

Canadian Ag-conservation Policy (ALUS) & Perpetual Wetland Easements (AAP)



A FINAL CLOSEOUT REPORT (CFMS# 677722, AMENDMENT 1)
AND FUNDING PROPOSAL FROM THE DELTA WATERFOWL
FOUNDATION PREPARED FOR:

THE LOUISIANA WILDLIFE AND FISHERIES COMMISSION



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Rob Olson, President
204-956-7766

22-62 Scurfield Blvd
rolson@deltawaterfowl.org

Winnipeg, MB Canada R3Y 1M5
www.deltawaterfowl.org

Joel Brice, Director of Conservation Programs
701-222-8857

1305 E. Central Avenue
jbrice@deltawaterfowl.org

Bismarck, ND 58501
www.deltawaterfowl.org

I. EXECUTIVE SUMMARY

Waterfowl hunting in the state of Louisiana is as storied a tradition as there is within North American waterfowling culture. For as long as hunters have stood with visible breath, waiting for flights of ducks to appear in the sky, the Canadian duck factory has been sending these treasured birds south from the northern breeding grounds. But since the 1950s, the number of ducks (particularly mallards) heading south from Canada has been in steady decline putting the future of duck hunting in the southern U.S. at risk.

Mallard production capacity in Prairie Canada has declined by approximately 50% since the 1950s. The cause of this is simple: wetlands are being drained at a constant rate and there is little cover left for nesting ducks to evade an unnaturally high predator population. The solutions have been evasive.

Since the depression, conservation has searched for viable solutions to the long-term declines in habitat and duck production north of the border. Traditionally, conservation and government have looked to permanent protection and regulatory solutions to deal with an agricultural problem: the wetlands are being drained and the grass is being plowed by farmers who are reacting to market signals in the absence of incentives to do otherwise.

During the 1990s, a miracle showed us the way out of the Canadian Prairie duck predicament. The United States' Conservation Reserve Program (CRP) deposited over 5 million acres of new nesting cover and protected enormous numbers of remaining wetlands across the Dakotas—seemingly overnight. The duck response was immediate and dramatic leading to a paradigm shift—per unit of area, the Dakotas surpassed the Canadian Duck Factory in mallard production for the time in history.

The only viable solution to the vexing and landscape level habitat problem in Canada is to create a landscape level agricultural policy solution. Delta has launched what we believe to be the “next big thing” in Canadian conservation: a program called Alternative Land Use Services (ALUS).

ALUS represents a sea change in Canadian conservation by positioning farmers as leaders of conservation delivery in their own communities and providing incentive payments to restore and protect habitat on their own farms. Who would know how to grow grass than the farmer himself? How better to engage farm communities and foster trust and cooperation than by employing producers to promote conservation?

Because ALUS is such a new concept, Delta has adopted a demonstration approach to kick-start this unique and innovative policy concept. ALUS demonstrations are fully underway in Ontario and Alberta. The Ontario ALUS demonstration has already led to full adoption of ALUS in the province of PEI where precedent has been set for the rest of Canada. New ALUS demonstrations are being planned for Saskatchewan and Manitoba and we are hopeful they will be rolled out yet in 2010.

Momentum for ALUS across Canada is accelerating in an unprecedented manner. Our focus is to increase communication on the success of the ALUS concept, identify long-term, significant fundraising sources and maintain consistency of ALUS principles as new partners are coming to the table. We sincerely believe that ALUS is our big opportunity to do something significant continentally for waterfowl populations breeding in Canada.

Beginning on 1 July 2008, the LWF Commission directed funds towards Delta's Canadian ag-conservation policy and perpetual wetland easement programs: Alternative Land Use Services (ALUS) and Adopt A Pothole (AAP). Adopt A Pothole was not only the first, large-scale perpetual wetland easement program in Canada, it's still one of the largest today. Most importantly though, we believe it is the most efficient habitat protection tool with a minimum of 80 percent of your contributions going directly to farmer payments, securing critical duck-breeding wetlands forever. Moreover, wetland acres are individually tracked, mapped and accounted for so you know exactly what your investment has accomplished.

Delta's award of LDWF FY 2010 (1 July 2009 – 30 June 2010) funding totaled \$166,192 and was directed in the following allocation—ALUS: \$138,604 and AAP: \$27,588. ALUS funds were spent in the following three categories: 1) support for on-going demonstration efforts in Ontario and Manitoba, 2) development of additional demonstration sites in Saskatchewan and Alberta, and 3) support of a national and provincial outreach/media campaign. Adopt A Pothole funds were used to secure perpetual wetland easements in southwest Manitoba.

This document serves as a closeout for FY 2010 activity as well as a funding proposal for additional waterfowl conservation efforts in Canada. Delta Waterfowl's proposal constitutes a new grant of 50% of the previous year's license sales per year for the next three years—1 July 2010 – 30 June 2013. The new grant would be in support of ongoing ALUS efforts (84% of requested funds) and securing additional Adopt A Pothole Easements (16% of requested funds) in southwest Manitoba. ALUS funds would be spent in the following manner:

- Expanding the ALUS demonstration in the County of Vermilion River, Alberta.
- Establishment of ALUS demonstration projects in Saskatchewan and Manitoba.
- Maintenance of ALUS demonstration project in Ontario.
- National ALUS outreach, communications, coordination and market research.

In great detail, this reports documents how LDWF funds were spent on ALUS and AAP initiatives.

II. ALTERNATIVE LAND USE SERVICES - Background for Newcomers

Introduction – what is ALUS?

We believe ALUS is the “next big thing” in waterfowl conservation in Canada. ALUS in the simplest terms will pay farmers a fee to restore habitat on their lands, with lesser payments to maintain existing habitats.

Delta Waterfowl’s Vision for ALUS:

- A landscape level agricultural policy program that protects and restores millions of acres of habitat annually, generating a measurable biological impact on North American waterfowl populations.
- Based on 3-10 year contracts.
- Focused on restoring habitat but also rewarding producers for existing habitat when they are already “engaged” in the program as stewards.
- Built on competitive and appropriate pricing based on regional land rental values, opportunity costs of idling lands and market based pricing instruments where appropriate, such that buyers and sellers are fully satisfied.
- 100% accountability and verification of services provided for payment, as managed by a credible third party entity.
- For the first time, a conservation program formed and delivered by local producers as drivers of the process.
- Bringing together all groups interested in delivering programs on private farmland—mainstream environmental groups, agricultural interests, government, endangered species/spaces interest groups, hunter-based groups focused on game production, private citizens—to create the political momentum required to fund a policy initiative of significant scope and scale.
- Contracts executed by County or provincial governmental agencies.
- Paid for in a cost share agreement between private and public sources: local, provincial and federal government, industry, traditional wildlife funding sources, private Canadians and U.S. citizens, local residents of the rural communities where ALUS is delivered.

Putting the farmer first, for the first time.

ALUS is most revolutionary in **how** it delivers conservation. It has been said recently by ALUS partners in Ontario where it has been delivered for the longest time, “ALUS is the mother of all delivery mechanisms for conservation, it brings all the partners to the table including farmers as full participants, for the first time.”

It is likely that over 90% of ducks are raised on private farmland within the Prairie Pothole Region. Therefore, it may be surprising that for the **first time**, ALUS has brought farmers across Canada into the role of full partner in the planning and delivery of conservation. Traditionally, conservation was something conservation delivered **to** the farm community, not **with** them. This has commonly created significant pushback from

rural communities across Prairie Canada. ALUS realizes that producers are in the best position to manage their own lands to maximize conservation benefits in the most efficient way possible.

