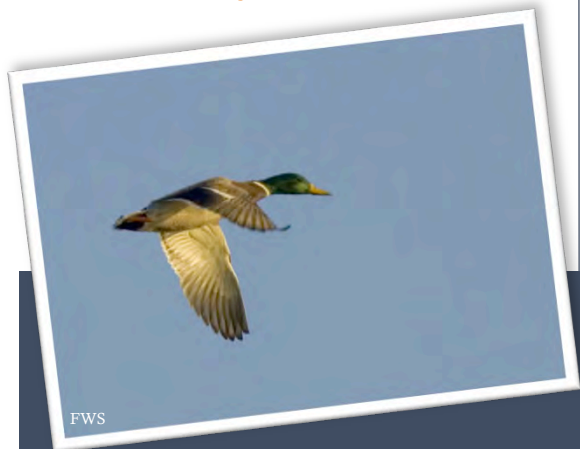


# North American Waterfowl Management Plan Value Proposition

*“A world class opportunity for stakeholder investment”*



**“If your mandate is, if you benefit from, or if your actions impact conservation of our continent’s wetlands, then the North American Waterfowl Management Plan will be of great interest and value to you.”**



## What is NAWMP?

The North American Waterfowl Management Plan (“NAWMP” or “the Plan”) is an international action strategy for conserving migratory waterfowl throughout the continent.

The purpose of the Plan is to sustain abundant waterfowl populations while preserving the traditions of wildfowling and achieving broad benefits to biodiversity, ecosystem processes and the people of North America. Plan goals will be accomplished by partnerships that conserve habitats and sustain populations, guided by science.

The Plan is a partnership of federal, provincial/state and municipal governments, non-government organizations (NGOs), private companies and many individuals, all working towards preserving wetlands to benefit waterfowl and other wildlife -- as well as people. The Plan's unique combination of science, conservation and partnerships comprises its exemplary conservation legacy.

Plan programs and projects are international in scope, but implemented at regional and local levels. Together they contribute to the protection of habitat and wildlife species across the North American landscape. In fact, the North American Waterfowl Management Plan is **considered one of the most successful conservation initiatives in the world.**

Governments, communities, industries, NGOs, and public and private organizations operating in today's environment and business climate may realize significant benefits by becoming a NAWMP partner.



# Why Conserve Wetlands?

**Wetlands are vital to the life cycle and conservation of all waterfowl species.**

Wetlands are also nature's "kidneys." They have the amazing ability to remove up to 99 percent of bacteria, up to 94 percent of phosphorous and up to 87 percent of nitrates from the waters that flow into our rivers and lakes. Conserving wetlands means helping to keep our drinking water safe and clean.

Given the **value to society as a whole of conserving wetlands**, NAWMP's world recognition as a leader in wetland conservation is the key element in our appeal to new partners.

## NAWMP's Dynamic Partnership

**Successful conservation depends on strong partnerships.**

The Plan has pioneered a public-private partnership approach, forging alliances to achieve healthy and sustainable landscapes. Its progress has relied on conservation organizations joining forces with federal, provincial, and state governments, industry, private companies, individuals and private landowners. These unique partnerships have made the Plan a model for international conservation.



Our world-class public-private partnerships have achieved amazing results. Each partner has a unique interest and benefits directly by being part of NAWMP. While our unique and diverse partnerships have made significant gains, the task of conserving our wetlands is a growing one. Our mission is more relevant today than imagined in 1986.

As government policy emerges to address global warming; wetlands and water conservation; growing demand for energy; needs of species at risk; and carbon sequestration and sustainable resource development, we are seeing new challenges. We also see new opportunities that provide tremendous optimism.

Securing wetlands and associated habitats and improving the biological foundations of our work will continue to occur at the project level. However, water, land use and species management strategies occur at the landscape level. Given the NAWMP's expertise and track record over the past 24 years, we are positioned extremely well to be a major partner and beneficiary of these many strategies.

**We are recognized as world class – our challenge is to remain world class.** We will only achieve this by continuing to benefit each partner individually, wetlands and waterfowl resources collectively. This will require not only maintaining current resource commitment levels but also working to increase financial and in-kind contributions.

Our success, coupled with the challenges and opportunities before us, means NAWMP is well positioned to retain and strengthen the commitment of existing partners and expand our partnership base.





