



New Acre™ Project

Delivered by  **ALUS**



Helping businesses contribute to the SDGs

Supporting the blueprint to achieve a better world

March 2022

What is New Acre Project?

New Acre™ Project is a vehicle through which purpose-driven corporations can empower farmers and ranchers to create nature-based solutions on their land. Investing in New Acre Project delivers positive environmental and social impacts and generates metrics on those impacts that can be used in sustainability, ESG and stakeholder reporting.

New Acre™ Project is delivered by farmers and ranchers who voluntarily participate in the ALUS program, which provides technical support and annual payments for establishment and maintenance of nature on marginal or environmentally sensitive agricultural land. These projects produce ecosystem services, such as carbon sequestration, water retention and support for biodiversity to benefit all Canadians.

ALUS is a groundbreaking environmental program that supports farmers and ranchers to restore and steward environmental projects through community partnerships, producing cleaner air, cleaner water, and wildlife habitat. ALUS' innovative, community-developed, farmer-delivered model is changing the dynamic between private landowners and conservation while raising awareness about the important role farmers and ranchers can play in building a healthy environment for all Canadians.

The ALUS program focuses on enabling and empowering local leadership and innovation at the farmgate, spurring the creation of nature on marginal land and implementation on modified agricultural practices that improve the environment. Additionally, ALUS connects purpose-driven businesses to help accelerate positive impacts on the working landscape.

As the largest single group of landowners in North America, agricultural producers are in a unique position to provide solutions to some of the most pressing environmental challenges of our time, including biodiversity loss and climate change.

ALUS is a registered member of the UN Global Compact and New Acre Project has been recognized as a best practice for achieving the UN SDGs.

If your business is contributing to the SDGs or considering it, talk to us about how New Acre Project can help expand your commitment, acre by acre.



How New Acre™ Project creates long-term value for society

Empowering private enterprise

In 2016, ALUS created New Acre Project as a platform to enable businesses to invest directly in nature-based solutions delivered by farmers and ranchers that participate in their local ALUS program. A corporation may invest in New Acre Project as an extension of their commitment to the UN Sustainable Development Goals.

“Nature is one of the most powerful tools we have to help communities become more resilient to the impacts of climate change. By using what already exists in nature we can help preserve the health of the environment, while also generating positive social and economic benefits.”

Nicole Vadori,
*Associate Vice President and Head of Environment,
TD Bank Group*

ALUS' role in these partnerships is that of a matchmaker and aggregator. It also assists corporations with impact measurement, bringing purpose-driven businesses together with farmers and ranchers who are engaged in land stewardship. Nature-based solutions can be used to manage material and physical risks, benefit stakeholders and contribute positively to environmental solutions.

The February 2021–2022 period was successful, generating over \$6.6M through corporate alliances to support community-based, farmer-led nature restoration, enhancement and regenerative agriculture projects. Business partnerships were tailored with each enterprise's specific sustainability goals in mind, including the SDG targets.








Table 1: New Acre Project by the numbers 2021–2022

2021 Outcomes	Quantity
Nature-based projects created Nation-wide (by the acre)	6,686
Re-enrollment of nature-based projects, renewed participant commitment	5,000
People engaged through tours and external events	4,325
Number of local leaders involved in program decisions in participating communities	300

Every dollar contributed to creating impact for businesses also generates real, shared value among landowners, communities and other partners.

New Acre Project promotes the use of the SDGs as an effective framework for impact measurement and management through the New Acre Project website. Details of how ALUS provides commentary and support in impact measurement to companies on related Sustainable Development Goals are found in Table 2 below.