This represents a potential **sea change** for conservation. Who knows better how to produce a bumper crop on their own lands than farmers? Who understands better the social dynamics in rural communities that drive acceptance of conservation practices? Who better to promote ALUS to other farmers than a farmer him or herself?

How ALUS is different.

The common historical reaction by traditional conservation and policy makers was to try to regulate farmers or to purchase land in rural communities. While there is a time and place for both of these approaches (as most would agree) they tend to dominate the “coffee shop talk” in rural communities and the conversations are not always positive.

ALUS takes a different approach by using incentive payments to encourage good landscape outcomes and by positioning rural farm communities as leaders in the conservation delivery process. This approach engenders the **trust and relationships** necessary to produce **significant and sustainable** conservation in rural communities.

ALUS has created groundbreaking new concepts like the creation of a **Partnership Advisory Committee (PAC)** which oversees delivery at the County/Municipality level, and is chaired by a local producer, with a majority of participants made up of local farmers. ALUS pays farmers to participate on the PAC to compensate them for their time and knowledge. The PAC steers the delivery of ALUS in a way that maximizes local acceptance, but delivers accountable habitat conservation. Membership on the PAC by Delta Waterfowl and other government and NGO conservation organizations ensures that ALUS delivery is priced competitively and that the outcomes are wildlife friendly.

ALUS pays PAC members to act as “farmer liaisons”, enabling a “farmer to farmer” approach to promote ALUS within the demonstration area. The success and power of this approach, as opposed to having outsiders or biologists conducting this outreach, has been immense and immediate.

Moving from Talk to Action.

ALUS is an “ecological goods and services” type of policy proposal, offering farmers opportunities to produce an environmental alternative to traditional crops of food and fiber. ALUS allows farmers to be paid for environmental solutions to problems such as water quality and quantity, climate change, species at risk recovery and declining waterfowl habitat.

Ecological Goods and Services, or EGS for short, are good environmental outcomes such as clean air, clean water, recovery and stabilization of endangered species and of course, duck habitat. It behooves any Louisiana duck hunter that cares about the future of duck

hunting, to become more familiar with EGS than they would ever have previously imagined because the future of their waterfowling heritage may very well depend on it.

EGS is one of the hottest topics in conservation today because nearly every environmental policy maker—and duck biologist—understands that the development of policy around this concept is essential to achieving landscape change. At this point, ALUS is the only widespread, well known, on-the-ground, living example of the delivery of EGS in farm communities.

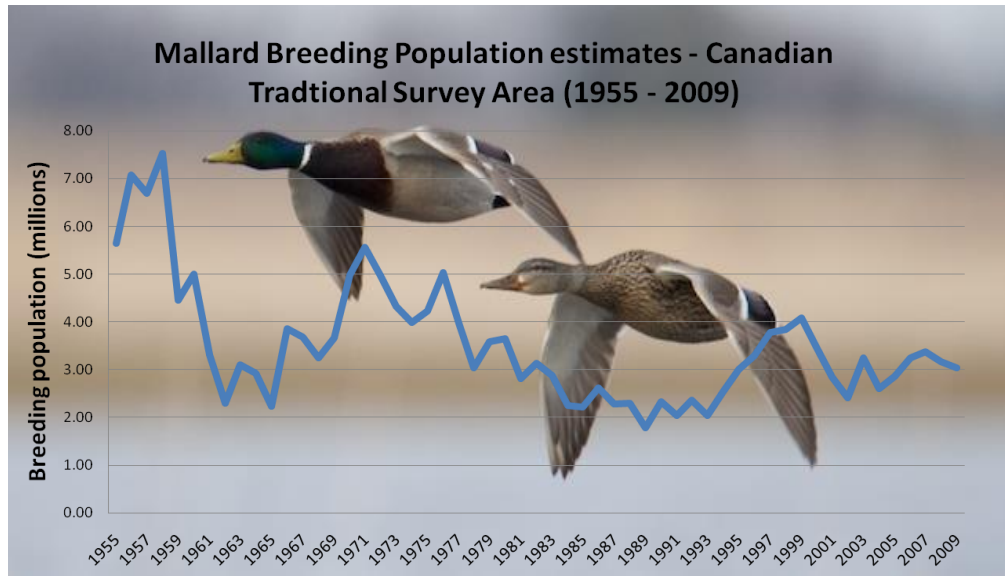
Delta believes in an adaptive management approach of “learning as we do” because there isn’t time to endlessly study the concept in an abstract way because wetland and upland habitat continues to disappear. In this regard, we are learning at a rapid pace the essential elements of delivering agricultural policy in farm communities efficiently, effectively and sustainably.

WHY ALUS? – A new solution is needed to retain and restore the Canadian duck factory.

If you study landscape features through the windshield of a vehicle traveling across duck country in Canada, you will see a landscape transformed to the way it appears now by market pressures.

Gone are most wetlands and marshes - *wetland drainage rates in the best remaining habitat have been undiminished in 60 years of traditional conservation programming.* Grass nesting cover has been reduced or eliminated, creeks straightened into municipal drains, and duck habitat reduced in size and abundance. Conservation since the 1930s has taught us that changing the landscape through purchase of easements or land titles alone has not and will not work.

Market influences on land use are the ultimate cause of long term declines in several duck populations. Canadian farmers follow market signals because they are only currently paid for the crops and livestock they produce. As a result, some duck populations, like mallards have declined as the wetlands have gone away. And a lack of nesting cover has resulted in devastatingly low hatch rates in many areas of the Canadian Prairies.



Loss of habitat and unnaturally high predation rates have resulted in a long term decline of breeding mallards.

It is now well known that the Conservation Reserve Program (CRP) created an unprecedented “duck boom” in the Dakotas throughout the 1990s by depositing over 5 million acres of new grass cover. While the Canadian duck factory was in decline, the U.S. side of the border dominated duck production thanks to CRP—an agricultural policy solution and an example of an EGS program.

But there are no CRP-like conservation programs available in Canada, and little in the way of commodities and subsidies to alleviate the economic pressure on the land. With fluctuating commodity prices, rising input costs and falling farm incomes, Canadian farmers are not in a financial position to conserve habitat on areas of the farm where it can be readily converted into economic capital through crop production.

ALUS conserves habitat by establishing a market alternative (incentive payment) to food and fiber production based on ecological goods and services. Delta Waterfowl and our ALUS partners are on the cutting edge of landscape policy change in Canada with a new concept for ecological goods and services delivery and an innovative way of making duck production programs work **within** the culture of farming and rural communities.

The timing is right for ALUS. Pressures are growing on Canadian government for environmentally sustainable food production—in turn, public support for real environmental solutions is growing. Ducks are a product of a healthy landscape and the conservation of wetlands, riparian areas, restoration of native prairie and other habitat features fit well within the environmental demands and expectations of Canadians. The economic picture in Canada is much more positive than that of the United States, where government commitments to CRP are waning in the face of growing deficits. At the same time, conservation has struggled to understand exactly how to work with farm communities in a way that leads to real landscape change.

How will ALUS become reality? – The form and function of a demonstration approach.

The goal with ALUS is a bold one: to create a landscape level habitat incentive program of national scope and scale. CRP “happened” in the United States, not by the hands of conservation, but rather its genesis was driven by agricultural interests focused on decreasing crop supply and removing highly erodible land from production. Over the past six years, Delta has learned much about how to kick-start a brand new, large-scale policy program in Canada from scratch.