## Why Become a Partner with NAWMP?

Society's interest in issues around biodiversity, ecosystem health, water quality, climate change, energy development, sustainable communities, ecological goods and services, and conserving species at risk shows the high value of partnering with NAWMP.

A host of activities directly or indirectly affect waterfowl and wetlands: outdoor recreation, agriculture, government projects, transportation, manufacturing and resource extraction. Organizations or industries that are involved in any of these activities may see significant benefits by becoming a NAWMP partner or supporter.

By participating in NAWMP, **you work with a dynamic, continental partner base** of federal, provincial and state governments, world-renowned conservation organizations, and thousands of individuals. This includes access to science professionals, funding resources, strategies, techniques, stewardship activities and more.

Additionally, birds are big business. In 2006, 2.3 million people in the United States hunted migratory birds, spending \$1.3 billion on their sport. People who watch birds and other wildlife contributed more than \$46 billion to the U.S. economy in 2006. Waterfowl are the most prominent and economically important group of migratory birds on the North American continent.

One of NAWMP's greatest strengths is the ability of its partners to leverage funding, expanding the Plan's conservation reach. By far, the greatest source of funding across Canada, the United States and Mexico has been, and remains, our partnership's ability to successfully access grants, primarily through the North American Wetlands Conservation Act grants program. Available grant money is effectively matched to fund many of our habitat conservation projects. Often, partners are able to triple or quadruple funding at local project levels.

To date, NAWMP partners have raised over \$3 billion dollars and have conserved more than 13 million acres (5.2 million hectares/52,609 km. sq). This breaks down to \$1.81 billion and 4.9 million acres (1.9 million hectares/19,829 km. sq.) in the United States, and \$1.19 billion and 7.1 million acres (2.8 million hectares/28,732 km. sq.) secured and an additional 46 million acres (18.6 million hectares/186,155 km. sq.) influenced in Canada.

For more information about how specific industries and groups may benefit from becoming involved with NAWMP, please see

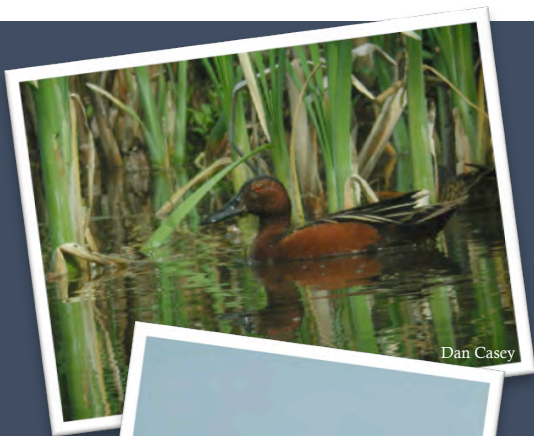
## NAWMP Responded to a Critical Need

In 1985, North American waterfowl populations had plummeted to record lows. Historical data indicated that since the first settlers arrived in the continental United States, 53 percent of the original 221 million wetland acres (89.4 hectares/894,355 km. sq.) had been destroyed. The picture was the same across Canada, where wetland losses across settled areas range from 29 to 71 percent.

Recognizing the importance of waterfowl and wetlands to North Americans and the critical need for international cooperation to help in the recovery of these shared resources, the U.S. and Canadian governments developed a strategy to restore waterfowl populations through habitat protection, restoration and enhancement. The NAWMP was born.







Dan Casey



FWS



FWS



FWS



FWS

In 1998, the Plan's vision was expanded to focus on biologically based planning, refined through ongoing evaluation. Partners would define landscape conditions needed to sustain waterfowl and benefit other wetland-associated species. And Plan partners would collaborate with other bird initiatives and reach out to others sectors and communities to forge broader alliances.

The Plan has remained a leading model for other international conservation plans. In large measure, this is because it is a living and evolving document that is updated periodically with engagement of the broad waterfowl conservation community. That important work is getting underway again with a target date of 2011/12 for completion.

Today we face greater pressures on waterfowl populations and habitat than ever before. It is urgent, given these challenges, that stakeholders in waterfowl management review and re-establish their fundamental conservation goals – something that has not been done in a quarter-century. This is our opportunity to provide the template for a more coherent waterfowl management system that will in turn enable us to focus on the things that matter most to achieving our renewed conservation goals.

