

Oiseaux. Birds. Aves.

Whichever language we speak, the fates of birds are intricately tied to the peoples of North America. Where bird populations are dropping, the lands and waters that sustain us are stressed.

100 YEARS AGO, WE CAME TOGETHER FOR BIRDS

Amidst the global chaos of World War I, U.S. President Woodrow Wilson and Great Britain's King George V pledged an international commitment to protect the migratory birds of North America and put an end to market hunting. Crafted in 1916, the Convention for the Protection of Migratory Birds promised collaborative conservation between the United States and Canada.

Twenty years later, with his country in the aftermath of revolution, Mexican president Lázaro Cárdenas approved a treaty with the U.S. that protected migratory birds. Despite political unrest and competing economic priorities, our three nations joined together for birds to create some of the first international environmental agreements in North America.

WE RESPONDED WHEN WATERFOWL NEEDED US

In the late 20th century, with duck populations in decline, our three nations united again to build the North American Waterfowl Management Plan.

With planning and wetlands conservation, ducks became more plentiful. Today, robust waterfowl populations are found from the northern prairies to Mex-

ico's mangrove swamps. Conservation works, and through collaboration we can produce strong results.

Now we must effectively apply this trilateral model to all birds, because more than one-third of all North American bird species will be at risk of extinction unless we take conservation action.

BIRDS BRING OUT THE BEST IN PEOPLE

Some say there are more important priorities than birds. But bird conservation is a powerful force for positive change.

Birds promote leadership. History demonstrates that birds can transcend politics and conflict. Birds are an important economic resource to the hunting, birding, and tourism industries. And birds are a cultural resource—as national symbols, religious icons, and namesakes of sports teams, birds

represent who we are. As more people live in cities, birds are becoming one of humanity's main connections to nature.

Birds inspire bigger wins for the environment. Bird habitats are sinks for greenhouse gases, so bird conservation can help our countries meet Paris Agreement commitments to reduce climate change. Healthy environments for birds also provide benefits to people, such as clean air

and water, flood and erosion control, and coastal resilience.

Birds connect our continent. Our birds are truly a shared resource as they migrate across countries and oceans throughout the hemisphere.

With so many bird species showing alarming declines, it is more important than ever that we work together to conserve our shared birds.

RENEWING OUR CONTINENTAL COMMITMENT TO BIRDS

Once again our countries face uncertain times—for our economies, our environment, and our climate. And again, birds need our help. This report should inspire us to move forward with the best available science on the status of birds and their habitats in North America. It is an unprecedented continent-wide analysis, drawing on the efforts of tens of thousands of citizen-scientists from Canada, the U.S., and Mexico.

As we make new success stories for

birds, there are roles for everyone to play. Governments can capitalize on the findings in this report to strengthen science-based conservation policies. Private industry can invest in sustainability for natural resources. And people can provide the voice and energy to make this all happen.

One hundred years ago, it was a small band of determined people who convinced a president and a king to make a treaty for migratory birds. People can turn around the outlook for birds in this 21st century.



BIRDS CONNECT THE CONTINENT

More than 350 bird species are truly trilateral, living in Canada, the U.S., and Mexico over the course of the year.



Photos (left, top to bottom): President Woodrow Wilson, King George V, and President Lázaro Cárdenas made migratory bird treaties for the United States, Canada, and Mexico in the early 20th century that promised collaborative conservation for birds. The 1916 treaty provided a larger role for the federal government in managing America's first national wildlife refuge on Florida's Pelican Island and put an end to the market hunting that was decimating bird populations such as Great Egret. Credits: Woodrow Wilson Presidential Archives, Archivo General de la Nación, USFWS, and Adam Duxley

Photos (right, top to bottom): Birds fascinate people, as a public banding and release event always draws a crowd. People, in turn, can do a lot to help birds, such as the tremendous conservation investments that have yielded large flocks of ducks that fly across North America today. Birds inspire the next generation to pick up the mantle of environmental stewardship. Credits: Alex Chan, Mike Peters, and Rachel Gaudron

Major habitats in all three countries are connected by spectacular migrations of billions of birds. These birds are dependent on internationally coordinated conservation efforts for survival.