The reality is that Delta and its partners are dealing with modest amounts of investment capital to get ALUS rolling. For ALUS to become reality, broad political support would need to be generated such that the significant funding required for a broad program could be secured. Additionally, because something like ALUS has not been achieved to date in Canada, the myriad of delivery details and issues would have to be worked out in a variety of jurisdictions on a small scale before widespread adoption of the idea could realistically occur. In the sometimes abstract business of creating agricultural policy, seeing is believing and as such, delivering ALUS on the ground is our best chance of compelling Canadians to support a program of national scope.

Key components to a successful ALUS demonstration strategy:

- Focus on provinces like Ontario and Alberta which are politically powerful.
- Pursue ALUS demos in all three Prairie Provinces since this is where the majority of ducks nest and because agricultural policy that is set in Saskatchewan (has half the farmland of Canada) often drives policy across the rest of Canada.
- Choose demonstration areas that possess willing partners, high duck nesting densities, and environmental issues arising from agriculture that could be addressed by ALUS.
- Engage key local producers with an eye to individuals who can function as quality spokespeople to the media and governmental decision makers.
- Engage a wide spectrum of partner groups representing a healthy cross section of the public and private sector.
- Secure a representative sample of farms and conservation treatments that provides a clear picture of what ALUS looks like in practice. The goal for our ALUS demonstrations is to achieve just enough conservation acres to effectively illustrate ALUS to decision makers, not to initially pay for the delivery of ALUS on a large scale.
- Conduct as many tours of the ALUS site as possible for government decision makers, agricultural and mainstream media, and potential partner groups (Environmental NGOs, farm groups, etc).
- Develop an effective communication campaign, using the demonstration project as the necessary focal point to create news and buzz about the ALUS concept.

The next section details the progress being made across Canada with our ALUS demonstration model in increasing support for the concept. At the moment, we are

riding a wave of momentum and we believe the pace of ALUS moving towards adoption is definitely increasing.

III. DEMONSTRATING CONSERVATION INNOVATION – Progress within key provinces across Canada.

ALBERTA

Delta is pleased to announce that 2009 was a breakout year for ALUS in Alberta with the inaugural project partnership being formed, a public launch of the ALUS demonstration in the County of Vermilion River and our first ALUS projects being launched.

This is significant news for duck hunters everywhere. Not only is Alberta an important source of duck production in it's own right, success in this province is essential to seeing ALUS adoption in other key parts of the Canadian duck factory—such as Saskatchewan. Much of Canada's political and financial power-base originates in Alberta. Support from Louisiana was essential to allow this success to occur. The following text provides details on the milestones achieved in Alberta since the summer of 2009.

Project Location

For a variety of reasons, Delta Waterfowl chose the County of Vermilion River (CVR—map below) for our first demonstration of ALUS in Alberta. CVR is located in one of the highest density breeding areas for waterfowl in western Canada. The County of Vermilion River was very enthusiastic about hosting the ALUS demonstration since there were some significant conservation issues within the region that could be addressed via ALUS.



ALUS Alberta Staff Team

As an early supporter of ALUS, you are funding the efforts of the key people we have assembled to communicate and advocate the ALUS concept locally, provincially and nationally. We believe we have assembled an agricultural policy dream team across Canada comprised of individuals who understand the innovative brilliance of the ALUS concept and who have the experience and the skills to see it to fruition.

This past year saw the emergence of Delta's Director of Conservation Policy, Jim Fisher, as the leader of our ALUS efforts in Alberta's County of Vermilion River.



Jim Fisher, Delta's Director of Conservation Policy, is pictured here near a wetland in the Alberta ALUS project area. Jim has used his agricultural and conservation experience to deliver tremendous success for ALUS in Alberta in less than twelve months.

Jim Fisher is ideally suited to leading ALUS efforts in Alberta. Jim was a Delta student in the early 90s where he studied the impacts of zero till agriculture on ducks in southwest Manitoba. Jim has run one of western Canada's most successful habitat conservation programs—Adopt A Pothole—since its inception in 1991. Under Jim's leadership, Adopt A Pothole became the leader in establishing permanent wetland easements on small, vulnerable wetlands in Prairie Canada. Jim's experience and talent working on conservation with a respect for rural communities and farmers has been key to the tremendous success ALUS has enjoyed in Alberta over the last twelve months.



Joan Gabrielson—ALUS Alberta Coordinator—visits with ALUS participant, Trent Selte. Joan is a local farmer herself who realizes how important ALUS is to maintain a healthy landscape in her home County of Vermilion River.

Another key addition to Delta’s ALUS team has been Joan Gabrielson. Joan grew up on a family farm near Melfort, Saskatchewan. After completing a Bachelor of Science degree at the University of Saskatchewan, Joan moved to her present home in the County of Vermilion River (CVR), the home of our Alberta ALUS demonstration. Joan and her husband Craig run a large grain farm in CVR and they attended one of the initial planning meetings for ALUS with interest—ultimately leading to her taking a job with Delta Waterfowl. Joan’s past and present farm experience and formal education make her the ideal candidate for her current position as ALUS coordinator for Alberta. Much of the early success with ALUS in Alberta has been due to Joan’s talent and agricultural knowledge.

Jim Fisher and other Delta staff—including our National Director of ALUS, Dr. Bob Bailey—spent over 40 days on the ground in Alberta from July of 2009 to present, focused on successfully launching and growing the Alberta ALUS project in CVR. The following text details the tremendous recent successes of our ALUS team in Alberta.

Partnership Development

One of the benefits and necessities of demonstrating ALUS within Alberta and other provinces is building partnerships around the ALUS concept. Our experiences demonstrating ALUS in Ontario have taught us that it is through broad partnerships with

a wide array of groups where we generate real momentum and awareness necessary to make ALUS happen.

Our CVR ALUS demonstration has gotten off to a great start by attracting the interest of several key entities as the very first partners for ALUS in Alberta. In July of 2009, we had our first meeting with extension staff from the award winning Cows and Fish program. Cows and Fish have been setting the gold standard in Alberta since 1992 regarding how to work with producers to restore and maintain riparian areas on private land. This initial meeting has led to Cows and Fish staff joining our local Partner Advisory Committee (PAC) Steering Committee—big news for us and for ALUS. Cows and Fish will be key to helping evaluate the success of ALUS in CVR in restoring degraded and drained wetland and riparian areas.



Cows and Fish, the award winning Alberta organization focused on creating healthy riparian areas across the province, joined our ALUS PAC and will be key in performing environmental evaluation of ALUS in Alberta (www.cowsandfish.org).

In October 2009, we met with Velma Hudson, a staff member from the Alberta Conservation Association (ACA). The ACA is a large conservation entity in Alberta that delivers a wide variety of landscape and wildlife programming on behalf of government and private funding agencies (www.ab-conservation.com/go/default/index.cfm). This contact has led to the ACA joining the CVR PAC Steering Committee. Again, this is another key initial partnership development.

Delta has conducted extensive outreach within the local County of Vermilion River and throughout Alberta to engage County-level and provincial government interests in the Alberta ALUS project. The County of Vermilion River has been incredibly supportive of demonstrating and evaluating ALUS in CVR. Alberta Sustainable Resource Development (SRD) and Alberta Environmentally Sustainable Agriculture (AESAs) have committed to be involved in the ALUS PAC Steering Committee as well.



Local representative of the Alberta Conservation Association, Velma Hudson, inspecting the ALUS Demonstration site in the County of Vermilion River. ACA has joined the ALUS Partnership Advisory Committee.

Establishment of the first suite of ALUS projects on-the-ground in CVR

Our goal for the first slate of ALUS projects in CVR was to establish a minimum of 10 participating producers and to deliver a representative cross section of conservation treatments on these farms. We are happy to report that thanks to the work by Joan Gabrielson and over 35 days in the field by Winnipeg-based Delta staffer, Jim Fisher, we have achieved our goal by setting up ALUS projects on 13 farms in CVR.