The Plan Committee is committed to accomplishing this revision in a timely manner while using a measured process to ensure that we do not sacrifice stakeholder consultation in this important undertaking.

## NAWMP's Key Achievements

Many of the goals in the original 1986 Plan—for some waterfowl populations, acres of habitat affected, and dollars raised and spent—have been achieved. Other goals remain unattained.

Since 1986, we have invested in excess of \$3 billion and have directly influenced more than 13 million acres of breeding, migrating and wintering waterfowl habitat in Canada and the United States. Nevertheless, habitat loss remains a concern. We have also learned that in many cases, the habitat needs defined in 1986 underestimated what is required to sustain waterfowl populations at 1970s levels.

The initial 15-year planning horizon has been transcended, yet our job is far from done. Conservation accomplishments realized in the Plan's first years could be erased if habitat quantity and quality continue to decline.

So while project-based actions have been successful, focus in many regions of the continent has evolved to include landscape and community based partnership approaches. NAWMP partners continue to play a major role in shaping wetland and wildlife friendly government policy. Our science-based, biological planning, conservation delivery and adaptive management approach remains a cornerstone of all NAWMP activities.

Based on this adaptive management mindset, NAWMP regularly assesses its achievements against its goals. The 2007 NAWMP Continental Progress Assessment, which looked at the extent to which waterfowl populations have benefited through the Plan's accomplishments, is helping us to re-shape our priorities to continue achieving success.





# The Continuing Importance of NAWMP

NAWMP is more relevant today than ever before.

## What are NAWMP's Key Principles and Priorities?

- Waterfowl are among North America's most highly valued natural resources
- Waterfowl populations should be sustained at objective levels across their natural ranges to provide ecological and socioeconomic benefits
- Protecting North American waterfowl populations and their habitats requires long term planning and close coordination of management activities across North America
- The Plan is founded on sound science and guided by biologically based planning, both of which are refined with increased knowledge gained through evaluation and research



## Key Priorities Directly Influence Everything We Do:

- Improve waterfowl reproductive success in mid continental prairies – a primary challenge in realizing Plan goals
- Continue to seek major advances in wildlife friendly policy and legislation for agriculture, wetland protection, energy, transportation, water availability and climate change
- Expand partnerships, particularly with those organizations whose land management policies and practices can have considerable effect on waterfowl and wetland conservation
- Continue strengthening the Plan's biological knowledge base
- Improve targeting of issues specific to priority species or species groups, such as diving ducks, sea ducks, over abundant goose species and species of special concern

While significant waterfowl population and habitat gains have been realized through partnership efforts, continental wetlands are under increasing pressures. A new challenge is conserving the vast **boreal forest region** of Canada and Alaska that contains 35 percent of the world's wetlands and is home to 12 to 14 million breeding ducks. In some years, this amounts to approximately 40 percent of the continental breeding duck population.

**Growing human populations**, in North America and around the world, are **increasing demands** for fresh water, food, fiber, energy and living space, all of which contribute to continued loss and degradation of wetlands. **Climate change** is having a significant effect on weather patterns, directly affecting habitat quality and population viability. **Alternative energy sources** like wind power and ethanol fuel crop conversion also can have a direct impact on waterfowl conservation efforts.

Governments, industries, communities and society as a whole are realizing the importance and **value of our continent's "natural capital"** and the tremendous goods and services we derive from it. Environmental health and sustainability contribute significantly to the quality of life on Earth. This is evident from governments' **recent focus on environmental legislation, policy and initiatives** such as provincial and state water conservation strategies, landscape approaches to protecting species at risk, and alternative energy development to deal with effects of climate change.

Many **resource-based industries** are realizing the importance of maintaining a **"social license" to operate** and are committing to achieve world recognized certification standards, devote more dollars to research, expand partnerships, and place greater emphasis on conservation and stewardship. **Communities** are placing greater emphasis on maintaining green spaces, conserving water and improving environmental health. The public is practicing greater environmental stewardship with an eye toward conserving natural resources for future generations.

**NAWMP partners are well positioned** to take advantage of these demands and interests. Our "niche," of course, is waterfowl population and habitat related science, our understanding of wetlands, our diverse partnerships, and our on-the-ground success in conserving and restoring waterfowl populations and habitats. This knowledge base makes NAWMP a respected authority in addressing the challenges ahead.





