berkeley Food Institute, NRDC, Organic Valley. May 2014.

- Presentation to Walmart Beef Roundtable, Representing NRDC – *“The Environmental Foot Print of Beef: Life Cycle Hot Spots & Science-Based Solutions.”* Winners Win Meeting Room, Bentonville, AR. August 7, 2012.
- *“Conservation Biologists As Drivers of Business Innovation: Our Essential Role Supporting the Sustainability Revolution.”* Presented at the North America Congress for Conservation Biology. Oakland, CA. August, 2012.
- Plenary Speaker – *“How to Make Your Science Stick! Communicating Science in a Twitter World”*. Presented at the Western Division of the American Fisheries Society Annual Meeting. Jackson, WY. February, 2012.
- *“Advancing the Green Economy: Achieving Impact From the Office to the Ecosystem.”* UC Berkeley Extension Public Lecture Series, Berkeley, CA. March, 2011.
- Panelist - *“Education Innovation: how to integrate sustainability and biomimicry into the curriculum”*. Green Festival, San Francisco, CA. November 7, 2010.
- Panelist - *“Greening the live music industry”*. New Noise, Santa Barbara, CA. November 5, 2010.
- *“Invasive Species and The Green Economy: Job creation to empower EDRR managers to ‘Be as aggressive as Starthistle!’”* Presented at the Bay Area Early Detection Network Partners Meeting. March, 2010.
- Panelist and moderator of two panels on *Joining the Green Economy, ROTHBURY Think Tank 2009. ROTHBURY, MI.*
- *“Repositioning NOAA’s Seabird Colony Protection Program to Motivate Conservation-Oriented Behavior Changes.”* NOAA symposium on messaging strategies for wildlife conservation. October, 2008.
- *“Do Carbon Offsets Really Work?”* Presented at the Cornell Silicon Valley/NASA Ames Research Center Panel on “How Do We Create a Low Carbon Economy.” November, 2007.
- *“Effective Communication of Conservation Biology to the Public.”* Presented to the UC Berkeley and UC Davis Chapters of the Society of Conservation Biology. Berkeley and Davis, California. March-April, 2006.
- *“Roads, livestock grazing, and noxious weeds: using science to improve land management.”* Presented at the Santa Barbara County Weed Management Symposium. Santa Barbara, CA. September 2004.
- *“Landscape structure, biotic resistance, and invasional meltdown: an experimental study of yellow starthistle invasion.”* Annual meeting of the Ecological Society of America, Portland, Oregon, August 2004.
- *“Effect of landscape structure on native and exotic plant diversity in California grasslands.”* Presented at the Annual meeting of the Ecological Society of America, Tucson, Arizona, August 2002.
- *“Roadless habitats as refuges against exotic plant invasion in California grassland landscapes.”* Presented at California Department of Fish & Game Weed Control Conference, Yosemite, California, March, 2002.
- *“Roadless habitats as refuges for native plant diversity against exotic plant invasion.”* California Invasive Plant Council Annual Conference, San Diego, California, October, 2001.
- *“Effect of spatial isolation from roads on native vs. exotic plant diversity in California grassland landscapes.”* Presented at the Annual meeting of the Society for Conservation Biology, Hilo, Hawaii, August 2001.
- *“Roads as conduits for exotic plant invasions.”* Presented at the annual meeting of the Society for Conservation Biology. Missoula, Montana. June 2000.

PRESS COVERAGE & MEDIA INTERVIEWS

- Podcast Host: [The Nature of Music](#). Conservation Value Institute. June 2020 – Present.
- Radio Interview: [Episode 205 Jonathan Gelbard and the Grasslands Alliance](#). What Doesn’t Kill You. Heritage Radio Network. November 21, 2016.
- Radio Interview: [Episode 113: Sustainable Standards for Cattle Production](#). What Doesn’t Kill You. Heritage Radio Network. June 3, 2014.

- Quote: [Beef Feedlots Grapple With Never-Ending Waste](#). Harvest Public Media. December 11, 2012.
- [Documentary Film Interview about the benefits of urban forests and watershed protections](#). *Dig It*: featuring members of Pearl Jam, Timberland's CEO and more.
- Quote: [Should Environmentalists Just Say No to Eating Beef?](#) Yale Environment 360. December 6, 2012.
- Radio interview: Alice Radio's Sunday Magazine. September 27, 2009.
- Radio Interview: Green Apple Festival, the importance of 'going green' to our environment, economy, and quality of life. Beyond Organic Radio with Jerry Kay. April, 2007.
- Radio Interview: HeadCount Works to Improve Youth Voter Registration. Dead to the World. KPFA, FM. Berkeley, CA. June 2004.
- Lewis, L. 2004. Musicians work to improve youth voter registration. The Raw Story. May 2004.
- American Museum of Natural History. 2004. Species and Sprawl - A Road Runs Through It, February, 2004.
- Lau, E. 2003. Weeds at home on our roadsides. Sacramento Bee, May 4, 2003.
- Melley, B. 2003. Studies find roads are pathways for invasive species. Associated Press and Section B, San Francisco Chronicle. June 2003.
- Environmental News Service, 2003. Roads Open Up Paths for Weed Invasions. April 18, 2003.
- Conservation Magazine's "Journal Watch" section. Paving Roads Can Increase Weed Invasions. Summer, 2003.
- Zaphos, P. 2003. [Another Roadside Detraction](#). High Country News. September 15, 2003.
- University of California, 2001. Roadless habitats as refuges for native plant diversity. Office of Research, Summer, 2001.

SELECTED NON-SCIENTIFIC ARTICLES & BLOG POSTS

- [Where's the \(Sustainable\) Beef? A Scientist's Journey Advancing Beef Supply Chain Sustainability to Incentivize Conservation & Climate Change Solutions](#) (Landing Page for Seven-Part Series) – Triple Pundit and Medium. 2018.
- [The Global Roundtable of \(Not So\) Sustainable Beef](#). NRDC Switchboard. May 20, 2014.
- [What's Really 'Green'? A Look at Mattresses \(Landing Page for Four-Part Series\)](#). The Triple Pundit.
- [A Lesson From An Encounter With Global Warming Deniers](#). Conservation Value Notes, December 3, 2007
- [Musicians Inspiring Fans to Act on Climate Change Solutions](#). – Yale Climate Connections, October 15, 2009
- [Ecosystem Services in Decision-making - Stepping Into Reality](#) Conservation Value Notes, Aug. 29, 2007
- [Accountability of Ecosystem Impacts in the Green Products Market](#) Conservation Value Notes, December 13, 2006
- [From Zero Waste to Biodiversity Conservation - of Recycling and Still-Undiscovered Species](#) Conservation Value Notes, September 13, 2006
- Climate Camp Afterthoughts, [Part I](#); [Part II](#). Conservation Value Notes, May 2006