



President Joseph R. Biden  
Vice President Kamala Harris  
1600 Pennsylvania Ave.  
Washington, DC 20230

Dear President Biden and Vice President Harris,

As your administration embarks on the monumental task of addressing the dual crises of climate change and the collapse of nature, we, the undersigned outdoor industry businesses, stand prepared to support your policy efforts to implement the most ambitious conservation agenda in at least the past century, including your commitment to establish a national goal to conserve at least 30 percent of our nation's lands and oceans by 2030 (30x30).

Our economy, our businesses, and our communities are dependent on the health and well-being of natural areas across America. Nature gives us fresh drinking water, clean air, healthy food supplies, and safe places where we can get outside. Never before has this been more obvious than over the past year. As every citizen has dealt with the strain of a global pandemic, one of the few respites from the stress, anxiety, and sickness has been access to outdoor spaces.

Our outdoors and public lands are a collective haven for the American dream — freedom at its absolute best — and places for healing, unity, and pride. Unfortunately, we are losing nature in the United States at an alarming rate. Every thirty seconds, a football field worth of America's natural areas disappears to development. This decline of nature — and the resulting degradation of water quality and air quality — is having disproportionate impacts on communities of color and low-income communities across the country. Communities of color, for example, are three times more likely than predominantly white communities to live in areas that are deprived of parks, outdoor spaces, and other natural amenities. The nature crisis in America poses a grave threat to the health, well-being, and economic future of every person and every business in our country.

It is not too late to rise to these challenges. Your administration's commitment to conserving America's lands and waters and to pursuing a 30x30 goal offer hope for a more equitable, sustainable, and prosperous future.

Your administration's effort to better conserve nature can also play a major role in responding to the climate crisis. Protecting natural areas is among the most cost-effective strategies to ameliorate climate impacts, not only helping to defend communities from weather extremes like flooding and wildfire, but also storing excess carbon in forests, wetlands, and other carbon-rich ecosystems.

Finally, nature—and, specifically, investing in America's natural infrastructure — can help the U.S. economy recover from the current economic crisis. As outdoor industry businesses, intact and conserved outdoor spaces are fundamental to our existence. Outdoor recreation is a powerful economic engine, generating \$887 billion in consumer spending and creating 7.6 million American jobs — an economic impact we can only expect will continue to grow in the coming years.

Every level of government, from town councils to the office of the president of the United States, must act quickly to conserve far more of America's lands, waters, and oceans. Our success will depend on our honoring tribal nations who have stewarded lands and waters since time immemorial, on supporting private landowners committed to conservation on their property, on collaborating with outdoor recreation interests and historically underserved communities, and on heeding scientists who are telling us that we need to expand conservation efforts before it is too late. This will be a great opportunity for diverse groups of stakeholders to come together and find common ground in pursuit of this goal.

Thank you, again, for your leadership to safeguard America's natural areas and for setting an ambitious conservation agenda that meets the scale of the problem. As your team begins to take shape, outdoor businesses and brands and our growing coalition stand ready to support your efforts to conserve 30 percent of our lands and oceans by 2030.

Sincerely,

Outdoor Industry Association and member companies:

BioLite	EricTex Fashion Co., Ltd.	Patagonia
Burton	Industrial Revolution	prAna
California Outdoor Recreation Partnership	Keen	Public Lands
C-Change Media	La Sportiva North America, Inc.	REI
Challenge Design Innovations	LifeStraw	The North Face
ChicoBag Company/ To-Go Ware	L.L.Bean	Smartwool
Columbia	Natives Outdoors	Snow Peak
Concept III Textiles International	NEMO Equipment	Timberland
Dick's Sporting Goods	New Balance	Trailtopia, LLC
	Orvis	Vans
		VF Corp