“New challenges, common interests, and common needs with a broader spectrum of desired outcomes like clean air, clean water, and sustainable food, fiber and energy foretell the benefits of saying YES to a NAWMP partnership”

## Organizational Structure

The NAWMP is an international cooperative endeavor involving governments at all levels, indigenous groups, nongovernmental organizations, corporations, and thousands of private citizens.

Ultimately, success of the Plan depends on effective partnerships among all segments of society that have a role in waterfowl and wetlands conservation.

This effort requires leadership at all levels, including the international Plan Committee and its science support team, regional joint venture management boards, flyway councils, the Mexican Advisory Subcommittee on Waterfowl, and a host of regional and local groups. These institutional arrangements transcend diverse political structures, culture, and language, and have allowed continuous growth of conservation efforts under the Plan for a quarter century.

While the Plan itself is international in scope, it is put into action at the regional level through joint ventures – dedicated and diverse coalitions of governments, businesses, conservation organizations and individuals. Joint ventures address local, regional and continental goals for sustaining migratory bird populations. Joint venture partners with a range of biological and conservation planning expertise develop science-based conservation plans, habitat projects and applied research that benefit migratory birds--not to mention many other wildlife populations--across landscapes.

Nearly two-dozen habitat joint ventures are at work across the continent, from the Atlantic Coast to the prairie habitat of the Upper Midwest and central Canada to the Sonoran Desert. In addition, three species-specific joint ventures address the needs of the black duck, Arctic nesting geese and sea ducks throughout their international ranges.



# The NAWMP “Value Proposition” to Partners

Below are some of the ways a NAWMP partnership can benefit a range of potential partners.

**Agriculture** – The agriculture industry has had and continues to have the greatest impact on wetlands and wetland conservation and will have the greatest benefit by expanding its involvement in NAWMP, whose NAWMP conservation activities can continue to directly benefit by assisting agricultural partners in:

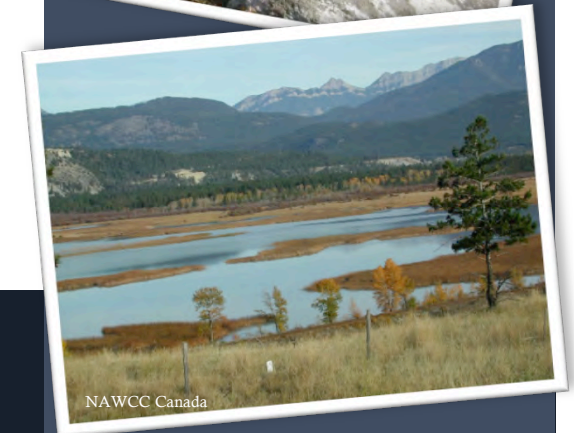
- offsetting effects of climate change on agriculture production
- conserving water to support agriculture use
- helping farmers qualify for government funding
- helping industry and landowners realize carbon offset credit opportunities
- assisting in realizing opportunities under the U.S. Farm Bill and Canada’s agricultural policies
- supporting crop damage programs

**Forestry** – The habitat of forest ecosystems supports habitats for a variety of wildlife and plants. The forestry industry largely operates on public lands through various forms of land tenure and harvesting rights. Conveyed in these rights is the obligation on the part of the industry to achieve sustainable forest management and operate in a manner that ensures long-term environmental health. Our forests play an important role in climate change and carbon sequestration. Becoming a NAWMP partner would directly benefit this industry by:

- supporting sustainable forest management goals, strategies, plans, research and applied science
- playing a role in maintaining industry access to resources and long term fiber security
- helping gain public support for the industry
- playing a valuable role in achieving environmental and product certification - benefiting market access
- providing science and support to development of operating guidelines and best management practices
- providing support and complement industry stewardship activities

**Energy Sector** – Oil and gas, utility, coal, wind and mining industries operating on public and private lands directly and indirectly affect wetland ecosystems through land disturbance, and use, storage and discharge of water. A NAWMP partnership could assist by:

- providing wetland data and science to assist environmental impact assessments
- supporting on-site habitat management efforts
- assisting in gaining public/community/regulator support for operations
- benefiting marketplace positioning
- mitigating and/or off-setting impacts associated with development