MAP CREDIT: ROUTES AND SILHOUETTES BY CHLOE LAM

Ensemble, together, juntos,

WE CAN CREATE A BRIGHTER FUTURE—FOR BIRDS, FOR PEOPLE, FOR NORTH AMERICA.

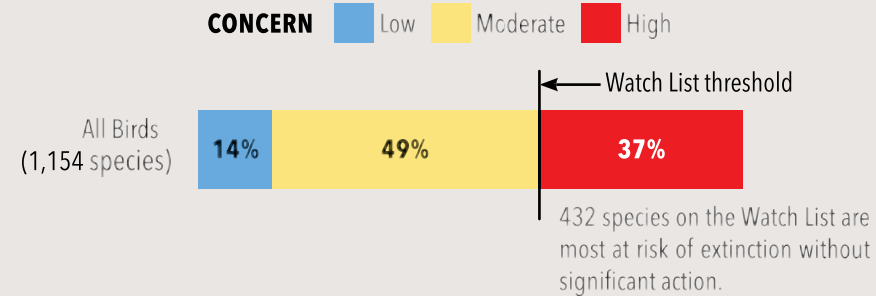


The North American Bird Conservation Initiative (NABCI) provides the framework to move forward. Created by the governments of Canada, the U.S., and Mexico in 1999 after the diplomacy that produced NAFTA, the NABCI agreement recognized birds as an international "natural economic resource." NABCI is a trilateral commitment to protecting, restoring, and enhancing populations and habitats of North America's birds—with an integrated vision for "all birds and all habitats."

State of North America's Birds

Birds in ocean and tropical forest habitats are of highest conservation concern. But species need our help in every habitat.

