

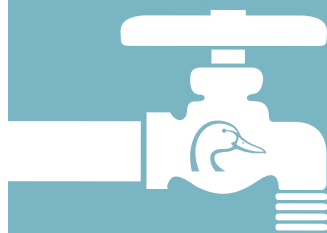


HOW DOES DUCKS UNLIMITED CANADA CONTRIBUTE TO OUR ECONOMIC AND ENVIRONMENTAL WELL-BEING?

To answer that question, Anielski Management Inc. undertook a business case analysis* that measured the return on investment for public sector dollars spent on Ducks Unlimited Canada's (DUC) national conservation program. Their analyses also included a preliminary and partial account of the total societal well-being benefits of DUC's conservation efforts. **The following is a summary of their findings.**

AS OF 2012, DUC HAD DIRECTLY CONSERVED 2.5 MILLION HECTARES (6.2 MILLION ACRES) OF WETLANDS AND UPLANDS. THESE VALUABLE HABITATS INCREASE CANADIANS' HEALTH, WEALTH AND WELL BEING.

ECOSYSTEM SERVICES WORTH \$4.3 BILLION/YEAR



\$1.3 BILLION
IN CARBON SEQUESTRATION AND STORAGE

\$1.2 BILLION
IN WATER SUPPLY

\$828 MILLION
IN WASTE TREATMENT AND WATER PURIFICATION

- \$41 MILLION** IN EROSION PREVENTION
- \$43 MILLION** IN CONTROL OF PESTS AND THEIR EFFECTS
- \$98 MILLION** IN FOOD
- \$95 MILLION** IN MAINTENANCE OF GENETIC DIVERSITY
- \$234 MILLION** IN REGULATION OF WATER FLOW
- \$387 MILLION** IN POLLINATION

RECREATION AND TOURISM WORTH \$208.5 MILLION/YEAR



* Anielski M, Thompson J and Wilson S (2013). *A Genuine Return on Investment: The Economic and Societal Well-being Value of Land Conservation in Canada*. Internal report prepared for Ducks Unlimited Canada.



FOR EVERY \$1 DUC INVESTS IN CONSERVATION, CANADIANS ENJOY \$22 IN ECONOMIC, ECOLOGICAL AND SOCIETAL BENEFITS.



EACH YEAR BETWEEN 2008 AND 2012, DUC SPENT AN AVERAGE OF \$93.5 MILLION PER YEAR IN ITS CONSERVATION EFFORTS. THESE INVESTMENTS HELP KEEP CANADA'S ECONOMY STRONG AND PROSPEROUS.



\$77.1 MILLION/YR.
IN GROSS DOMESTIC PRODUCT



\$59.6 MILLION/YR.
IN EMPLOYMENT INCOME



\$26.2 MILLION/YR.
IN TAX REVENUE TO GOVERNMENT



\$15.8 MILLION/YR.
IN PROFIT FOR BUSINESSES

NEARLY 1,000 JOBS PER YEAR



◀ CONSTRUCTION
ENGINEERING



▶ WILDLIFE
BIOLOGY

▼ PLANT NURSERIES



▼ HEAVY EQUIPMENT
COMPANIES

ROCK & GRAVEL
QUARRIES



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