

RETURN ON INVESTMENT:

U.S. STATES REAP REWARDS FROM CANADIAN HABITAT INVESTMENTS



FALL FLIGHTS WORKS BECAUSE WE WORK TOGETHER

Join the growing number of states meeting their Fall Flights commitments and see your investments take flight. Every dollar delivers long-term habitat, thriving populations and measurable benefits back home, including your recreation, travel and tourism sectors. Investing upstream means stronger flyway populations downstream, for generations to come. Canadian breeding grounds are the headwaters of the waterfowl migration that flows into your state. **Fall Flights is your state's best strategy for a maximum return on conservation investment!**

"Our biggest inspiration has been the success of Fall Flights. How can you not tap into this already successful broad-based partnership effort? Knowing that you're getting this return on your habitat investment and on your management of waterfowl investment – it just makes sense."

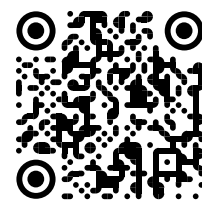
– **TINA JOHANNESSEN**, ASSISTANT CHIEF, WILDLIFE RESOURCES DIVISION, GEORGIA DEPARTMENT OF NATURAL RESOURCE



ROI: MULTIPLIER EFFECT ON U.S. INVESTMENTS

- Every \$USD invested in Canadian habitat is matched and amplified by partners on both sides of the border.
- Canada holds around 1/4 of the world's wetlands.
- \$38 billion in U.S. economic activity is tied to birds hatching in Canada.
- An estimated 4 billion birds migrate from Canada each year.
- 183,000 jobs supported.

- About 1 million waterfowlers are active across North America.
- Up to 70% of harvested waterfowl in the U.S. originate from Canada.
- One-third of American adults are birdwatchers.
- U.S. wetlands become birdwatching hotspots following successful breeding in Canada, especially during migration.



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