ONE-THIRD OF ALL NORTH AMERICAN BIRD SPECIES NEED URGENT CONSERVATION ACTION

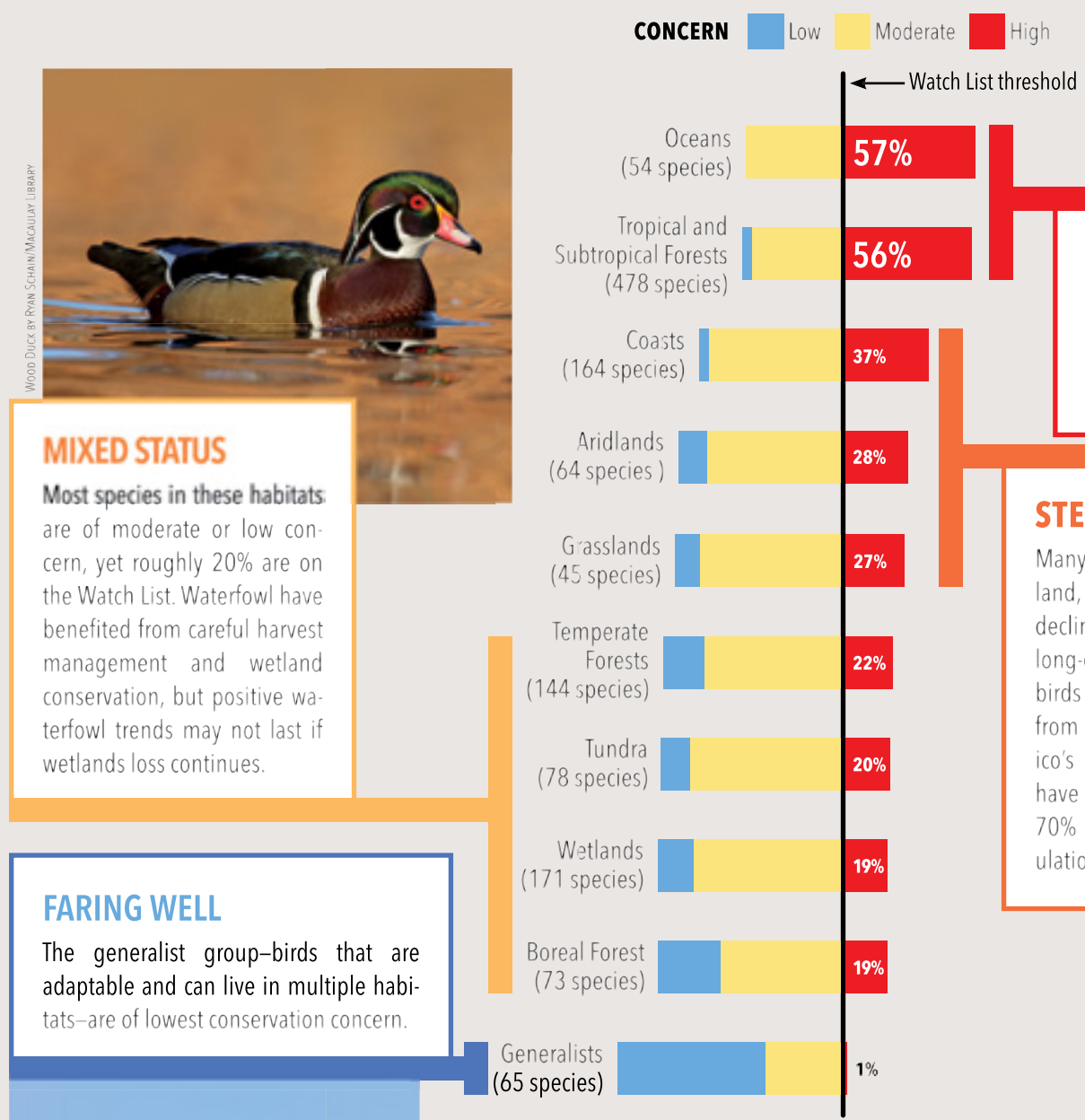


MAJOR HABITATS OF NORTH AMERICA



This report assesses the conservation status of all native North American bird species across all major habitats, including wetlands embedded within terrestrial habitats. Species were assigned to one breeding habitat, except for oceans and coasts (where species were also included if they occurred anytime during the year) and wetlands (where species were included in both wetlands and their terrestrial breeding habitat). Species that commonly occur in many different habitat types were classified as generalists.

CONSERVATION CONCERN ACROSS HABITATS



MIXED STATUS

Most species in these habitats are of moderate or low concern, yet roughly 20% are on the Watch List. Waterfowl have benefited from careful harvest management and wetland conservation, but positive waterfowl trends may not last if wetlands loss continues.

FARING WELL

The generalist group—birds that are adaptable and can live in multiple habitats—are of lowest conservation concern.

IN CRISIS

More than half of species from oceans and tropical forests are on the Watch List because of small and declining populations, small ranges, and severe threats to their habitats.

STEEP DECLINES

Many species in coastal, grassland, and aridland habitats are declining steeply. In particular, long-distance migratory shorebirds and species that migrate from the Great Plains to Mexico's Chihuahuan grasslands have lost, on average, almost 70% of their continental populations since 1970.

OUR APPROACH

This report is based on the first-ever conservation vulnerability assessment for all 1,154 native bird species that occur in Canada, the continental United States, and Mexico. The assessment was compiled by a team of experts from all three countries. The overall conservation status for

each species takes into account its population trend, population size, extent of breeding and nonbreeding ranges, and severity of threats to populations. The Watch List identifies species of highest conservation concern based on high vulnerability scores across multiple factors. Year-round

abundance maps from eBird data, in which intensity of color reflects seasonal abundance, are presented for selected species. Animated eBird maps, as well as details on the assessment methodology and the complete Species Assessment Database, are available at stateofthebirds.org.

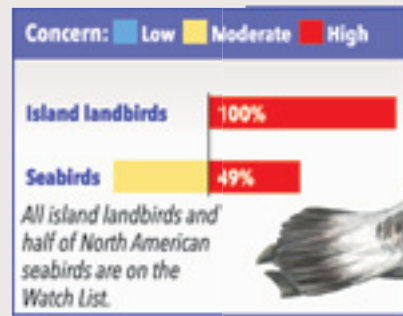
Oceans

Marine ecosystems in crisis

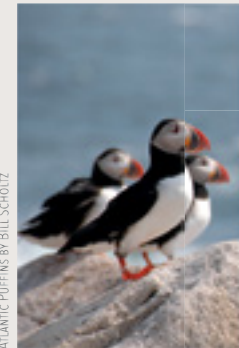
The ocean waters surrounding North America contain rich marine ecosystems that support more than 150 seabird species. Unfortunately, recent research shows global seabird populations have declined nearly 70% since the 1950s, a warning that our oceans are highly stressed. Stronger international cooperation is needed to restore marine ecosystems—not just for birds, but also for the fishing industry and as a food resource for people.