Table 1 breaks out the acreage for each treatment type (service). The ALUS services of most interest to duck conservation interests are those associated with wetland and grass establishment and protection. Keep in mind that other treatments such as shelterbelt establishment, pollinator bee habitat, and native prairie re-establishment—while not key for waterfowl—are essential for ALUS to gain widespread traction with the broad array of partners required for widespread adoption.



Negotiating the 1st ALUS Services in CVR, summer 2009: (from left to right) Delta’s Dr. Bob Bailey and CVR councillor Daryl Watt visiting with ranchers Ralph Chamberlain and Ed Parke.

Table 1. Initial Suite of Conservation Treatments in ALUS CVR Demonstration

ALUS Treatment Type	Acres Enrolled
Wetlands	
Existing	233
Created	17
Restored	10
Enhanced	7
Grasses	
Existing Tame	293
Existing Native	310
Restored Grass	180
Pollinator Bee Habitat	4
Trees	
Existing Shelterbelt	2
Established Shelterbelt	7
Existing Woods (aspen bluffs)	60
Riparian	
Fenced	39

Pricing to date has been based primarily on the land rental rates in the region—roughly \$40/acre for cropland and \$30/acre for pastureland. For example, a producer converting crop to grass would be paid a per acre annual rental rate of \$40. The payments may be adjusted downward if the land is of lower quality or the producer realizes value by using the land. Payments to maintain existing habitats will be much lower and considered mostly in conjunction with the establishment of new habitat on farms—our primary focus is to restore or enhance grass or water. Our initial agreements are based on a three-year demonstration time frame, but we are strongly considering extending those to 5 year contracts to facilitate more conversion of crop to grass.

As a first effort, we are satisfied with the ratio of grass to wetlands and restoration to protection since we highly suspect that this reflects the reality of producer preferences. Although we are keen to establish more farms and conservation acres as funding allows, we are confident that this initial work will lead to an adequate sample of conservation services to facilitate discovery of pricing and administrative delivery capacity within the conservation community of Alberta.



Delta Staff held numerous local meetings with producers from CVR to gauge interest, scout for PAC members, and to incorporate local knowledge within the Alberta farm community.

Development of the Partnership Advisory Committee (PAC)

From the spring of 2009, Delta staff has been hard at work identifying key local producers who would be positive participants in the CVR ALUS PAC. Also, the initial suite of key non-farmer participants was also scoped out throughout 2009. The PAC is

the key group that will oversee the initial delivery and development of ALUS in Alberta and is one of the hallmark differences between ALUS and traditional conservation approaches.

November 3rd was a historic day in that it marked the first full meeting of the ALUS PAC in Alberta. We are pleased that we have been able to assemble a fantastic group of quality people, with strong representation of innovation-minded producers, to guide ALUS on its first steps in Alberta.

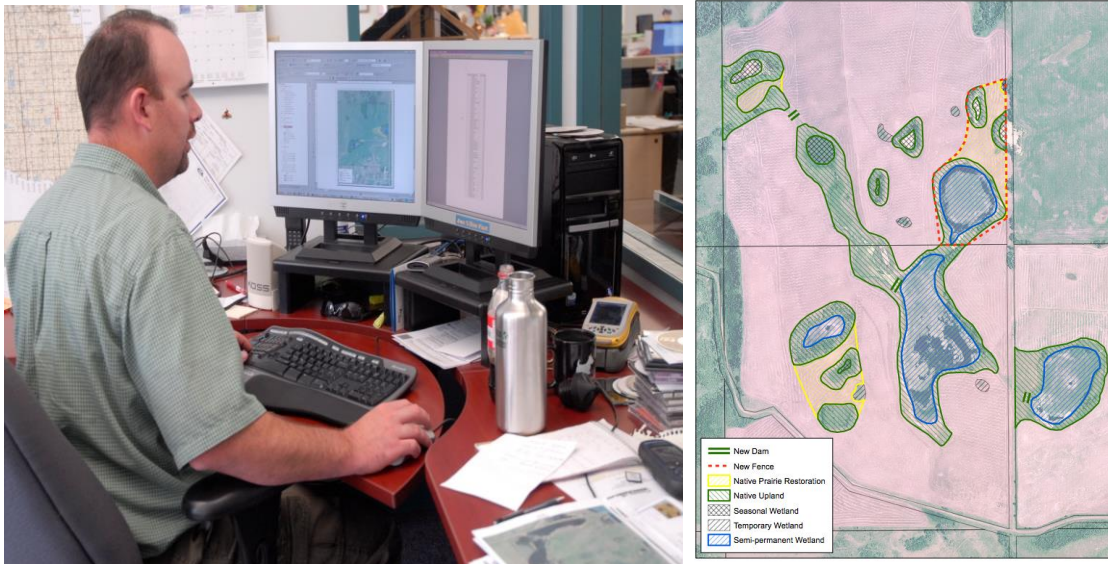


“History Made”—The Alberta ALUS Partnership Advisory Committee guides ALUS from the community level. Back from left to right are Cheryl and Doug Livingstone (producers), Trent Selte (producer), Ed Parke (producer), Sean McGrath (producer), David Moore (Sustainable Resources Development), and Howie Bjorge (CVR). Front from left to right are Velma Hudson (Alberta Conservation Association), Joan Gabrielson (ALUS coordinator), Bob Bailey (Delta Waterfowl), Daryl Watt (CVR councillor, PAC Chair), Kerri O’Shaughnessy (Cows and Fish), and Mona Lee Kirkland (Alberta Environmentally Sustainable Agriculture), not pictured is Jim Fisher (Delta Waterfowl).

Administrative Capacity

Throughout 2009 to present, Delta staff has conducted significant interaction with the County of Vermilion River to work towards CVR delivering the ALUS contracts for services, tracking projects with GIS software and verification of accomplishments. We are happy to report that to this point, the local County of Vermilion River has been well able to handle the initial delivery of ALUS. Again, this is a major difference between ALUS and traditional conservation: Delta Waterfowl is not delivering ALUS. While we are providing guidance and funding, the local County is delivering the project as directed by local producers and partners organizations.

CVR Councilor, Daryl Watt (a farmer and passionate duck hunter), has agreed to Chair the PAC. CVR's Controller, Rhonda King, will be administering payments to producers. CVR's GIS specialist, Rob McCulley, will be digitizing all ALUS projects in CVR.



Left: CVR's GIS specialist Rob McCulley digitizing an ALUS project for illustration, negotiation and acreage measurement purposes. Pictured on the right is an example of the kind of project map that will be created for each contract allowing full accountability and tracking of accomplishments.

We are pleased to report that to this point, the administrative delivery of ALUS in concert with the County of Vermilion River has gone very well. We will continue to work with CVR as more farms and more projects are launched and evaluated.

Official Public Launch of the ALUS Demonstration Project in CVR – January 2010

January 20, 2010 was another exciting day for ALUS in western Canada as it marked the official public launch of the demonstration project within the County of Vermilion River. The public launch was held at a prominent agricultural fair and exhibition in nearby Lloydminster, Alberta. A variety of media attended—see attached press clipping from western Canada's largest agricultural newspaper, *The Western Producer*.



ALUS Coordinator Joan Gabrielson signs one of the first ALUS agreements with rancher Sean McGrath (sitting right) with CVR's Howie Bjorge looking on at the official ALUS Launch at the Cattlemen's Corral – Crop Visions in Lloydminster in January, 2010.