**Other Bird and Habitat Conservation Initiatives** – Conservationists concerned about other migratory bird groups—landbirds, shorebirds, colonial waterbirds—saw the success of the Plan model and adopted it as they developed strategies for species of concern. Rather than reinvent the wheel, they looked to the joint ventures to help implement their plans. Within their established geographic areas, the habitat joint ventures, when possible, have integrated the conservation of shorebirds, landbirds, and other waterbirds into their planning processes. Established bird and habitat conservation plans and active watershed groups can benefit from establishing or continuing partnership with NAWMP through:

- providing strong watershed data and research
- generating and maintaining ecological goods and services to support viable and prosperous communities
- watershed planning, project assistance, monitoring and reporting
- providing access to grants for work projects

**Cities/Municipalities** – While necessary, urban growth has significant impacts on wetlands and wildlife habitats. Responsible planning, citizen stewardship and site engineering can mitigate some of these effects. A NAWMP partnership can assist in these efforts through:

- assisting with water storage, storm-water management, sewage treatment and water treatment efforts
- generating and maintaining ecological goods and services that support prosperous communities
- assisting in community development and environmental planning
- complementing environmental stewardship programs and activities

**Government Policy Makers** – As government policy makers grapple with the challenges of climate change, water conservation, carbon sequestration, balancing environmental quality with sustainable resource development, protecting species at risk, agricultural sustainability, providing ecological goods and services, and tourism and recreation, they may consider NAWMP partnership, which can benefit policy makers through:

- its track record of achievements in support of related wetland, waterfowl, associated wildlife habitat policy work
- a continental partner base with world class achievements in wetland, waterfowl and related habitat conservation
- access to NAWMP's wealth of science, data and expertise
- playing a significant roll in stakeholder-led advisor committees
- NAWMP's project achievements and stewardship activities that directly and indirect benefit policy initiatives







## Awards and Recognition

Acknowledging the generosity of our partners is extremely important. To date, this has come largely from our individual partners and, in some cases, our collective partnership base.

NAWMP projects and other efforts have received numerous environmental awards at state and provincial government levels. Individual partners are often recognized within their own organizations and by client groups they serve with certificates, awards, letters of appreciation, plaques, ceremonies, project signage, etc.

Partner and joint venture efforts are recognized nationally and continentally from time to time through NAWMP's prestigious International Canvasback and National Blue-winged Teal awards, project evaluation, publications, letters and media releases. Past award winners include Dow Chemical Company, SaskPower, the Ohio Division of Wildlife, PacificCorp, the Delta Waterfowl Foundation and Anheuser-Busch Companies, Inc. See "attachment" for list of NAWMP Award recipients.

Joint venture communications committees have actively built-in partner recognition as part of their respective communications plans. These cover a wide array of awards and recognition.

## How Can I Become a Partner with NAWMP?

Now that you have seen how partnering with NAWMP can benefit your own industry or organization, please contact us for further discussion. Attached is a list of NAWMP Plan Committee members and joint venture coordinators who manage activities across the continent. Please contact one of them to discuss how you can be involved as a NAWMP partner or supporter.



# NAWMP Award Winners

## International Canvasback Award

The International Canvasback Award is presented to an exceptional individual, corporation, or organization that has made substantial contributions over a long period of time to the implementation and continuation of the Plan throughout North America.

### Individuals

Gary T. Meyers, United States  
James Patterson, Canada  
Harvey Nelson, United States  
Kenneth Wich, United States  
Robert Andrews, Canada  
James McCuaig, Canada  
Roger Holmes, United States  
Charles K. Baxter, United States  
John E. Frampton, United States  
Rod Fowler, Canada  
Ken Cox, Canada  
Dr. George Finney, Canada  
Duane Shroufe, United States  
David A. Smith, United States  
Jerry Serie, United States  
Dr. Stephen Wendt, Canada  
Dr. Michael G. Anderson, Canada  
Lorne Colpitts, Canada  
Sheila Tooze, Canada  
Rich Goulden, Canada

### Members of Congress

Senator George Mitchell, United States  
Senator Don Nickles, United States  
Senator John H. Chafee, United States  
Representative John D. Dingell, United States