Status: Seabirds globally threatened

THE OUTLOOK for oceanic birds—including seabirds and a group of landbirds found only on islands off the Mexican coast—is the bleakest of any North American bird group. Small and declining seabird populations are severely threatened by invasive predators on nesting islands and accidental bycatch by commercial fishing vessels, as well as overfishing of forage fish stocks, pollution, and climate change.



Building on Success: Eradicating island invasives prevents extinctions



ATLANTIC PUFFINS BY BILL SCHOLTZ

ISLANDS host the nesting colonies for most North American seabirds, as well as many of the last populations of endemic landbird species. On most islands, invasive predators such as rats and cats depredate nests and pose a severe threat to bird populations. Recent international efforts have eradicated predators on 200 of the most important seabird islands in Canadian, American, and Mexican waters. In many cases, these efforts have prevented the extinction of vulnerable bird populations. Continued comprehensive restoration of priority islands for breeding birds is needed as there are still many islands overrun by invasive species.

Take Action: Restore marine ecosystems through global cooperation

THE MANY AND VARIED THREATS TO OUR OCEANS ARE A TANGLED MESS that no one country can solve on its own. Governments, scientists, and industry must work together proactively toward solutions.

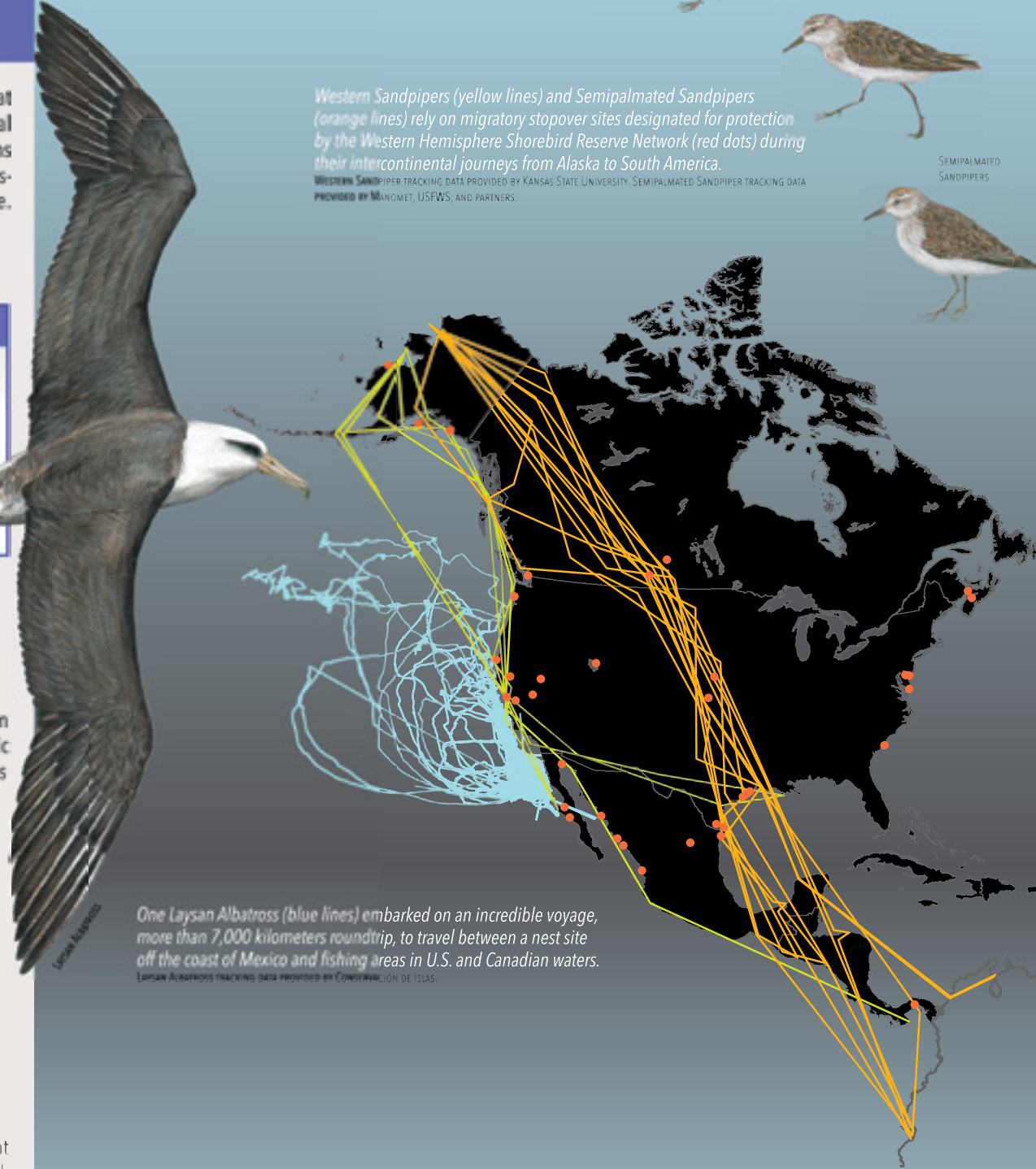
- Canada, the U.S., and Mexico can collaborate to reduce pressures on our richest, most biodiverse ocean ecosystems. Marine protected areas can be expanded. Multinational accords on plastics pollution can bring trilateral clout to cleaning up the great floating mats of garbage that affect seabirds and other marine animals.
- Fisheries management with effective monitoring of catch is needed to ensure the sustainability of fish populations upon which seabirds depend for food. The broader adoption of best management practices for fisheries, such as the Marine Stewardship Council (MSC) guidelines, can reduce the accidental mortality (bycatch) of seabirds on fishing lines or in nets.