Next Steps in Alberta

1. Partnership Expansion

After the 2010 harvest is complete, Delta and the CVR ALUS PAC will host an ALUS Workshop on the project site to increase outreach to a broader suite of partners. Now that ALUS is “open for business” with a fully functioning PAC and an initial suite of demonstration projects, we aim to attract a broader cross section of government and non-governmental organizations to get involved with ALUS in Alberta. In Ontario, the ALUS partnership grew from a small handful of original farmers and partners to over 70 organizations today.

2. Increase Communications

Now that there are projects on the ground and a functioning partnership, we will spend much more effort in attracting media coverage of the Alberta ALUS project. Delta will be hiring a full time Canadian communications staff to focus on bringing ALUS to the media in Alberta and elsewhere to increase awareness and momentum for the concept.

3. Ongoing Development of the PAC and demonstration projects.

Joan Gabrielson and the PAC will continue to bring in new partners to the PAC and to deliver more ALUS projects in CVR as funding permits.

4. Increase Government and Industry Outreach in Alberta

With the successful launch and ongoing success of the ALUS CVR demonstration, Delta staff will shift more focus towards personal contact with key government entities and officials within Alberta.

5. Research and Evaluation

Through our partnerships with groups such as Cows and Fish, the planning will begin in earnest to deliver an environmental and social impact assessment/evaluation of ALUS in CVR. Additionally, Delta will undertake a significant national study that will investigate the willingness of public and private sectors in Canada to pay for ALUS.

ONTARIO

Since the launch of ALUS as a demonstration project in Ontario in 2007, this initiative has been the ultimate “testing ground” for ALUS in Canada. The Ontario experience has taught us most of what we currently know to be the cutting edge aspects of ALUS as the ultimate delivery model for conservation in Canada, through establishing real partnerships with real farmers.

The political importance of the momentum generated in Ontario towards the adoption of ALUS nationally across Canada (i.e. the Prairies) cannot be overstated. If Ontario, the political epicenter of Canada adopts ALUS, it is nearly certain that other provinces will follow.



Norfolk County prominently displays their involvement in the Ontario ALUS pilot initiative.

Ontario ALUS Highlights:

- The ALUS partnership has presented the concept to over 3,500 people and conducted over 45 separate tours of ALUS Ontario demonstration farms—including key decision makers such as provincial Ministers and senior government bureaucrats.
- Extensive and ongoing media coverage in farm and mainstream media – example attached from Canada’s largest newspaper, the *Toronto Star*.
- The success of the project, and the outreach efforts have lead to the support of **over 70 groups** for the adoption of ALUS in Ontario, one of the largest environmental/conservation coalitions in Canada.
- The identification and development of ALUS’ most influential spokesperson, farmer and rancher, Mr. Brian Gilvesy (see above Toronto Star article). Brian is currently involved in inner circle Ministerial discussions on how to deliver ALUS in Ontario.
- ALUS has made deep contacts within provincial Agriculture, Environment and Species at Risk governmental departments.
- The ongoing development of Canada’s first-ever 3rd party verification process for ecological goods and services.
- A suite of environmental awards from provincial, federal and private agencies due to the vanguard nature of ALUS achievements in Ontario.

The coming year in Ontario will see the ongoing efforts of the newly formed ALUS Ontario Alliance to create an implementation plan for Ontario. The Ontario ALUS team's focus on tours, promotions and communications will continue. Specific work towards developing a third party verification system along with market research aimed at developing a comprehensive fundraising plan to allow the province-wide launch will continue.



Leadership group of Delta's Ontario ALUS efforts. (left to right) Brian Gilvesy (local rancher and Chair of Partnership Advisory Committee), Kristen Thompson (Norfolk ALUS coordinator), Dr. Bob Bailey (Delta's National Director of ALUS) and Dave Reid (Stewardship Coordinator for Norfolk Land Stewardship Council).

Due to the unprecedented conservation successes and “firsts” established by the Ontario ALUS partnership, ALUS in other provinces are employing the lessons learned here to jumpstart efforts elsewhere. For a thorough and entertaining look at the history and progress of ALUS in Ontario, check out the attached piece *ALUS in Eastern Canada: for ALUS the sun is rising in the east*. Also please feel free to visit the Norfolk ALUS website at www.norfolkalus.com.

SASKATCHEWAN

Saskatchewan is a key location for southern duck hunters—Louisiana duck hunters included. Habitat loss and excessive predation have been rampant and constant in Saskatchewan since the 1950s, leading to a long-term decline of breeding mallards and pintails in this region.

The province also contains about half the total amount of farmland in Canada, so it has been said that, “as agricultural policy goes in Saskatchewan, so goes policy in the rest of Canada”. Saskatchewan is an ideal and essential location for launching ALUS from both a duck production and agricultural policy perspective.

In our experience, executing a great ALUS demonstration requires great people who fully understand agriculture and wildlife policy. In that regard, Mr. Dennis Sherratt may have no equal in Saskatchewan. Dennis held the position of the Director of Wildlife for the province of Saskatchewan for over 20 years. More recently Dennis was a key senior official developing environmental and land-use policy for the province of Saskatchewan. Additionally, Dennis has held numerous key Board positions over the course of his career, including sitting on the Board of the NAWMP and participating in the original negotiations and planning that launched NAWMP (see an attached CV for Mr. Sherratt for more details of his experience in environmental and land use management).

Dennis—along with Delta’s National ALUS Director, Dr. Bob Bailey—has been in close contact with government officials within the key provincial departments of Environment and Agriculture. The timing for ALUS in Saskatchewan appears to be perfect.

Saskatchewan Environment and Agriculture are moving towards creating a wetlands policy that would include a regulatory mandate. Government realizes that they must also provide an incentive program for wetlands conservation, which is where ALUS comes in. Dennis and Dr. Bailey have positioned ALUS as the only viable program available at the moment and are asking the Government to participate in a test of the concept in Saskatchewan.

The stars are lining up politically since the current ruling government is strong in rural Saskatchewan and the province is doing better economically than nearly any other jurisdiction in Canada at the moment due to the richness of the province’s resource base (oil, natural gas, potash, uranium, etc). A March 2009 EGS conference in Regina created momentum around the idea of testing an incentive-based program on the ground. Dennis Sherratt was chosen by the province of Saskatchewan to moderate the conference – see attached media piece.

ALUS is the leading national working example of EGS being delivered by rural communities. The Agricultural Producers of Saskatchewan (APAS) are very supportive of ALUS and are eager to see its province-wide adoption. Talks are underway with the Saskatchewan Association of Rural Municipalities (SARM) and the dialogue has been positive. SARM is the organizing administrative body for Saskatchewan’s 299 Rural Municipalities and therefore represents the largest and possibly the most influential rural advocacy group in that province.

We are working in earnest to secure the necessary support from the provincial ministries of the Environment and Agriculture and SARM for an ALUS demonstration and test in Saskatchewan. We are also in talks with several candidate Municipalities towards choosing potential sites to deliver ALUS on a demonstration/evaluation basis. We are

very enthusiastic about the possibility of starting an ALUS demonstration in Saskatchewan in 2010 and look forward to providing more updates in the near future.

MANITOBA

The Manitoba ALUS pilot project was the first of its kind in Canada, breaking new ground in our knowledge base regarding the delivery of EGS. At the time, the basic aspects of delivering ALUS were unknown to us: contracts, price discovery, partnership creation, project management with local producers as decision makers—all new to us and to Canada.

One of the biggest obstacles to conservation effectiveness in Prairie Canada has been the lack of landowner participation. The “community-led, farmer-delivered” approach under ALUS in Manitoba broke down this long-standing barrier for the first time—in our opinion, due to the fact the project was managed and controlled by local thought leaders from the agricultural sector.

