



AGRICULTURAL AND ENVIRONMENTAL SERVICES

TO: ALUS Partnership Advisory Committee
DATE: May 19, 2021 **DIVISION:** All
FILE: N/A
SUBJECT: Coordinator Update

EXECUTIVE SUMMARY:

This report provides updates from the ALUS Program Coordinator since the last update provided on March 31, 2021.

ADMINISTRATION RECOMMENDATION:

Administration recommends that the Coordinator Update Report be received as information in accordance with Option #1.

BACKGROUND:

The Alternative Land Use Services program (ALUS) is a community developed, farmer delivered program that gives Canadians the opportunity to play an active role in building a healthier environment by providing support to farmers and ranchers to enhance and maintain ecosystem services. ALUS has a simple goal: create a healthy working landscape that sustains agriculture, wildlife and natural spaces for all Canadians.

The ALUS Program Coordinator coordinates implementation of the ALUS Program in Rocky View County. The Program Coordinator is responsible for the delivery and extensions of the ALUS program for conservation on private agricultural lands; developing and maintaining a good working relationship with Rocky View County's agricultural community; providing administrative support to the project and the Partnership Advisory Committee (PAC); and continuing ALUS communications initiatives.

DISCUSSION:

1. ALUS Brochure
 - A review of the final brochure that administration created for the ALUS program in 2020. Brochure printing was delayed due to COVID-19.

BUDGET IMPLICATIONS:

No budget implications.

OPTIONS:

- Option #1 THAT the Coordinator Update Report be received as information.
Option #2 THAT alternative direction be provided.

Administration Resources

Delaney McNaughton, Agricultural and Environmental Services



ROCKY VIEW COUNTY

Respectfully submitted,

“Delaney McNaughton”

Agricultural Services Officer

Concurrence,

“Jeff Fleischer”

Manager Agricultural and Environmental Services

ATTACHMENTS:

ATTACHMENT ‘A’: ALUS Brochure



Support ALUS

Through ALUS Canada, organizations and individuals can invest in a national program that sustains agriculture, wildlife and natural spaces for all Canadians, one acre at a time.

To find out how you can make a real difference on the ground, please visit our website, and contact your local ALUS program coordinator:

ALUS Program Coordinator
T: 403 230-1401
E: agservices@rockyview.ca
ALUS.ca

We thank our dedicated supporters for their commitment to the ALUS program, both locally and across this great nation:

THE W. GARFIELD WESTON FOUNDATION



Cover photo by Captured Secrets Photography



What is ALUS Rocky View?

Launched in November 2018 as a partnership between ALUS Canada and Rocky View County, ALUS Rocky View is the 12th ALUS community in Alberta.

Located in southern Alberta, Rocky View County covers approximately one million acres and surrounds the City of Calgary on three sides.

Agricultural land occupies a large geographic footprint and represents significant economic value in Rocky View County, with more than 85% of its land area classified as agricultural. There are more than 1,100 farms in the County, producing cattle and crops such as canola, wheat and barley. Preserving this farmland for future generations supports the County's goal of responsible growth that protects landscapes and community diversity.

The ALUS Rocky View program addresses some of the main environmental issues affecting the County through ALUS projects that serve local needs and priorities.

The ALUS Rocky View Program Coordinator works with farmers and ranchers to establish these projects, with participants receiving annual, per-acre payments to manage and maintain the projects on their land.

The surrounding community benefits from the cleaner water and air, as well as greater biodiversity, including pollinator habitat, produced by these ALUS projects.

THE ALUS ROCKY VIEW PROGRAM





"Conservation will ultimately boil down to rewarding the private landowner who conserves the public interest"

-Aldo Leopold, 1934

Program Overview

Every local ALUS community rests firmly upon ALUS Canada's eight core principles:

- 1. ALUS is farmer-delivered:** As the largest single group of landowners in Canada, agricultural producers are in a unique position to provide important solutions to some of the most pressing conservation challenges of our time, including climate change and biodiversity loss.
- 2. ALUS is community-developed:** The ALUS program is flexible, designed to be customized to suit a community's own agricultural and environmental priorities. Each ALUS program is managed by a local Partnership Advisory Committee (PAC), and strongly supported by ALUS Canada.
- 3. ALUS is integrated:** ALUS communities are encouraged to develop partnerships with environmental organizations and agricultural groups, to deliver the ALUS program in a manner that complements existing conservation programs, including federal and provincial government policy frameworks.

4. ALUS is targeted: ALUS projects focus on select parcels of marginal or ecologically sensitive land that can be managed in a different manner to produce ecosystem services that benefit all Canadians.

5. ALUS is accountable: ALUS projects are independently monitored, verified, and subject to a robust financial reporting system.

6. ALUS is science-based: Each ALUS project is based on sound scientific principles. The ALUS program provides valuable support and technical expertise for the design and implementation of each green infrastructure project.

7. ALUS is voluntary: Farmers and ranchers who choose to participate in the ALUS program have flexible agreements that suit their particular operation.

8. ALUS is market-driven: The ecosystem services produced by ALUS projects have economic value in the marketplace. Through ALUS Canada, organizations and individuals can invest directly in this innovative form of environmental stewardship, one acre at a time.

What is ALUS Canada?

Community-developed and farmer-delivered, ALUS sustains agriculture, wildlife and natural spaces for all Canadians, one acre at a time.

ALUS Canada is a Weston Family Initiative. The W. Garfield Weston Foundation's generous and long-standing commitment to ALUS Canada has played a critical role in growing ALUS into a truly national not-for-profit organization, one that is rapidly expanding into many new communities across the country.

For more than a decade, ALUS has been investing in farmers and ranchers who are producing acres of clean air, clean water, wildlife habitat and other ecosystem services in their communities.

We are grateful for generous contributions from government, foundations, corporations and individuals who, by supporting ALUS, are helping to put green-infrastructure projects on Canada's agricultural landscape.

Find out more at [ALUS.ca](https://www.alus.ca)