MIXED FLOCK OF SHOREBIRDS BY EDUARDO INIGO-ELIAS

Seabirds and shorebirds connect the continent's oceans and coasts.



Western Sandpipers (yellow lines) and Semipalmated Sandpipers (orange lines) rely on migratory stopover sites designated for protection by the Western Hemisphere Shorebird Reserve Network (red dots) during their intercontinental journeys from Alaska to South America. WESTERN SANDPIPER TRACKING DATA PROVIDED BY KANSAS STATE UNIVERSITY. SEMIPALMATED SANDPIPER TRACKING DATA PROVIDED BY MANOMET, USFWS, AND PARTNERS.



One Laysan Albatross (blue lines) embarked on an incredible voyage, more than 7,000 kilometers roundtrip, to travel between a nest site off the coast of Mexico and fishing areas in U.S. and Canadian waters. LAYSAN ALBATROSS TRACKING DATA PROVIDED BY CONSERVACION DE ISLAS.



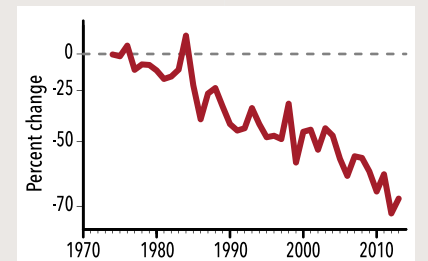
Coasts

Safe harbors needed for intercontinental migrants

Coastline habitats where land meets sea are important to many species of birds. Some species depend on coastal habitats for breeding. Other species, especially shorebirds, migrate vast distances from Arctic and boreal breeding grounds to South America, stopping at a chain of key coastal migratory stopover habitats along the way to rest and refuel. Some of the most important sites support hundreds of thousands of migrant shorebirds. Loss or degradation of any one of these sites can lead to dramatic declines in populations.

Status: Threats to coastlines take a toll on birds

ABOUT 40% of the more than 100 species that depend on coastal habitats are on the Watch List. Species that breed in mangroves, saltmarshes, and sandy beaches are of highest concern due to pressures from sea-level rise, coastal development, disturbance from human recreational activities, and the threat of oil spills.



