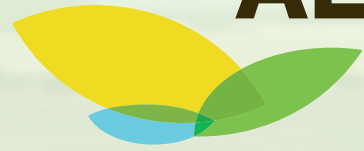


ALUS

Canada



A Weston Family Initiative



**Sustaining agriculture,
wildlife and natural
spaces for all
Canadians—one acre
at a time.**

ALUS.ca

ALUS in Action

The ALUS program helps farmers and ranchers produce cleaner air, cleaner water, and more habitat for wildlife and pollinators in their communities. Brought to you by ALUS Canada, A Weston Family Initiative—a recognized leader in sustainability that is revolutionizing the way Canadians support the environment—ALUS makes it easy for agriculture to be part of the solution, producing ecosystem services to benefit us all.

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

ALUS Projects

How it Works: ALUS supports tens of thousands of acres of wetland, grassland and woodland projects across Canada. ALUS helps plant windbreaks, improve riparian buffer zones, create wildlife habitat and establish other types of beneficial projects that are suited to local needs and priorities.



ALUS tree- and shrub-planting projects produce native wildlife habitat and help create wildlife corridors across the working landscape. Pictured here: a tree planting project in ALUS Peterborough, Ontario



ALUS riparian projects provide wildlife habitat and capture phosphorus and soil erosion from agricultural runoff to improve water quality in streams, rivers and lakes. Pictured here: Guided tour of an ALUS Elgin riparian project in Ontario.



ALUS grassland projects sequester carbon, boost biodiversity and provide critical habitat for species at risk. Pictured here: ALUS Lambton participants Scott and Susan Stephens and their native tallgrass prairie, Ontario.



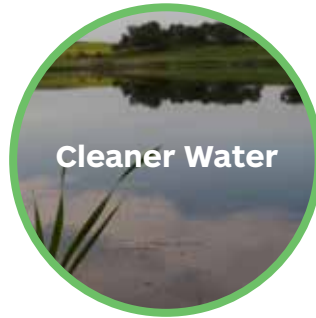
ALUS wetland projects hold water on the landscape, to help protect local and downstream communities against extreme flooding, offset the impact of droughts and provide wildlife habitat. Pictured here: An enhanced wetland on ALUS Vermilion River participant Trent Selte's cattle ranch, Alberta.

Benefits of ALUS

ALUS projects produce results: Cleaner air, cleaner water, carbon capture, flood mitigation, climate adaptation and biodiversity, including wildlife and pollinator habitat. These are just a few of the valuable ecosystem services produced by ALUS participants on their farms and ranches. Also known as 'nature's benefits,' 'ecological goods and services' and 'natural capital,' ecosystem services are essential for the land, the community, and the planet.



Cleaner Air



Cleaner Water



Pollinators



Wildlife Habitat



Biodiversity



Carbon Capture



Flood Mitigation

Here's what some farmers and ranchers have to say about ALUS:



"I am very proud to be part of ALUS. I like that the program calls on those who know the land better than anyone else to work with nature and produce ecosystem services that truly have an impact."

–Duane Movald (Movald Ranches), ALUS Brazeau, Alberta



"We are agricultural producers. Our main role is to produce food. But we are also stewards of the land. We are continually trying to improve the environmental footprint of our farm, and the ALUS program is a great help with that."

–Johnny Gallant (Ferme Gallant Ltée), ALUS P.E.I., Prince Edward Island



"It's important to take care of the land for future generations. As a farmer, I am happy to give up some profit now if it means the land and the water will remain healthy for my daughters in the future."

–Olivier Martin (Ferme Gestion Petit Manoir), ALUS Montérégie, Quebec

ALUS in your Community

With an ever-expanding number of ALUS communities, ALUS has strong and unique programs in its Western Hub, Prairie Hub, Eastern Hub and Atlantic Hub.

Western Hub—Spotlight on ALUS in Alberta

The ALUS program came to Alberta in 2010. The province's first ALUS program, ALUS Vermilion River, is still going strong. It's joined by a dozen more ALUS communities, each one a unique partnership between ALUS Canada and a strong municipal partner. Hundreds of Alberta farmers and ranchers have chosen to become ALUS participants, with more joining every year. They have already transformed tens of thousands of acres of marginal land into wetlands, grasslands and woodlands through ALUS.



