

ALUS CANADA - PROVIDING GRASSROOTS SOLUTIONS IN A TOP DOWN WORLD

Prairie Habitat Joint Venture Policy Workshop

April 2018 – Leduc, Alberta



A Weston Family Initiative

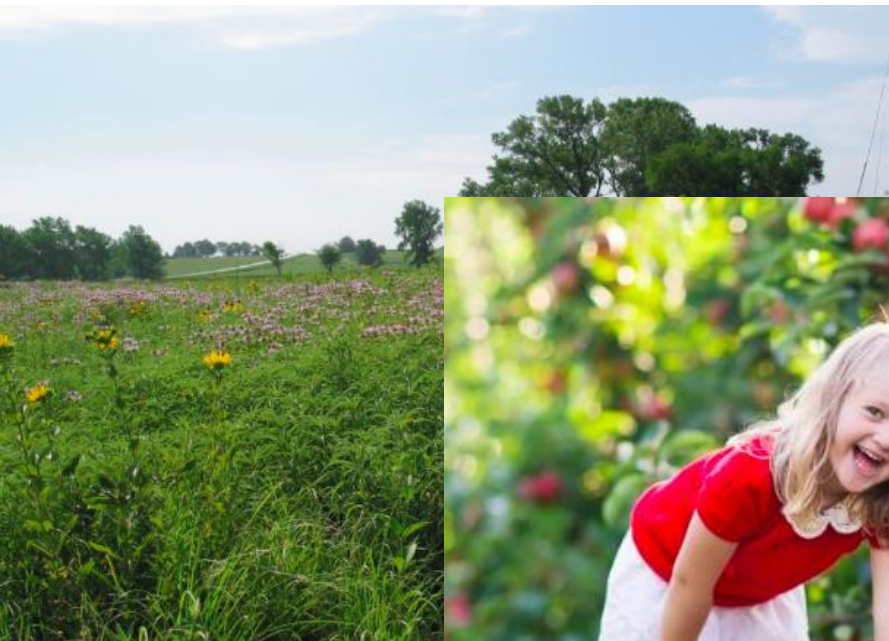
Secrets to ALUS' Success



