

## **ONES Panel #4 Dave Reid Presentation Points**

### **Re: Valuing Nature's Benefits: The State of Ecosystem Services Science & Practice in Ontario.**

#### **Who do we engage, and how do we do it?**

- Norfolk Alternative Land Use Services (ALUS) was a 3x field season pilot project that rewarded farmers for providing the benefits from nature that we all enjoy. The pilot ended on March 31, 2011. During the pilot, over 700 acres of marginal, environmentally sensitive or inefficient farmland were returned to native vegetation or wetlands on 95 farms in Norfolk County. Thanks largely to The W. Garfield Weston Foundation we are now in transition to a permanent program about to grow across Ontario and Western Canada.
- ALUS is community led and farmer delivered (see hand out of ALUS principles). Our ALUS team no longer sees government as a primary funder of an ALUS program but as a customer or facilitator for the ALUS product ... nature's benefits to society.
- We will be packaging these benefits into an ALUS Ecological Credit that can be sold for offsetting the detrimental aspects of development ... whether that is urban sprawl or gravel pit development, natural capital is lost and ALUS has an engagement model to get that fixed.
- ALUS will engage farmers to provide offset or increases to natural capital and has the mechanism to do it while not stopping growth.
- So who do we engage and how do we do it? I will list the 5x main audiences and examples of how we engage them ...

## WHO?

## HOW?

- ALUS involves:
  1. The **Community** - community leaders are involved in governance
    - presentations at annual general meetings
    - invite local media on demonstration farm tours
  2. The **Farmers** - use the carrot vs the stick approach
    - start small, establish trust, then grow more projects
    - engage new participants via neighbour to neighbour
    - twilight tours for participants
    - look for win/win scenarios when mutually deciding with the farmer on projects to pursue and land to be retired to nature (eg. pollinator habitat helps biodiversity while increasing crop pollination services)
  3. The **Government** - seek their advice, not their \$
    - seek expertise on review committee's
    - tour government leaders on ALUS demonstration farms
  4. Our **Society /Markets** - “Doors Open” demonstration farm tours
    - utilize social media – eg. Youtube video
    - appeal to industries “corporate social responsibility”
    - invite major media to personal demonstration farm tours
    - audit acreage and verify nature's benefits
  5. The **Academics /Students** - presentations to university classes
    - farm tours for whole class
    - invest in research about ALUS – eg. Master's or PhD students

**Conclusion:** think of the slogan *Tell Them, They Forget; Show Them, They Remember; Involve Them, They Understand; Enable Them, They will Act ...* ALUS does all 4x ... tells, shows, involves and enables.