How New Acre™ Project investments contribute to the SDGs

<p>2 ZERO HUNGER</p> 	<ul style="list-style-type: none"> • implement resilient agricultural practices that help maintain ecosystems and adaptive capacity
<p>6 CLEAN WATER AND SANITATION</p> 	<ul style="list-style-type: none"> • improve water quality by reducing pollution • protect and restore water-related ecosystems • support and strengthen local water management
<p>11 SUSTAINABLE CITIES AND COMMUNITIES</p> 	<ul style="list-style-type: none"> • safeguard the world's natural heritage • make human settlements safe from water-related disasters
<p>13 CLIMATE ACTION</p> 	<ul style="list-style-type: none"> • strengthen resilience and adaptive capacity • carbon offtakes for Scope 3 emissions
<p>14 LIFE BELOW WATER</p> 	<ul style="list-style-type: none"> • conserve & improve biodiversity of coastal areas • reduce nutrient runoff affecting coastal habitats
<p>15 LIFE ON LAND</p> 	<ul style="list-style-type: none"> • acres of land restored as biodiversity offsets • promotion of reforestation • acres of habitats protected and restored
<p>17 PARTNERSHIPS FOR THE GOALS</p> 	<ul style="list-style-type: none"> • promote partnerships for sustainable development • promote effective public-private and civil society partnerships

Examples of enterprises that are leveraging the benefits of New Acre™ Project

Table 2: 2021/2022 New Acre Project Partnerships			
Corporate enterprise	Sustainability purpose & objective	Impact measurement	Related SDG
Cargill	<ul style="list-style-type: none"> cut beef emissions by 30% in North America climate resilience protect vibrant farming and ranching communities Restore 600 billion liters of water in priority watersheds 	<ul style="list-style-type: none"> 6,000 acres enhanced 12,578 MT CO2 # of people in watersheds affected 	
A&W Canada	<ul style="list-style-type: none"> lower GHGs in beef supply chain support regenerative, grass-fed ranching 	<ul style="list-style-type: none"> 6,000 acres enhanced 12,578 MT CO2 # of people in watersheds affected 	
Danone	<ul style="list-style-type: none"> replenish freshwater ecosystems support pollinators lower GHG footprint 	<ul style="list-style-type: none"> 90 acres restored % increase in biodiversity 	
Molson Coors	<ul style="list-style-type: none"> restore over 2 billion litres of Canadian freshwater 	<ul style="list-style-type: none"> Volume water replenished 	
TD Bank	<ul style="list-style-type: none"> grow and enhance green spaces transition to a low-carbon economy 	<ul style="list-style-type: none"> 450 acres of restored/enhanced projects # of trees planted 	
Aurora	<ul style="list-style-type: none"> protect nature and biodiversity conserve water 	<ul style="list-style-type: none"> 50 acre restore/enhanced projects Biodiversity benefits Water quality impacts 	

Measurement of Outcomes



11,594 acres of grassland acres which provide habitats that benefit species at risk



8,827 of water-related projects (wetlands, riparian buffers)



7,657 acres of trees and shrubs



1,576 habitat nesting structures

HIGHLIGHTS OF ECOSYSTEM SERVICES

ALUS partners with world-renowned researchers to gain a better understanding of the environmental outcomes of ALUS projects. Research conducted on ALUS sites provides credible estimates and analysis of the ecosystem services achieved by our work. For example, ALUS has partnered with Dr. Andrew MacDougall through the MacDougall Lab at the University of Guelph to conduct field studies and monitoring of ALUS sites before and after stewardship efforts have been implemented to measure the changes occurring on the farm related to biodiversity, nutrient capture and soil sequestration.

These interests are reflected in several SDGs, including 2, 6, 11, #13, 14 and 15.

5 UN Global Compact COE

Carbon Sequestration

The creation of one acre of nature generates a conservative average of 1.5 TCO₂/ac/yr. ALUS is actively improving our approach to measuring carbon sequestration (ask us about it!)

Biodiversity

The creation of one acre of grasslands, trees & shrubs, and stream-side water projects has a significant local impact that supports biodiversity, including:

- Ten times more biodiversity in plants, beneficial insects, birds, bats and beneficial soil micro-organisms.
- Per-acre doubling of beneficial insect species and tripling of insect abundance, including native pollinators.
- Up to three times more soil biodiversity.
- Important benefits to aquatic species who benefit from improved water quality, shade and improved aquatic habitat.