Using the ALUS Approach to Deliver on Societal Priorities

**WE CAN'T SOLVE
PROBLEMS
BY USING THE SAME
KIND OF THINKING
WE USED WHEN WE
CREATED THEM**

Albert Einstein





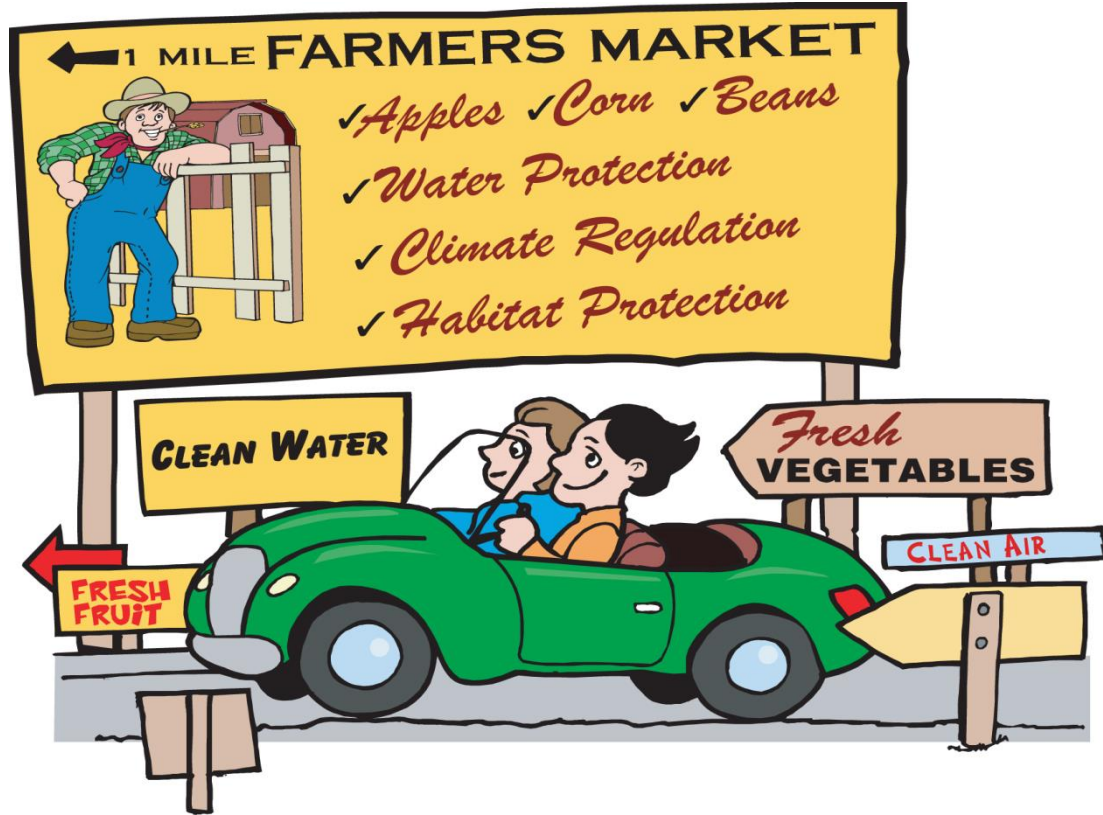
**ALUS PILOT
2005-08**

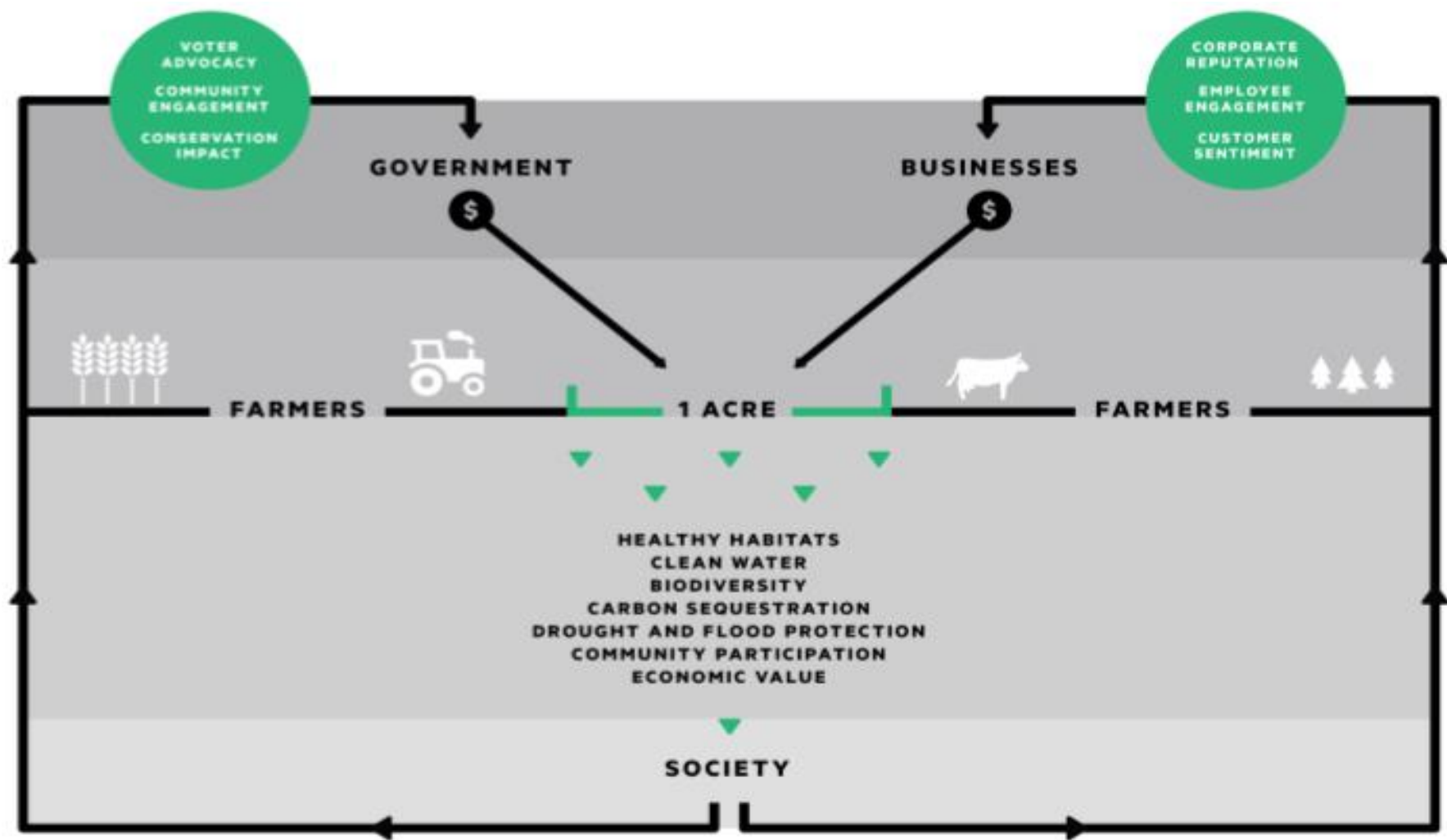
PARTNERS:

