The Backcountry Ambassadors Program is a partnership between Backcountry Horseman of Idaho, the Forest Service, the National Park Service, the Bureau of Land Management, and the Idaho Department of Parks and Recreation. The Backcountry Ambassadors are trained stock users who have made a commitment to educating others about the value of wild lands and the importance of Leave No trace skills.

The goals of Backcountry Ambassadors are to increase awareness and use of Leave No trace techniques in the backcountry and to reduce user conflicts between backcountry users groups.

Commitments include a minimum of two weekends (or four days) per year to make backcountry contacts to promote Leave No Trace principles to other interested users. Speaking engagements are encouraged, but not required.

Any master who has attended a LNT Master course or a trainer course for stock users taught by a qualified Master, or who is assisted by a trainer who has attended a course for stock users is qualified to certify Backcountry Ambassadors. LNT trainers that met the requirements in previous years are qualified as a Backcountry Ambassadors. A qualified Master can certify applicants who have previously completed a formal training course comparable in content and length.

An Idaho Department of Parks and Recreation grant provided the funding to get the program up and running in the Sawtooth National Wilderness area, Frank Church River of No Return Wilderness, Gospel Hump Wilderness, Hells Canyon Wilderness, Hagerman Fossil Beds, Boise National Forest and Bureau of Land Management Shoshone District. Other contributions came from the Forest Service, the Idaho Horse Board and the Sawtooth Society.