Prairie Hub—Spotlight on ALUS in Manitoba and Saskatchewan

The ALUS concept was created in the Canadian Prairies: ALUS' first-ever pilot project took place in 2006 in Manitoba's former Blanshard Municipality. ALUS has since expanded into such communities as the Assiniboine West and Seine Rat Roseau Watershed Districts in Manitoba, and the SODCAP, Assiniboine (ASAP) and WUQWATR regions of Saskatchewan.

Eastern Hub—Spotlight on ALUS in Ontario and Quebec

The ALUS program came to Ontario in 2007. This first community, ALUS Norfolk, is now the longest continually running ALUS program in Canada, and many more have followed suit. In 2016, ALUS Canada partnered with the Fédération de l'UPA de Montréal to establish the first-ever ALUS program in Québec. Participants have transformed thousands of acres of marginal farmland into wetlands, grasslands and woodlands through ALUS.



Atlantic Hub—Spotlight on ALUS in P.E.I.

Originally implemented by the Province in 2008, the Prince Edward Island ALUS program includes nearly 100% of P.E.I.'s farmers. The P.E.I. ALUS program also benefits from ALUS Canada's support, through a delayed-haying initiative that helps Bobolink and other threatened grassland bird species.



Make A Difference On The Ground

ALUS invests in environmental stewardship on Canadian farms and ranches. Your support enables ALUS to create eco-buffers, wetlands, pollinator hedgerows, wildlife habitat, riparian buffer zones and much more, right across Canada. Every dollar you contribute is multiplied by the investment of farmers, ranchers and communities on the ground.

ALUS Canada is a nationally registered charitable organization that relies on generous funding from public and private sources. You can help ALUS create a healthy landscape that sustains agriculture, wildlife and natural spaces for all Canadians, one acre at a time!

Become an ALUS Supporter! Contact us to discuss your interests at: Find us at ALUS.ca.

Corporate Sponsorship Opportunity

Whether your company's core ESG (Environmental Social Governance) interest is water, air, pollinators or wildlife, you can tailor a New Acre™ Project sponsorship package to the environmental issues that matter most to your organization. What's more, your investment will produce lasting benefits for the regions and communities you serve. The New Acre™ Project is aligned with the UN Sustainable Development Goals. Incorporate the New Acre into your corporate sponsorship portfolio today!

Contact newacreproject@alus.ca

Brought to you by:

**New
Acre™
Project.**

**Make a difference.
Make an acre.**



A Weston Family Initiative

"TD is proud to be the first sponsor of ALUS Canada's New Acre™ Project, as part of our corporate citizenship platform, The Ready Commitment." –Nicole Vadori, Head of Environment, TD Bank Group

Community Partnerships

ALUS Canada partners with local organizations to deliver the program on the ground, supporting a unique, community-developed, farmer-delivered program on a national scale. ALUS is proud to work with dozens of community partners to have a powerful impact on the environment across Canada. Each ALUS community is strong and unique, determining its own priorities while benefitting from a shared set of ALUS principles and a central support system.

To find out if there is a program in your area, visit the map of ALUS Communities on [ALUS.ca](https://alusa.ca)

Interested in starting up a new ALUS community?

All ALUS communities are partnerships between ALUS Canada and a legal entity, such as a municipality (most common in Alberta), a watershed group, a conservation district, or another type of organization. There is a process in place for establishing a partnership with ALUS Canada and launching a new ALUS program:

1. Contact a regional ALUS Canada Hub Manager to request information.
2. Regional ALUS Canada Hub Manager will present an “ALUS 101” information session in your community.
3. A meeting with all relevant parties to thoroughly discuss entering into a partnership with ALUS Canada.
4. Request an ALUS Canada Expression of Interest (EOI) form and submit it to your regional Hub Manager.
5. There is currently a waiting list in some regions of Canada. Please stay in touch with your regional Hub Manager to indicate your continued interest in ALUS.
6. When the partnership is approved, your Hub Manager will give you the official go-ahead and begin the onboarding process with your organization.

