



North American Waterfowl Management Plan

In the early 1980s, some of the most common species of waterfowl were disappearing. The issue stretched beyond Canada's borders. These birds relied on habitat across the continent, in many jurisdictions. It was not a problem we could tackle on our own.

We knew this was the time to look at the big picture, and partner with others who could help us make a difference. This problem wouldn't get fixed without local, federal and international cooperation.

In 1986, we became part of the largest conservation initiative in history. The North American Waterfowl Management Plan (NAWMP) was formed with input from DUC and other conservation groups. International, federal, provincial, state and municipal governments committed to the plan. We became NAWMP's primary facilitator of on-the-ground conservation work in Canada.

Waterfowl numbers grew stronger as we worked to conserve habitat. By the end of 2014 NAWMP had secured and enhanced more than 23 million acres of Canadian habitat.

NAWMP's mandate and programs are the driving force behind Ducks Unlimited Canada's (DUC) conservation work. It's the foundation for North America's entire waterfowl management community – particularly for the regional Joint Venture partnerships that it spawned. The science and planning of NAWMP Joint Ventures have influenced many land-use, agricultural and public policies. The results are notable. The NAWMP model is emulated by many other conservation initiatives around the world.

Partnerships are at the heart of our success stories. They form the foundations of our biggest accomplishments in policy, conservation and education. Some involve collaboration with governments, communities and non-profit groups. Others bring us together with corporate partners who are committed building our success through fundraising and awareness. Every partnership is based on a shared commitment to conservation.