### Government

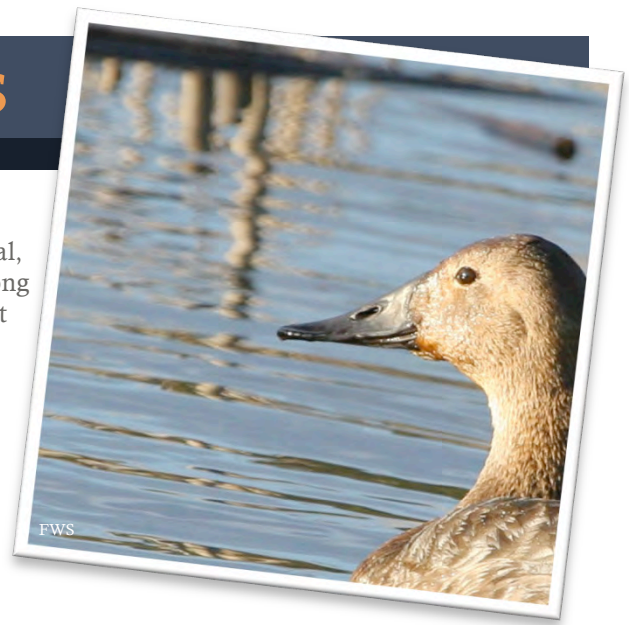
Inuvialuit Game Council, Canada

### Nongovernment organizations

Ducks Unlimited, Inc., United States  
Ducks Unlimited Canada  
Ducks Unlimited Mexico  
National Fish and Wildlife Foundation, United States

### Partnerships

Natural Resources Canada-Polar Continental Shelf Project, Canada





# NAWMP Award Winners

## National Blue-winged Teal Award

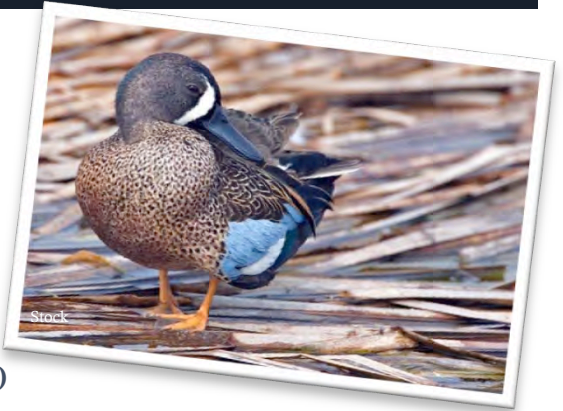
The NAWMP's National Blue-winged Teal Award (formerly known as the National Great Blue Heron Award) recognizes partners whose activities at the national, regional, or local level result in substantial benefits to waterfowl, other wetland-associated migratory bird populations or wetlands habitats, as a one-time, periodic or ongoing effort.

### Individuals

James D. Range, United States  
Don Simkin, Canada  
André Magny, Canada  
Ross Murphy, United States  
Kenneth H. Hofmann, United States  
John Vauglin, Canada  
Daniel Chapin, United States  
Governor Arne Carlson, United States  
Stew Morrison, Canada  
Mauricio Cervantes Abrego, Mexico  
Richard Goulden, Canada  
Michael R. Szymczak, United States  
Lewis Mithun, United States  
Arnold Boer, Canada  
Theresa Dupuis, Canada  
George Arseneault, Canada  
Jay Bartsch, Canada  
Reg Melanson, Canada  
Len Warren, Canada  
Dr. Morley Barrett, Canada  
Ron Reynolds, United States  
Steve Moran, United States  
Ian Rudland, Canada  
Herb Goulden, Canada  
Bill Gummer, Canada  
Dennis Sherratt, Canada  
Gil Henderson, Canada  
Dave Nomsen, United States  
Brett Calverley, Canada  
Ken Ambrock, Canada  
Donna Stewart, Canada

### Corporate

Transcanada Pipelines, Canada  
Inco Limited, Canada  
The Dow Chemical Company, United States  
Westvaco Corporation, United States  
Phillips Petroleum Company, United States  
SaskPower, Canada  
Northern Indiana Public Service Company, United States  
Anheuser-Busch Companies, Inc., United States  
The Williams Companies, Inc., United States



### Corporate (continued)

PacificCorp - Utah Power and Light Division, United States  
The Iron Ore Company of Canada  
ConocoPhillips, United States  
Shelby Lake Farms, LLC, United States

