

The Prairie Habitat Joint Venture (PHJV) partnership was established to deliver the North American Waterfowl Management Plan (NAWMP) on the Canadian prairies. NAWMP remains the PHJV's key focus today.

Originally signed in 1986, NAWMP has provided a continental response to waterfowl habitat conservation and has received strong commitments from the United States, Canada and Mexico.

North America's Prairie Pothole Region, found largely in Canada, is recognized as the most important breeding area for continental waterfowl and it is important for many other bird populations as well.

The PHJV's broad-based partnerships and conservation activities are crucial to achieving the continental NAWMP goal of restoring waterfowl populations to the levels of the 1970s.

PRIORITY GOALS

- Sustain average waterfowl populations of the 1970s.
- Stop further wetland loss.
- Stop further loss of native lands, especially native grasslands.
- Restore lost wetlands, especially small basins.
- Restore function of upland habitats in landscapes conducive for maintenance of bird populations.

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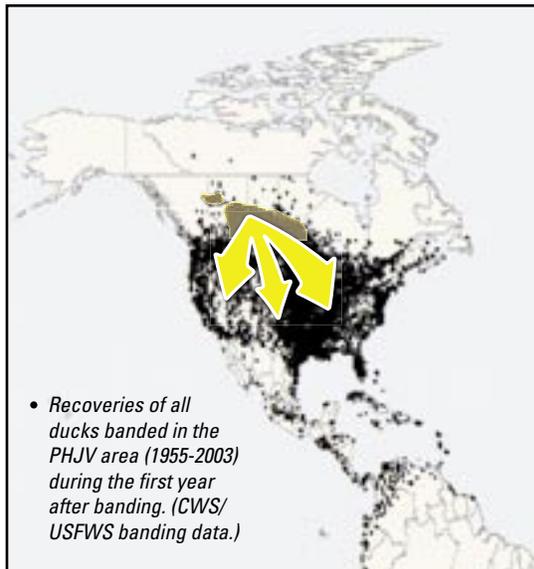
North American Waterfowl
Management Plan
Plan nord-américain de
gestion de la sauvagine
Plan de Manejo de Aves
Acuáticas de Norteamérica

The PHJV as a Strategic Investment



PHJV: The Continental Heartland for Waterfowl

Over half of North America's mid-continent ducks breed within the region covered by the PHJV. This region is one of the most productive areas for waterfowl and contains some of the best habitat in the world.



Ducks produced throughout the PHJV area feed all flyways.

In 1986, the North American Waterfowl Management Plan (NAWMP) named the Canadian Prairies as "the top priority for protection". However, even with significant habitat gains, the PHJV continues to work against

loss and degradation of habitat. Achieving the goals of the PHJV is critical to the successful maintenance of continental duck populations and ensures that the Canadian Prairies remain the continental heartland for waterfowl and other wetland dependent wildlife species.

PHJV: Vital to NAWMP Success

Waterfowl science tells us that the most critical life-cycle periods for duck populations are nesting and brood-rearing, which occur on the Canadian Prairies. The PHJV and its over 340 partners work together to achieve a common mission that clearly directs focus to waterfowl conservation and the NAWMP partnership.

"In the future, Plan success or failure will continue to be linked to long-term trends in waterfowl habitat conditions in the prairie pothole region."

- 2004 NAWMP Update

The Canadian Prairies are a sparsely settled region where the economics associated with waterfowl are minor when compared to agricultural production and other developments. Intensification of agriculture continues to exert pressure on the ability of this landscape to produce a bounty of waterfowl and other wildlife. The PHJV is working cooperatively with farmers and other landowners to conserve habitats and find sustainable solutions that support both agriculture and waterfowl.

PHJV Mission:

Provide leadership to achieve healthy and diverse waterfowl and other bird populations through conservation partnerships. These partnerships strive for sustainable and responsible management of the landscape taking into account social, economic and environmental factors.

The PHJV as a Strategic Investment

NAWMP's original architects adopted a fundamental principle: sharing the benefits of migratory birds comes with a responsibility of sharing for their care. The initial NAWMP plan proposed that over two-thirds of the targeted \$1.5 billion cost be earmarked for the Canadian Prairies. This funding was originally envisioned to secure or influence 9.8 million acres of habitat in the PHJV area and provide a base that would restore waterfowl production to the average levels of the 1970s.

Adaptive management, fueled by the best science available, is a hallmark of PHJV planning and implementation.

From the beginning, adaptive management has played an integral role in the PHJV. As new knowledge is gained through science, changes are continually made to ensure that the most beneficial and cost-effective programs are being delivered. This continuous improvement in program performance shows the commitment to build a prairie landscape with long-term sustainability through a combination of direct habitat interventions, extension and policy efforts. By focusing more energy on initiatives at a landscape scale, real incremental gains in the productive capacity of the land will result and achieve our conservation vision.

See "Science – Key to our Future" fact sheet.

The PHJV has conserved a total of 5.4 million acres. Partners have secured/influenced 3.6 million acres under NAWMP since 1986 and manage an additional 1.8 million acres secured prior to 1986. Of these acres, over 475,000 have been permanently secured.

The 5.4 million acres affected by PHJV activities support on average at least 30 duck pairs/mi² annually. Many other species of wildlife also benefit.

See the "PHJV Achievements" fact sheet.

PHJV – Today and Tomorrow

The PHJV knows that even with these significant accomplishments the job is not done. Continued support of partners is needed more than ever for long-term sustainability of waterfowl populations. Development pressures continue to be intense as global markets have forced farmers to squeeze every possible bit of production from their land base, often at the expense of habitat.

Evaluation activities have refined the targeted approach to selecting priority areas and habitat types. A new science-based tool called the Waterfowl Productivity Model is the foundation for targeting habitat conservation solutions to meet PHJV/NAWMP goals and allows better measurement on the impact of programs on duck populations. As well, the PHJV is committed to finding and developing the most cost-effective conservation programs. For



example, the growing use of conservation easements is one of the new tools that allows the PHJV to maximize cost-effectiveness in its securement programs. (Easements recently became a securement tool in Canada thanks to the efforts of PHJV partners.) Evaluation results have also led to an increased effort in restoring wetlands and associated habitats.

Implementation of public policies to improve the productive potential of PHJV landscapes is showing great promise for waterfowl and other wildlife. More than ever, the many benefits of maintaining the natural capital of the landscape are being recognized by broad segments of the Canadian public. PHJV partners continue to work vigorously to ensure success on these fronts. See "PHJV – Policy in Action" fact sheet.

From the beginning, the PHJV set out a blueprint for long-term sustainability of waterfowl on the prairie landscape. The PHJV is proud of its achievements. Sound science, adaptive management and broad partnerships with an unwavering commitment offer a clear path to success.

Through it all, the PHJV will continue to be successful because it relies on partnerships and provides solutions that benefit wildlife, the landscape and people.

The PHJV will continue to focus on long-term, sustainable solutions in a working landscape that is mainly privately owned and farmed... **and that's good news** for everyone who places value on a legacy of abundant waterfowl and other wildlife winging over the continent for generations to come.