**Keystone
Agricultural
Producers**

**Delta Waterfowl
Foundation**







HOW ALUS WORKS

The background features large, overlapping, semi-transparent shapes in yellow, green, and light blue. In the bottom right corner, there is a small graphic of three overlapping circles in yellow, green, and blue, resembling a stylized logo or a small cluster of elements.



ALUS PRINCIPLES

**COMMUNITY DEVELOPED
FARMER-LED AND DELIVERED
TARGETED
MARKET DRIVEN
VOLUNTARY
INTEGRATED
ACCOUNTABLE
SCIENCE-BASED**



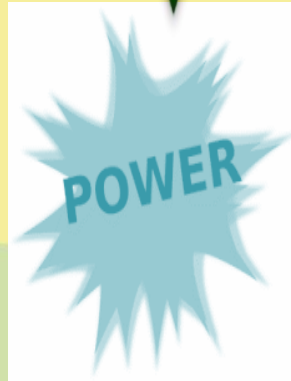
COMMUNITY-LED = PARTNERSHIP ADVISORY COMMITTEES (PACS)



ALUS CANADA COMMUNITY FLOWS



- Money to deliver a proven model
- Proprietary Data Base, GIS, templates etc.
- Program Support
- Connectivity
- Project Delivery Manual (Cookbook)
- Communications
- Policy Development
- Business Development
- Research
- Market Access



- Acres (Ecosystem Services)
- Budgeting and target setting
- Financial reporting
- Recognition
- PAC Engagement



ALUS Canada by the Numbers

Snapshot of ALUS Canada's impact on the ground



ALUS active
in 6 provinces (including PEI)



22 ALUS communities



3,873 ALUS projects



10,277 acres
of wetlands



10,041 acres
of pollinator habitat



2,611 acres reforested
with native trees and shrubs



23,097 acres of land
enrolled in ALUS



Nearly \$4.3M
distributed by ALUS Canada
(\$1.5M in 2016/17 alone)

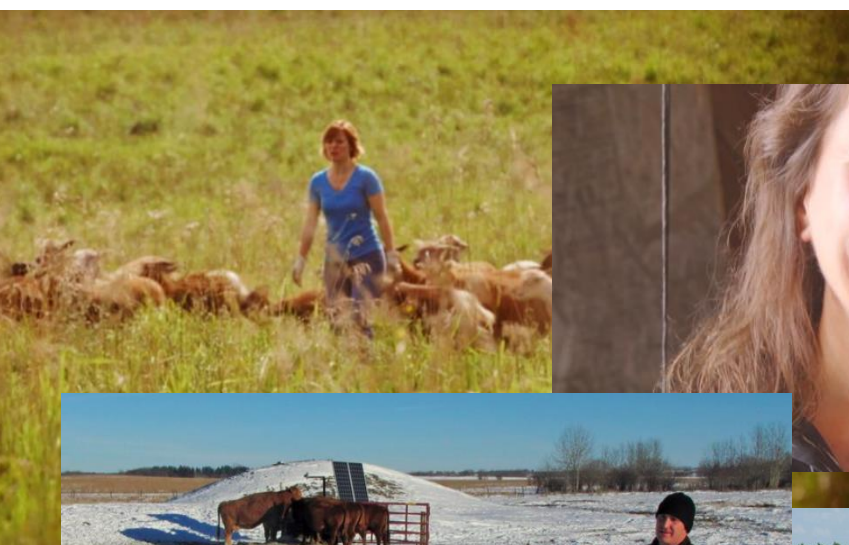


830 farmers & ranchers
participating in ALUS

OPPORTUNITIES







ALUS Canada and Producers – Recognition for Leadership in Conservation and Agriculture

ALUS Canada

PREMIER'S AWARD FOR
AGRI-FOOD INNOVATION EXCELLENCE



Minister's Award for
Environmental Excellence

Alberta  Municipal Affairs

ALUS Farmers



THANK YOU

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