



# GETTING SERIOUS ABOUT EGGS

**JOIN US** AS A LEAD PARTNER IN BUILDING A UNIQUE  
APPROACH TO GETTING ECOLOGICAL GOODS AND  
SERVICES TO MARKET WITH OUR INNOVATIVE  
NEW PROGRAM **FlexFarm**



Ducks Unlimited Canada

RESCUE  OUR  
WETLANDS

WATER—WILDLIFE—YOU



## What is it?

FlexFarm, a new and innovative Ducks Unlimited Canada (DUC) conservation program, will strive to produce the ecological goods and services (EGS) desired by Canadians.

DUC has conducted considerable EGS research and is ready to leverage this research to provide assurance to purchasers of EGS while ensuring providers of EGS (farmers) are fairly compensated.

FlexFarm will provide:

- landowners with an alternate income stream,
- industry with a solution to development and/or operations that cause environmental harm,
- governments with a means of encouraging economic development while offsetting/compensating for environmental impacts and
- society with increased EGS which we as Canadians appreciate but often undervalue.

To date, EGS programs in Canada and the U.S. have relied on governments as their chief source of funding. These programs also focused on land use rather than EGS outputs. FlexFarm attempts to address these by diversifying funding and creating a commodity of EGS rather than subsidizing land use decisions – making FlexFarm more durable in the face of changing industry and government priorities.

Through FlexFarm, participants will have more freedom and more choice. Landowners may choose to retain some EGS while selling others and although FlexFarm will require participants to sign 10-year agreements, there will be options to opt-out if needed.

## When does it start?

FlexFarm will be launched as a series of pilots with the intention to learn by doing and to demonstrate the concept to potential partners including both government and industry.

DUC launched the first pilot step in the fall of 2016. It was a silent phase where key growers in a small geographic area in Saskatchewan were solicited one-on-one.

FlexFarm's public launch is happening now with pilot program delivery this year. We are also engaging industry and government to build support from the demand side of EGS. The pilot delivery areas are based on demand and support from industry and government. Our goal is to see FlexFarm become a national program.

## How can you help?

We need considerable financial support to establish the FlexFarm program. If you are interested in developing EGS commodities, landowner relationships or wetland conservation – this is an excellent opportunity to get involved in a science-based solution developed by a trusted Canadian charitable organization.

To date, we have raised \$1.1 M with a total budget of \$4.4 M needed over five years.

A significant portion of these funds can be offset with renewed U.S. Fish and Wildlife Service funding to DUC through the North American Wetland Conservation Act. Every dollar raised will help us access these funds.





## Why do we need FlexFarm?

The Canadian landscape is being heavily altered to provide considerable economic activity but with the unintended consequence of reducing the EGS produced on the landscape.

Until recently, our natural systems have been able to withstand these alterations and produce a level of EGS deemed “adequate” by Canadians. But as agricultural production intensifies, lands are cleared and broken, cities expand and industrial development continues, we are observing signals that our ecosystems are beginning to be stressed beyond their capacity. These stresses can be as broad as global climate change, regional such as green-algae in lakes across Alberta last summer or very local such as flooding of cottages at Caddy Lake, Manitoba.

FlexFarm is an EGS solution that provides a conduit between those who can produce EGS (farmers) and industry and governments wishing to increase, mitigate or offset EGS of interest.

## Land Use and EGS as Commodities

EGS are produced from a variety of land uses. Some of these land uses can be characterized as occurring under *business as usual* practices which, while popular with farmers, has very limited appeal to government and industry. This is particularly true where business activities or development has resulted in the need to offset or compensate for environmental impacts.

FlexFarm is unique among the EGS program offerings in two important areas:

**1. FlexFarm will rely on industry funding** with the key roles of government being to create the legislative framework to support EGS programs and to validate/verify EGS produced under approved protocols.

**2. FlexFarm only recognizes EGS produced from incremental activity on the landscape.** Therefore the EGS produced are additional to *business as usual* practices and can be used to offset or compensate for environmental impacts.

To date, DUC has quantified the following EGS produced from land use changes proposed in FlexFarm:

- Carbon sequestration
- Nitrogen and Phosphate sequestration
- Floodwater abatement
- Waterfowl habitat
- Biodiversity

Part of the funding required in the five-year budget enables DUC to research Canadian and global markets for EGS and develop payment structures for each individual benefit. In the first year of the pilot; however, all EGS will be bundled into one payment.

DUC will also work with industry to develop a pricing structure for each EGS. Simultaneous to this, DUC will work with governments to develop verification and validation models to assure all parties involved in FlexFarm.

The FlexFarm logo is positioned in the center of the image, overlaid on a photograph of a rural landscape. The logo consists of the word "FlexFarm" in a bold, white, sans-serif font. The "x" in "Flex" is stylized, with its two strokes crossing to form a shape that resembles a stylized 'X' or a pair of crossed tools. The background of the entire page is a photograph of a lush green field with a line of trees in the distance under a clear blue sky. In the foreground, there are tall, golden-brown grasses or reeds, suggesting a wetland or marshy area. The overall scene is peaceful and natural.

IS INTENDED TO PROVIDE A SUPPLEMENTARY MARKET SIGNAL TO FARMERS TO PRODUCE EGS AS WELL AS FOOD, FUEL AND FIBRE.





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Science makes conservation possible. Our science team is tackling big environmental challenges:

- World-leading research uncovers unique relationships between wetlands, waterfowl, watershed health and biodiversity.
- Scientific findings give us credibility and influence with governments, industries and landowners.
- Graduate fellowship program is supporting and nurturing the next generation of conservation leaders.

**FlexFarm** is another example of how Ducks Unlimited Canada, through science and innovation, is the go-to organization for solutions to the challenges of conservation and wetland conservation best practices & policies that work.

Your leadership and contribution to Ducks Unlimited Canada in support of FlexFarm will make a significant difference. The success of this project depends on people, like you, who share our passion.

## JOIN US TODAY.

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SEVEN-YEAR CONTINENTAL  
CAMPAIGN THAT AIMS TO CHANGE  
THE FACE OF CONSERVATION IN  
NORTH AMERICA BY INVESTING  
\$2 BILLION IN CONSERVATION,  
WETLANDS AND WATERFOWL.

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**Charitable Registration Number 118 888 957 RR0001**

*Complete financial information can be found in the DUC  
annual report or online at ducks.ca*