Migratory shorebird populations have declined by almost 70% since 1973.

Many coastal species have small population sizes and a restricted distribution, making them especially vulnerable to habitat loss and other threats.

The migratory shorebirds that travel the farthest are showing the greatest declines. Habitat loss and degradation at key

coastal stopover sites, as well as climate change impacts on northern breeding grounds, may all be affecting their populations.

Building on Success: Sister cities united by shorebirds

THE LINKING COMMUNITIES initiative has established a shorebird sister-city relationship among communities near Important Bird Areas in Saskatchewan, Utah, and Nayarit. The initiative coordinates shorebird festivals, cultural exchanges for schoolteachers, and conservation projects in each community. Similar linkages could be developed elsewhere to coordinate conservation efforts among important sites that share populations of migratory birds.



PHOTO COURTESY OF LINKING COMMUNITIES

Schoolchildren celebrate migratory shorebirds at a Linking Communities event in Nayarit, Mexico.

Take Action: Conserve coastlines for birds and people

LOCAL GOVERNMENTS HAVE A KEY ROLE TO PLAY in coastal bird conservation:

- The Western Hemisphere Shorebird Reserve Network has identified almost 100 key migratory sites from Alaska to Tierra del Fuego. Local governments can support these crucial shorebird habitats with zoning and policies to protect them from disturbance and development.
- Mangroves and saltmarshes that support coastal bird species also protect coastal cities from flooding and sequester large amounts of carbon. Governments can recognize these important ecosystem services through legislation that prevents further loss of coastal ecosystems and encourages their restoration.

Boreal Forest

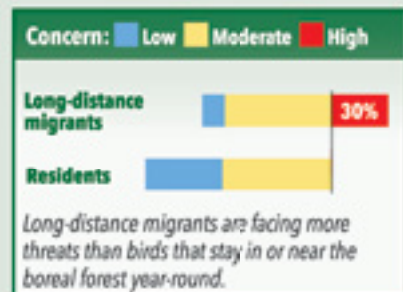
The nursery for billions of migratory birds

Eighty percent of the boreal forest is still functionally intact, providing great conservation potential. The boreal forest supports the greatest abundance of birds on the continent—3 to 5 billion birds in the breeding season. Most boreal birds are migratory and travel the length of North America during the nonbreeding season, with many continuing to South America.

Status: Most species faring well

MOST BOREAL BIRD SPECIES are of low or moderate conservation concern, indicating this is still a relatively healthy habitat. Maintaining the abundance of these species is important for a diverse and healthy boreal ecosystem.

