



AGRICULTURAL AND ENVIRONMENTAL SERVICES

TO: ALUS Partnership Advisory Committee
DATE: September 22, 2021 **DIVISION:** All
FILE: N/A
SUBJECT: ALUS Canada Update

EXECUTIVE SUMMARY:

This report provides updates from ALUS Canada since the last update provided on May 19, 2021.

ADMINISTRATION RECOMMENDATION:

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

BACKGROUND:

ALUS Canada is a national charitable organization that supports the delivery of the ALUS program across the country. ALUS was originally an acronym for “**Alternative Land Use Services**,” reflecting the concept that farmers and ranchers can use their land in an alternative way to produce ecosystem services that benefit Canadians. Today, the program has evolved into a truly national and bilingual organization named “ALUS Canada” in both official languages. The Rocky View ALUS Coordinator works closely with ALUS Canada members to implement the program in the Rocky View region.

DISCUSSION:

ALUS Canada Regional Manager for Alberta will discuss updates within the ALUS Canada organization.

BUDGET IMPLICATIONS:

No budget implications.

OPTIONS:

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

Respectfully submitted,

Concurrence,

“Delaney McNaughton”

“Kristyn Lines”

Agricultural Services Officer

Acting Manager Agricultural and Environmental Services

Administration Resources

Delaney McNaughton, Agricultural and Environmental Services



PAC POWER

◆ Sharing ◆ Innovation ◆ Collective Brilliance ◆ Network

Alberta PAC Meetings presented by:

Christine Campbell, Senior Western Hub Manager, ALUS
Karen Snethun, Associate Western Hub Manager, ALUS

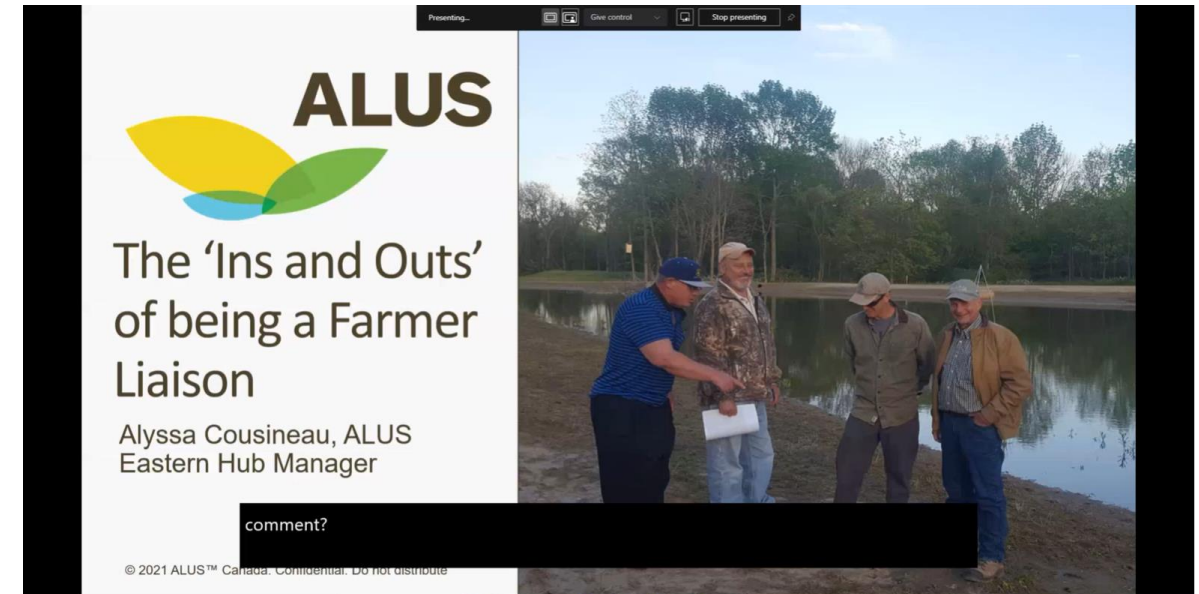
Aug/Sept 2021

ALUS Farmer Liaison Training Workshop

Role of a Farmer Liaison

- » Selected among a community's most outstanding ALUS participants or PAC members who are farmers/ranchers.
- » Embodies ALUS' "Farmer-to-Farmer" Approach
- » Provide extension services for the local ALUS program.
- » Conduct outreach within the community by speaking to potential participants and serving as a contact point.
- » Conduct site monitoring and follow-up on ALUS projects.