### Members of Congress

Senator Patrick J. Leahy, United States  
Representative Steven Rothman, United States

### Government

Eastern Irrigation District of Alberta, Canada  
Ohio Division of Wildlife, United States  
Illinois Department of Natural Resources, United States  
Bow River Irrigation District, Canada  
Western Irrigation District, Canada  
St. Mary River Irrigation District, Canada  
Indiana Department of Natural Resources, United States  
Wellton-Mohawk Irrigation and Drainage District, United States  
Colorado Division of Wildlife, United States  
North Dakota Game and Fish Department, United States

### Non-government

The Nature Conservancy, United States  
The David and Lucile Packard Foundation, United States  
Delta Waterfowl Foundation, Canada  
Special Areas Board, Canada  
Habitat Conservation Trust Fund, Canada  
California Wildlife Conservation Board, United States



# North American Waterfowl Management Plan Committee Members

## U.S. Plan Committee Members

Paul Schmidt, **Co-chair**  
Assistant Director  
Migratory Birds and State Programs  
U.S. Fish and Wildlife Service  
Washington, D.C.

Mike J. Johnson, Chief  
Division of Bird Habitat Conservation  
U.S. Fish and Wildlife Service  
Arlington, VA

John Frampton, Director  
South Carolina Department of Natural Resources  
Columbia, SC

David Goad, Deputy Director  
Arkansas Game and Fish  
Little Rock, AR

Randy Kreil, Chief, Wildlife Division  
North Dakota Game and Fish Department  
Bismarck, ND

Ken Mayer, Director  
Nevada Department of Wildlife  
Reno, NV

### *Advisor*

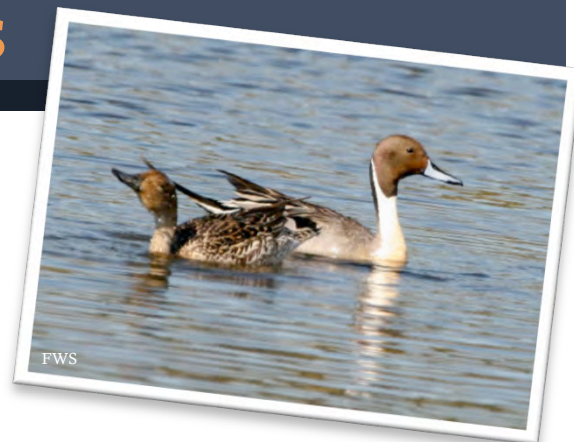
Paul Padding  
Division of Migratory Bird Management  
US Fish and Wildlife Service  
Laurel, MD

## Canadian Plan Committee Members

Basile van Havre, **Co-chair**, Director -  
Population Conservation Management Division  
Canadian Wildlife Service-Environment Canada  
Gatineau, Quebec

Michael G. Anderson, Canadian Director  
Institute for Wetland and Waterfowl Research  
Ducks Unlimited Canada  
Stonewall, Manitoba

Ian Barnett, Director, Regional Operations  
Pacific Region  
Ducks Unlimited Canada  
Kamloops, British Columbia



## Canadian Plan Committee Members (continued)

Doug Bliss, Acting Regional Director, Atlantic Region  
Canadian Wildlife Service-Environment Canada  
Sackville, New Brunswick

David Ingstrup, Acting Regional Director, Prairie and Northern Region  
Canadian Wildlife Service-Environment Canada  
Edmonton, Alberta

Randy Milton, Manager, Wildlife Resources  
Wetlands and Coastal Habitats-Wildlife Division  
Nova Scotia Department of Natural Resources  
Kentville, Nova Scotia

### *Advisor*

Eric Reed, Migratory Bird Populations Analyst  
Canadian Wildlife Service  
Hull, Québec

## Mexican Plan Committee Members

Martin Vargas Prieto, **Co-Chair**  
Director General  
Dirección General de Vida Silvestre-SEMARNAT  
México, D.F.

Roberto Aviña Carlin, Director de Conservación de la Vida Silvestre  
DGVs-SEMARNAT  
México, D.F.

Eduardo Carrera Gonzalez  
Ducks Unlimited Mexico. A.C.-President  
Garza Garcia, Nuevo Leon