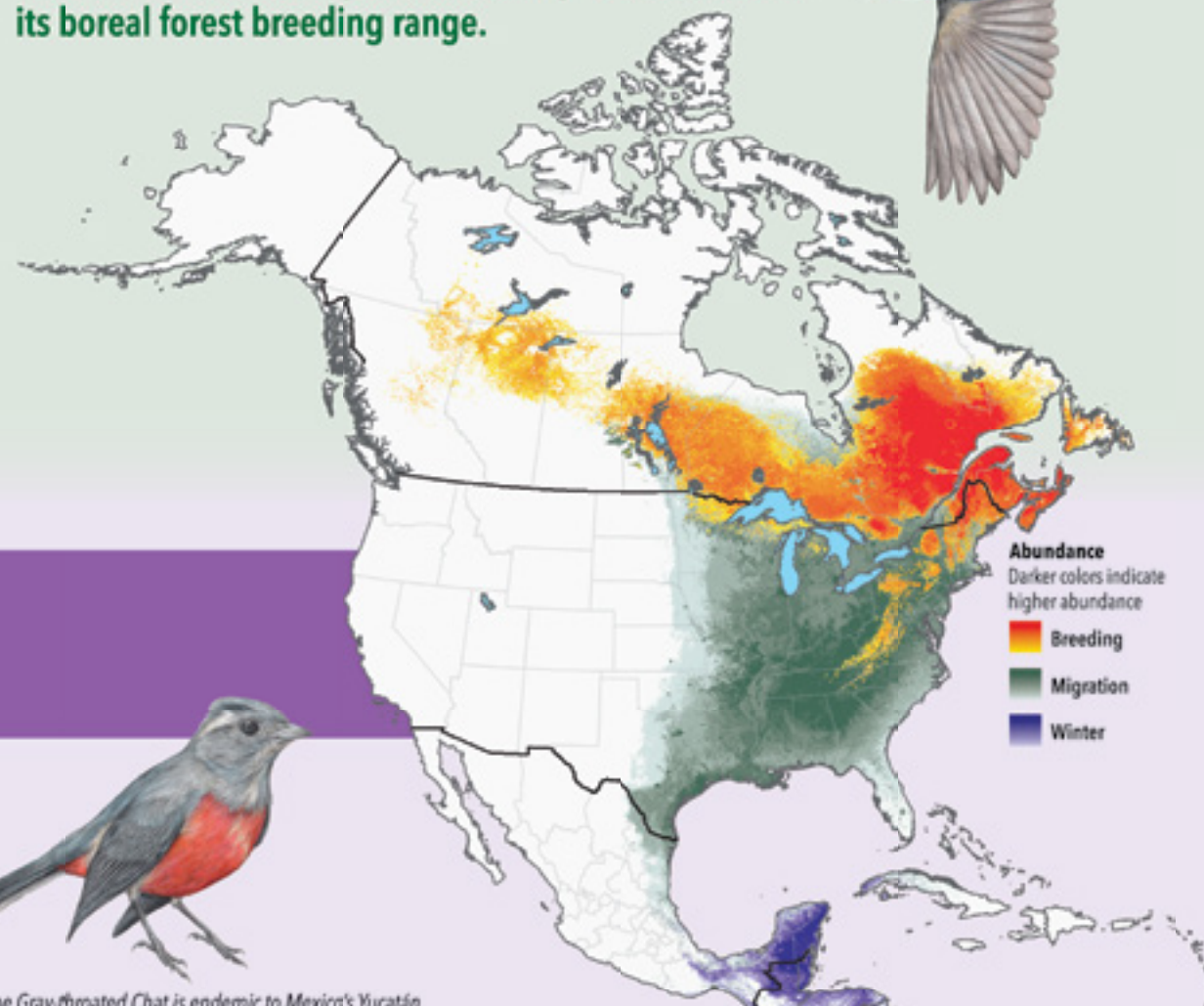
Among the species that are of conservation concern, most are long-distance migrants that face threats on their nonbreeding habitats. Many are migratory songbirds that spend their winters in the shrinking tropical forests of Mexico and farther south. Other species of concern, such as boreal



shorebirds and waterfowl, rely on coastal habitats that are under heavy development pressure.



In winter, the entire population of Magnolia Warblers relies on an area of tropical forest only 1/10 the size of its boreal forest breeding range.



The Gray-throated Chat is endemic to Mexico's Yucatán Peninsula, where it depends on the same tropical forests used by Magnolia Warblers and other migrants in winter.



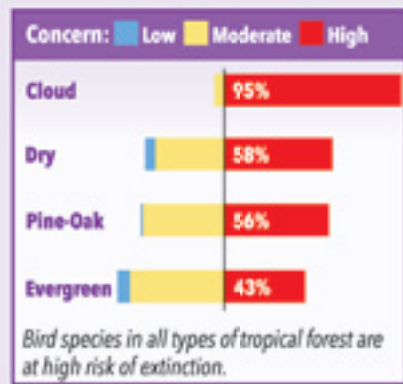
Tropical Forests

The continent's cradle of bird diversity

Mexico's tropical forests extend through Central America and support nearly 500 resident species of birds, as well as more than 120 bird species that migrate from Canada and the United States. Unfortunately, deforestation and fragmentation have reduced these continentally important habitats to precious small stands. Mexican tropical forests have suffered greater than 70% habitat loss since the 1970s.