The ALUS experience in the Rural Municipality of Blanshard confirmed that farmers are in the best position to manage ecological services from their land. We also learned much about how to do ALUS demonstrations differently, with that learning being subsequently applied to Ontario, PEI and now Alberta.

Like other jurisdictions in Canada, the province of Manitoba is currently scoping out the potential to implement EGS. The province has hosted several workshops and meetings on topics related to EGS (three in March 2010 alone), most of which our Director of Conservation Policy, Jim Fisher has attended.

Recently, Delta staff met with senior officials from the Manitoba government to discuss the potential to deliver an EGS program like ALUS on a watershed basis. Due to the Blanshard ALUS Pilot project that ran from 2006-2008, there is strong momentum and energy surrounding the brand and concept among government and partner groups. We are currently working in a plan to “re-launch” ALUS in Manitoba in 2010, within a select watershed of western Manitoba that possesses high wetland and duck nesting densities.

Next Steps include systematic outreach to potential partners including the Keystone Agricultural Producers, the Manitoba Cattle Producers Association, Ministry of Agriculture and others to gauge the willingness to participate in ALUS. We strongly suspect the will of the farm and conservation community will be able to restart ALUS using the new, cutting edge tactics, delivery and management approach that we have fine tuned in other regions of Canada. Our goal is to optimize our advocacy potential for ALUS by having demonstrations functioning simultaneously in all three Prairie provinces and Ontario.

PRINCE EDWARD ISLAND (PEI)

In 2008, the Province of PEI became the first province in Canada to announce the launch of ALUS as an official government program. PEI came about because of the vision and engagement of a single, influential individual—the Assistant Deputy Minister of Agriculture, Mr. John MacQuarrie. So it goes with agricultural policy work: you never know who will pick up the ALUS idea and run with it. It turns out that ALUS perfectly suited the needs of PEI.

Since the launch of ALUS in PEI, John MacQuarrie and PEI ALUS Coordinator Shawn Hill have achieved incredible success:

- ALUS has become PEI's flagship environmental program due to the success on the ground and support from farmers and watershed groups.
- In spite of budget deficits and a tough economy in eastern Canada, PEI has grown and maintained its ALUS commitment, including having it specifically named and highlighted in the annual budget speech.
- PEI has successfully convinced the federal agricultural department (Agriculture and Agri-food Canada—AAFC) to officially recognize ALUS as a viable agricultural policy program (see below advertisement for PEI ALUS with federal and provincial logos)
- Watershed groups in PEI are government funded. These groups are now pushing ALUS as a primary conservation tool.
- PEI provincial staff is promoting ALUS at federal/provincial agricultural ministerial meetings.



ALUS is a new program in PEI, recognized by the provincial and federal governments for the first time in Canada.

Since 2008, PEI has become “Canada’s ALUS Demonstration Farm”. Perhaps one of the biggest positive impacts from ALUS in PEI is the precedent setting milestones that are

created in this province. A recent example of this is the ongoing and increasing engagement of the federal Department of Fisheries and Oceans (DFO).

DFO is looking for ways to buffer waterways in upper watersheds in the Maritimes (eastern) provinces to reduce siltation of fish habitat. The PEI ALUS team is conducting talks currently with DFO to explore the potential for ALUS to efficiently deliver DFO support on the ground. This could create a tremendous relationship that could be duplicated with DFO in other provinces, such as Alberta where fish habitat degradation is a big issue. Of course, this all creates momentum towards a national program that will increase habitat for ducks.

Future work in PEI entails continuing the ongoing delivery success but with an eye to increasing the communications of the good work being done in that province, and focusing on increasing the scope of the discussions with DFO and AAFC through the positive relationships in PEI.

NATIONAL

Delta's National Director of the ALUS initiative is Dr. Bob Bailey. Dr. Bailey was one of the original authors of the North American Waterfowl Management Plan. Bob was the original driving force behind the launch, development and significant successes of the Ontario ALUS Project within Norfolk County, and the subsequent leader and architect of Delta's ALUS strategy across Canada.



Dr. Bob Bailey (second from right) inspecting the initial set up of ALUS in Alberta – Summer of 2009.

Under Bob’s leadership, the following gains have been made nationally under ALUS:

- Full brand awareness and significant understanding of ALUS by all four federal political parties as well as most provincial political parties—particularly in all three prairie provinces, Ontario and PEI.
- Full support by many major agricultural organizations across Canada, including the Keystone Agricultural Producers (KAP, Manitoba), Agricultural Producers of Saskatchewan (APAS), the Wild Rose Agricultural Producers (WRAP, Alberta), and the Canadian Federation of Agriculture (CFA, national umbrella group representing over 200,000 farm family units).
- The establishment of ALUS as the only well known, national brand in the universe of Ecological Goods and Services policy that is actively being delivered on the ground.
- Growing awareness among a broad array of new interests including the local food movement, nature organizations, Universities and environmental foundations.
- Regular media coverage ranging from agricultural media outlets to national media sources like Canada’s largest newspaper, *The Toronto Star*, and others.
- A wide array of national and provincial awards for agricultural and environmental policy innovation.
- In areas like Ontario and PEI, self-supporting partnerships have adopted ALUS and are promoting it independent of Delta which is exactly what we’d hope would happen.
- Delta has maintained national steerage and influence over this quickly advancing policy tool, such that our original intent – duck conservation – is being fulfilled as the details are progressively worked out.

Next Steps Nationally for ALUS

ALUS is a great idea but who will pay for it?

Delta is pleased and excited to announce that we have received a significant grant from a leading private environmental foundation to determine the willingness of relevant Canadian market segments—business, provincial/federal/municipal governments, industry, individual Canadians—to pay for ALUS. We see this area as the “next big thing” for ALUS because everywhere we’ve demonstrated or evaluated the concept in Canada—without fail—the outcomes have been positive. Invariably, the feedback we have received from government and partners is that all see the innovation and success inherent in ALUS, but that we need to identify significant and sustainable funding for the program to happen.

This comprehensive market research project will be directed by Dr. Bailey and will involve all of Delta’s national ALUS team. The desired outcome is to identify the key market segments that we can approach to develop ongoing funding.

Turning up the volume on ALUS.

Over the last twelve months, the amount of energy, success and progress around ALUS has been accelerating. There is a tremendous need to leverage recent and future success and improve communications regarding ALUS.

Out of Delta's Winnipeg office, Delta will launch a significant and comprehensive communication campaign on behalf of ALUS. To this point, Delta and its partners have achieved much communication success—however, we have never had a person dedicated to this effort full time. We are currently searching for an individual to coordinate the national ALUS communication campaign.

Of particular need now is to bring ALUS more to the mainstream media as a way to excite individual Canadian citizens and the politicians who represent them, about the potential of ALUS to solve Canada's biggest environmental challenges. The focus of our new, national campaign will be to relate ALUS to relevant conservation issues that resonate with Canadians: water quality, soil conservation, wildlife conservation (ducks) and species at risk to name a few.

Ongoing National Coordination

With the growth and advancement of ALUS across Canada, the need to maintain national leadership and consistency of delivery is increasing. New demonstrations will likely begin soon in Saskatchewan and Manitoba. There is a greater demand to knit ALUS champions across Canada together more tightly. This job rightly falls to Delta Waterfowl. We will be holding more ALUS team meetings and conference calls in 2010 to stay on top of the rapid expansion of the concept.

IV. DETAILED ACCOUNTING OF LDWF ALUS EXPENDITURES: 1 JULY 2009 TO PRESENT

Similar to last fiscal year, highly detailed accounting of LDWF supported ALUS expenditures were recorded. A list of these expenditures is contained in Appendix 1.