Session Recording Now Available



National News — Funder Announcement

Aurora Cannabis

- 3 Year Funding:
 - Y1 - \$50K for 50 acres, 2 ALUS communities
 - Y2 - \$75Kfor 75 acres, 3 ALUS communities
 - Y3 - \$100K for 100 acres, 4 ALUS Communities
- Split between western & eastern Canada
- Targeted for 2 western communities in Yr 1:
 - Parkland
 - Wetaskiwin/Leduc
- Unrestricted Funding



Anonymous Donor1

- 3 Year Funding
- \$2.1 M (approx.)
- Goals:
 - Expand ALUS to 6 new communities
 - Enable 8 new communities to reach full capacity
 - Improve local fundraising capabilities.
- Allocated to communities across Canada



August/September Reminders

- ✓ Time to make sure all grant deliverables have been met
- ✓ Last chance for good project/profile photography
- ✓ Good time for project monitoring
- ✓ Remind producers to finish project establishment
- ✓ Start thinking about next year – acre target projections due in November



Before and After Photo Contest



First Prize: \$600

Second Prize: \$300

Third Prize: \$100

Submission Deadline

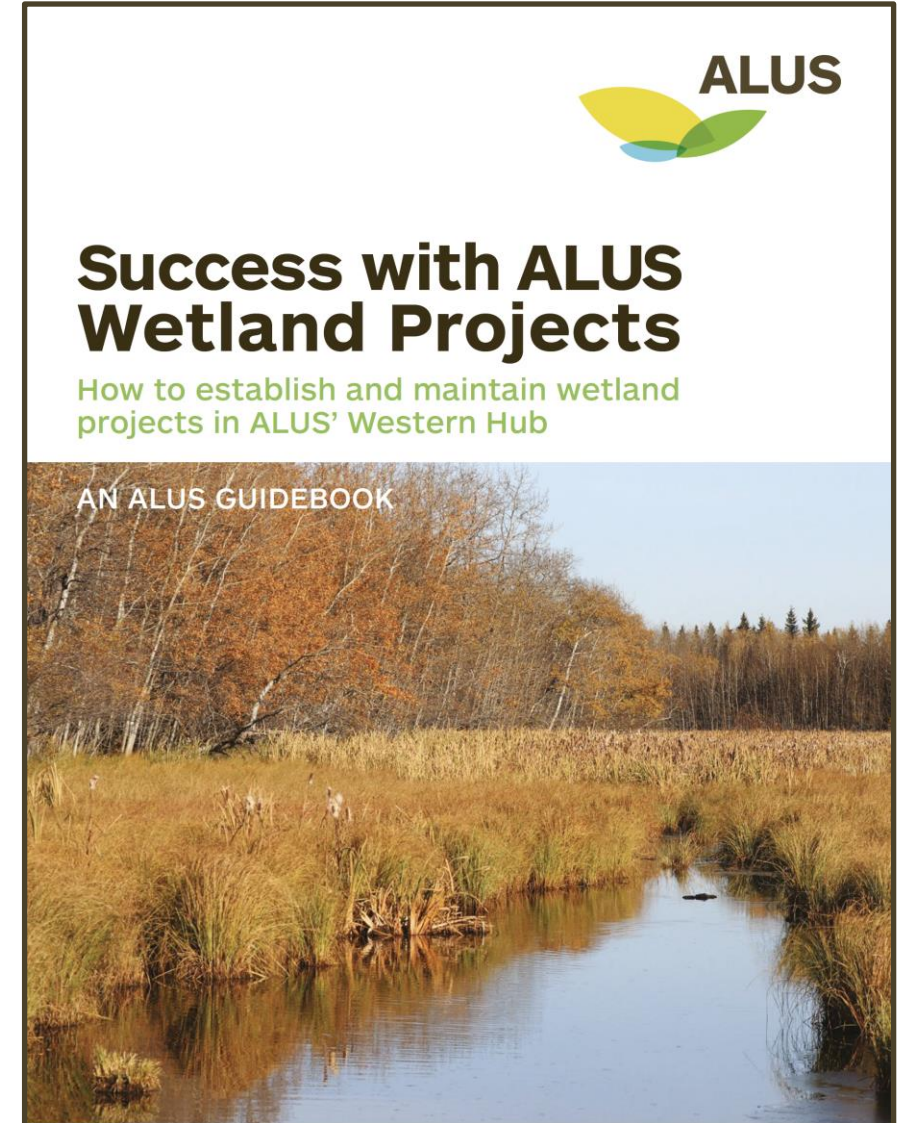
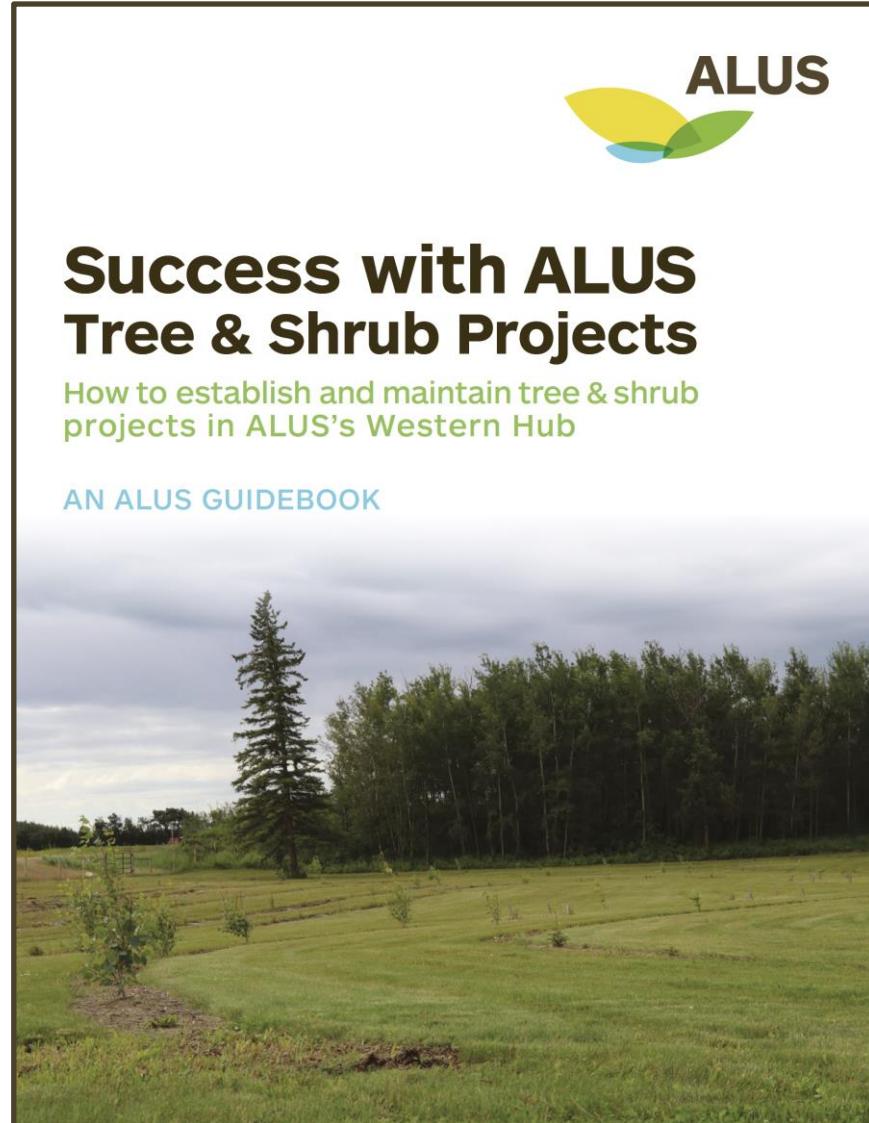
Friday, October 1st, 2021, 5:00pm EST

Submit by Email

media@alus.ca



New Resources



New Community Web Pages – Now Live on alus.ca!



Where Agriculture and Nature Meet



Visit alus.ca

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