Water

ALUS projects restore and protect streamside vegetation and bank structure, which reduces erosion and prevents harmful nutrients from entering waterways. The creation of one acre along a waterway helps generate:

- A reduction in the range of 70%–100% of nutrients flowing into streams and rivers during summer.
- Water retention benefits that can be calculated with the IMWEBs model. Talk to us about your replenishment goals, today.

Other Measurements of Outcomes for ALUS

Sponsors of New Acre Project can be recognized nationally and at the community level in a variety of ways. The investment generates enormous social value and benefits that are appreciated by participating farmers. If social and community value is important to your business, talk to us about how we can create those benefits together.



Sustainable Development Goals

EMPOWERING FARMERS, CHANGE AND CREATING SHARED VALUE

In 2020, ALUS partnered with a research group from the University of Guelph to conduct a survey of the opinions, values and behaviours of ALUS program participants. The following statistics are highlights from respondents of this survey that demonstrated they are moving away from actions that degrade the planet's life support systems and living resources, while moving toward those that sustain and restore these systems and resources.

- 83% of participating farmers said they observed positive environmental changes on their farm first-hand as a result of the creation of their ALUS project(s).
- 82% said that financial support from the ALUS program enabled them to improve the environmental conditions on their farm
- 80% said they would recommend ALUS to their neighbours and/or other farmers.

As the world population continues to grow, much more effort and innovation will be urgently needed to sustainably increase agricultural production, improve global supply chains, protect soils and biodiversity while addressing the climate. Many in the international community believe that it is possible to address these weighty issues without the leadership and empowerment of farmers and ranchers working to realize this goal.

The Sustainable Development Goal to “End hunger, achieve food security and improved nutrition and promote sustainable agriculture” (SDG 2) recognizes the inter linkages among supporting sustainable agriculture, empowering farmers, promoting gender equality, tackling climate change, and other issues addressed within the set of 17 Sustainable Development Goals in the Post-2015 Development Agenda.

ALUS and New Acre Project are developing a marketplace and accelerating investment equitably to help individuals create and implement the changes that will achieve SDG 2.

LETTER FROM THE CEO

February 15, 2022

Since ALUS joined the United Nations Global Compact, we have strongly supported this initiative, renewing our membership each year because we firmly believe in the principles on which it is based.

The UN Global Compact's ideas align with ALUS' efforts to support locally led actions that produce ecosystem services and climate solutions through land stewardship; to work through partnerships to address environmental challenges; and to encourage development and diffusion of nature-based environmental solutions.

2021 was a year marred by superlatives—the driest, the hottest, the most devastating—for many agricultural communities across Canada with respect to drought, wildfires, the pandemic and disruption of global supply chains. These are difficult times for many, yet these challenges create an even greater need and opportunity to work together across community across provinces and countries.

Each time a new farmer or rancher embraces the ALUS program, they embark on a personal path towards enhanced land stewardship and resilience, finding innovative ways to address the impacts of climate change and biodiversity loss. When a new community embraces the idea that farmers have a productive role to play in addressing society's greatest challenges, the strength and resilience of that community improves.

"We are very proud of our participants, who are on the frontlines of environmental stewardship."

**Bryan Gilvesy, CEO
ALUS & New Acre Project**



And when a business partners with ALUS to help scale-up the number of farmers, ranchers, acres and communities involved in land stewardship, we generate shared value for individuals, communities, businesses, stakeholders, customers and shareholders.

We commit to continue working tirelessly to support every human and community that voluntarily adopts the ALUS program as their own. We also remain committed to collaborating with businesses that share our interests and those that are willing to work together to achieve the UN Sustainable Development Goals through New Acre Project.

Bryan Gilvesy
CEO, ALUS



**New AcreTM
Project**

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