V. FY 2009 ADOPT A POTHOLE ALLOCATION (\$27,588)

Delta's Adopt A Pothole (perpetual wetland easement program) efforts are conducted in partnership with the Manitoba Habitat Heritage Corporation (MHHC). As part of our partnership agreement, the MHHC signs, holds title, monitors and enforces the easements—called Conservation Agreements (CAs) in Canada. This critical relationship provides a huge strategic advantage for Delta and our funding partners, as the MHHC assumes all long-term financial obligations—allowing the vast majority of contributed funds to reach the ground.

In partnership with previously leveraged NAWCA funds and MHHC in-kind services, LDWF funding from FY 2010 (1 July 2009 – 30 June 2010) was used to permanently

protect 424 acres of wetland (123 acres) and associated upland (301 acres) habitat. The entire acreage was secured with one landowner (Bruce Robinson) in the Hamiota area of southwest Manitoba at a total cost of \$32,130 (Canadian funds). A copy of the signed easement is provided for your viewing. Air photos covering the newly protected property are included in the easement.

As mentioned above, the MHHC is responsible for annual enforcement of each secured easement. In order to best detect easement compliance, all easements are observed by small aircraft and air photos are captured at the same time. The Robinson easement is not scheduled for aerial inspection until fall of 2010. However, attached is an air photo taken this year of the easement previously secured with LDWF support on 23 June 2009.



Annual easement compliance photo taken by the MHHC on the Ryan Carter easement purchased in support of LDWF funding on 23 June 2009.

VI. REQUEST

The State of Louisiana has supported Delta Waterfowl's efforts to increase duck production on the prairie breeding grounds since 2002. Delta sincerely believes that ALUS may represent the best opportunity of our careers to make a significant difference for North American waterfowl. Adopt A Pothole stands as the most cost effective easement program in Canada and stands to make an immediate impact by perpetually protecting wetland and associated upland habitat in southwest Manitoba.

Delta Waterfowl's proposal constitutes a request of 50% of the previous year's license sales per year for the next three years—1 July 2010 – 30 June 2013. The new grant would be in support of ongoing ALUS efforts (84% of requested funds) and securing additional Adopt A Pothole Easements (16% of requested funds) in southwest Manitoba.

ALUS expenditures will be directed toward four main categories:

- Expanding the ALUS demonstration in the County of Vermilion River, Alberta.
- Establishment of ALUS demonstration projects in Saskatchewan and Manitoba.
- Maintenance of ALUS demonstration project in Ontario.
- National ALUS outreach, communications, coordination and market research.

VII. PROJECTED ALUS 3-YEAR BUDGET

An exhaustive budget detailing total projected ALUS expenses for the time period of 1 July 2010 – 30 June 2013 is included on the following pages.

ALUS DEMONSTRATION PROJECTS

	Year 1 FY 2011	Year 2 FY 2012	Year 3 FY 2013
Alberta			
- On farm project costs (fencing, grass seed establishment, wetland creation, etc.)	\$ 93,333.33	\$ 106,666.67	\$ 120,000.00
- Promotion (eg. signs, tours, press releases, articles, brochures, websites, etc.)	\$ 15,850.00	\$ 14,850.00	\$ 14,850.00
- Landowner contacts (on farm visits, project scoping, negotiations, etc.)	\$ 58,798.05	\$ 56,644.69	\$ 58,175.70
- Partnership liaison (PAC, outreach to new partners, personal visits, workshops, etc.)	\$ 62,232.75	\$ 60,792.98	\$ 61,922.94
- ALUS contract management (GIS, payment processing, financial records, etc.)	\$ 40,000.00	\$ 40,000.00	\$ 40,000.00
- Project management (project steerage, staff & partner management)	\$ 46,156.20	\$ 41,598.34	\$ 42,647.88
TOTAL	\$ 316,370.33	\$ 320,552.67	\$ 337,596.51
Saskatchewan			
- On farm project costs (fencing, grass seed establishment, wetland creation, etc.)	\$ -	\$ 93,333.33	\$ 106,666.67
- Promotion (eg. signs, tours, press releases, articles, brochures, websites, etc.)	\$ 2,100.00	\$ 14,850.00	\$ 14,850.00
- Landowner contacts (on farm visits, project scoping, negotiations, etc.)	\$ 26,963.73	\$ 50,273.06	\$ 51,553.47
- Partnership liaison (PAC, outreach to new partners, personal visits, workshops, etc.)	\$ 32,702.38	\$ 37,968.10	\$ 38,491.34
- ALUS contract management (GIS, payment processing, financial records, etc.)	\$ -	\$ 40,000.00	\$ 40,000.00
- Project management (project steerage, staff & partner management)	\$ 29,216.40	\$ 34,629.64	\$ 35,270.77
TOTAL	\$ 90,982.50	\$ 271,054.12	\$ 286,832.25
Manitoba			
- On farm project costs (fencing, grass seed establishment, wetland creation, etc.)	\$ -	\$ 93,333.33	\$ 106,666.67
- Promotion (eg. signs, tours, press releases, articles, brochures, websites, etc.)	\$ 2,100.00	\$ 15,680.00	\$ 15,680.00
- Landowner contacts (on farm visits, project scoping, negotiations, etc.)	\$ 24,833.65	\$ 49,349.18	\$ 50,372.65
- Partnership liaison (PAC, outreach to new partners, personal visits, workshops, etc.)	\$ 9,800.15	\$ 16,249.46	\$ 16,630.55
- ALUS contract management (GIS, payment processing, financial records, etc.)	\$ -	\$ 40,000.00	\$ 40,000.00
- Project management (project steerage, staff & partner management)	\$ 14,115.20	\$ 21,172.24	\$ 21,669.80
TOTAL	\$ 50,849.00	\$ 235,784.21	\$ 251,019.67

Ontario	\$ 81,468.00	\$ 83,058.00	\$ 84,648.00
- Partnership liaison (PAC, outreach to new partners, personal visits, workshops, etc.)	\$ 29,090.40	\$ 29,927.40	\$ 30,764.40
- Project management (project steering, staff & partner management)	\$ 27,877.60	\$ 28,630.60	\$ 29,383.60
- Other partner contributions*		*estimated at \$500,000 annually	
TOTAL	\$ 138,436.00	\$ 141,616.00	\$ 144,796.00
National ALUS			
- Coordination	\$ 71,387.50	\$ 73,439.13	\$ 75,040.75
- Communications	\$ 83,577.50	\$ 85,919.83	\$ 88,262.15
- Research/Evaluation	\$ 158,500.00	\$ 169,805.00	\$ 171,110.00
- Office Costs	\$ 25,260.00	\$ 26,523.00	\$ 27,786.00
TOTAL	\$ 338,725.00	\$ 355,686.95	\$ 362,198.90
GRAND TOTAL	\$ 935,362.83	\$ 1,324,693.96	\$ 1,382,443.32

APPENDIX 1

LDWF Closeout Report for 1 July 2009 – 30 June 2010

Total Grant for July 1, 2009 – June 30, 2010:	\$166,192
- ALUS Portion:	\$138,604

A. ALUS Demonstration Projects: (\$100,260)

Alberta:

County of Vermilion River (CVR) ALUS Demonstration Project (\$43,025)

Jim Fisher, M.N.R.M. (Director of Conservation Policy and CVR Project Manager):

- Based in Winnipeg, 75% position for ALUS.
- 7 site visits in 2009: July 21, August 10, September 1, October 6, November 2, December 2, December 15 - a total of 27 days on site. 4 site visits in 2010 so far, 2 more planned for prior to June 30: January 19, February 9, March 8, April 6 – a total of 11 days on site with 6 more days planned.
- Project Management: hired new ALUS Coordinator December 2009 (Joan Gabrielson, BS) with ongoing management of Joan through June 30, 2010, significant volume of personal meetings and phone contact with County staff to set up GIS mapping of ALUS projects (Rob McCulley, County GIS Specialist), contract administration (County Controller, Rhonda King).
- Securing ALUS Services: inspected 15 farms within CVR and successfully met target of 10 initial demonstration farms (with 1,000 acres of services in first year), met with producers regularly in person, regular phone contact with same producers, negotiated and delineated projects (location, scale, price, cost share arrangements, timing), produced GIS maps of proposed projects, produced contracts, set schedule for delivery of habitat services, worked with County to execute payments and tracking of service acreages.
- Partner Advisory Committee Development and Ongoing Management: in-person discussions/interviews with 5 PAC candidate producers, met with key provincial organizations to gauge interest (Alberta Conservation Association, Alberta Environmentally Sustainable Agriculture, Alberta Sustainable Resource Development, Cows and Fish, PFRA, Private Foundations, etc.), hold first two PAC meetings (November 3, December 15), provided payments to PAC producers for representation, developed initial suite of services and pricing for CVR.
- ALUS CVR Project Launch: press conference in Lloydminster, travel for staff and PAC participants, press release execution and liaison with media.
- Project Promotion: met with organizations, government entities, foundations and private individuals with potential to support ALUS CVR.

Joan Gabrielson, BS. (ALUS CVR Coordinator):

- Lives on-site, full time position.
- Project Management: weekly contact with County of Vermilion River regarding contract payments to producers, map production, accomplishment tracking.
- Weekly contact with Jim Fisher, Project Manager.
- Project Delivery, Services Establishment, and PAC Operation
- Weekly contact with ALUS producers, attended PAC meetings, set agenda, meeting logistics.
- ALUS CVR Launch: handled all local logistics/planning for launch, attended and coordinated.

Dr. Bob Bailey (V.P. Policy for Canada, National ALUS manager):

- Based near Ottawa, nation's capital, 75% ALUS.
- 2 site visits (July and December, 2009- PAC meeting), met with producers with Jim Fisher, towards establishing first ALUS projects/services, helped set up PAC, assisted to coordinate first PAC meetings, met with County staff.
- Project Management: daily/weekly contact with Jim Fisher and Rob Olson regarding planning and delivery of ALUS CVR, 3 visits to Manitoba for project planning.

Rob Olson, M.N.R.M. (President):

- Ongoing daily contact with Delta staff overseeing project delivery in Alberta.

Saskatchewan:

Development of a Saskatchewan ALUS Demonstration Project (\$18,192)

Dennis Sherratt (ALUS Saskatchewan Director):

- Based in Saskatchewan.
- Project Initiation: weekly contact with key government staff (senior officials within the Departments of Agriculture and Environment), senior administrators within the Saskatchewan Association of Rural Municipalities, the Agricultural Producers Association of Saskatchewan, the Saskatchewan Wildlife Federation and individual Municipalities that are candidates for an ALUS demonstration, extensive time and travel within Saskatchewan.
- Project Planning: development of a demonstration proposal and plan, regular consultation with Delta staff and Delta partners across Canada towards creating a made in Saskatchewan version of ALUS, time and travel to Ontario ALUS site (Norfolk ALUS demonstration) and Manitoba to maintain the core values of the program established elsewhere, biological, social and political scoping of candidate sites.

Dr. Bob Bailey (V.P. Policy for Canada, National ALUS manager):

- 3 site visits, partnership development (meetings with the Saskatchewan Wildlife Federation, government staff in Departments of Agriculture and Environment), weekly phone contact with Mr. Sherratt, weekly phone contact with Rob Olson.

Rob Olson (President):

- Weekly contact with Dr. Bailey, regular contact with Mr. Sherratt.

Manitoba:

Development of a new ALUS Demonstration Project (\$13,500)

Jim Fisher M.N.R.M. (Director of Conservation Policy):

- Key contacts with government officials within Manitoba Department of Agriculture towards establishing a new, “second generation” ALUS demonstration in Manitoba.
- 2 site visits to potential watershed location in western Manitoba.
- Attended four Environmental Goods and Services conferences/meetings to scope interest in new ALUS demonstration for Manitoba, spoke at Conservation District Annual Meeting.
- Planning for new ALUS demonstration, identification of candidate watershed, initial landowner contacts to gauge interest/identify leaders.
- Met with agricultural leaders within Keystone Agricultural Producers and the Manitoba Cattle Producers Association to scope potential for new ALUS project.

Rob Olson (President):

- One site visit to potential watershed project area, part of planning and scoping process.

Ontario

Ongoing Management of Norfolk County ALUS Demonstration Project (\$25,543)

Dr. Bob Bailey (V.P. Policy for Canada, National ALUS manager):

- 5 visits to demonstration site in Norfolk County, Ontario. Ongoing project management and project steering through weekly/daily phone contact with Norfolk project managers Dave Reid and Bryan Gilvesy.

Bryan Gilvesy, Cattle Producer Y U Ranch, Norfolk Ontario (ALUS Ontario, ALUS National producer spokesperson):

- Part-time ALUS contractor.
- Monthly meetings with Ministerial staff within Ontario Ministry of Agriculture, Food and Rural Affairs and within the Ontario Ministry of Natural Resources and other governmental agencies (e.g., Transport Canada, Environment Commissioner for Ontario, etc).
- Representation on key provincial land-use committees pertaining to biomass management, species at risk, sustainable agriculture.
- Key participant in Ontario ALUS PAC, farmer to farmer contacts, farmer workshops.
- Outreach to surrounding Counties and Conservation Authorities (e.g. Grand River Conservation Authority, Elgin Stewardship Council, Victoria County, Sand Plain, Wellesly Township Council, Kitchener Regional Council, etc) towards spreading ALUS throughout southern Ontario.
- Monthly meetings with partner groups and supporting foundations (e.g. Ontario Nature, Ontario Federation of Agriculture, Weston Foundation, University of Western Ontario, TD Bank, Royal Bank of Canada, Conservation Ontario)
- >10 media contacts (e.g. CBC radio twice, Toronto Star, Canadian Farm Management Magazine, local media).

B. National ALUS (\$38,344)

National Coordination (\$27,114)

Dr. Bob Bailey:

- Daily/weekly/monthly contact with PEI ALUS (Deputy Minister, John MacQuarrie), Ontario ALUS management team (Dave Reid-project manager, Kristen Thompson-project coordinator, Bryan Gilvesy-director, spokesperson), Manitoba (Jim Fisher), Saskatchewan (Dennis Sherratt), Alberta (Jim Fisher, Joan Gabrielson), National/Provincial (Rob Olson).
- Management team monthly calls
- In-person meetings with ALUS team bi-annually.

Rob Olson (President):

- Daily/weekly senior management planning discussions with Dr. Bailey regarding the strategic and tactical issues.

Communications Campaign (\$11,230)

- Rob Olson (ALUS communications manager): conference calls with ALUS team to identify communications opportunities outreach to print and radio media, media information distribution, doing and conducting interviews regarding ALUS.

- Tori McCormick (Delta Communications staff): tracking and distributing ALUS information, maintaining media contacts, writing press releases
- Fred Greenslade (webmaster, video production): produce and distribute videos promoting ALUS, web promotion of ALUS, information distribution.
- Dr. Bob Bailey: writing and distributing ALUS media material, doing magazine interviews.