Status: Most species at risk of extinction

THE MAJORITY of resident species in Mexico's tropical forests are on the Watch List due to small and highly threatened populations. Birds that live in tropical cloud forests atop mountains are most at risk, with many resident species such as the Resplendent Quetzal federally listed in Mexico as endangered. Tropical dry forests are home to 48 endemic species found nowhere else. Tropical evergreen forests are important migratory bird habitat; 20% of boreal breeding birds spend winters there.



Building on Success: Provincial pledges will protect 80 million hectares

THE VASTNESS OF THE BOREAL forest is a big reason why it is such vital bird habitat. Ontario and Québec have committed to protect 50% of their boreal forest from development to ensure that forests remain healthy for wildlife, protect clean water, and sequester carbon. Similar efforts are needed in other jurisdictions. Protected areas should include portions of the southern boreal forest where bird diversity is highest.

Take Action: Support sustainable forestry that mimics natural disturbance

BOREAL FORESTS ARE NATURALLY DYNAMIC. Fires and insect outbreaks create a mosaic of open areas and regenerating and mature forests that sustain healthy bird populations. Sustainable forestry practices emulate those natural disturbances to keep forests healthy.

- In areas that are slated for management, forestry planning should consider natural patterns and disturbance regimes when determining where and how to harvest.
- Timber certification programs through the Forest Stewardship Council, Sustainable Forestry Initiative, and Canadian Standards Association are recognizing companies that support sustainable forestry. The more that companies and consumers choose certified wood products, the better off the boreal forest will be.



The Black-backed Woodpecker is a species that benefits from forest disturbance.

Building on Success: Mexico's Protected Areas

THE MEXICAN GOVERNMENT, the Global Environment Facility, and other partners have invested US\$174 million to conserve tropical forests through the Natural Protected Areas System. More than 300 people living near these protected areas have joined CONABIO's Community-Based Bird Monitoring Network to assess the benefits of protection. The volunteer birders provide citizen-science data that help to assess the status of migratory and resident birds.



Take Action: Improve forests and livelihoods

CONSERVING WHAT'S LEFT of Mexico's tropical forests requires active public involvement—by both international partners and the Mexican people.

- About 20% of remnant tropical forest acreage is protected by parks or reserves. It is critically important to continue and expand international collaboration and funding for habitat management of these forests.
- On private and communal lands, tropical forest conservation must support the livelihoods of resident families in ways that maintain standing forests. A model example is the Mesoamerican Biological Corridor program in Mexico, which supports people and forests through sustainable timber harvesting, ecotourism development, and sustainable agroforestry with coffee and cacao crops.

Temperate Forests

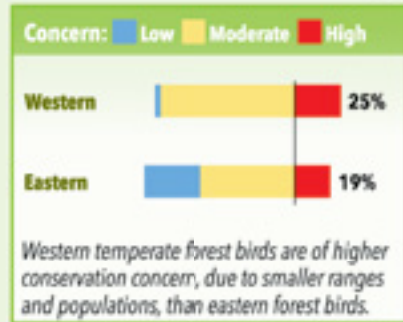
Diverse forests promote bird diversity

The temperate forests of North America include the maple forests of New England and the towering old-growth forests of the Pacific Northwest. In the East, there is more forest today than there was 100 years ago, yet forest stands lack the diversity of young and old trees that makes for prime bird habitat. In the West, fire is a key element influencing forests and bird habitat from Canada to Mexico.

Status: Positive trends with some concerns

OF THE 144 TEMPERATE FOREST BIRD SPECIES in the East and West, 30 are on the Watch List. About half of the birds that breed in U.S. and Canadian eastern temperate forests spend their winters in Mexican tropical evergreen forests. Some species, such as Wood Thrush, are in steep decline.

Eighty percent of western temperate forest birds spend the winter in western Mexican forests. These birds, such as Western Tanager, live in fire-maintained forests at both ends of their life cycle. Historically, fires were set by lightning strikes and native peoples. Today it is up to land managers to use fire to keep these forests healthy and resilient to pests and climate change.



Building on Success: Sharing best practices trinationally

THE QUERCUS AND AVES PROGRAM prioritizes oak woodlands restoration using science-based bird conservation objectives along the Pacific Coast of North America. Regional partnerships initiated by Quercus and Aves have restored oak woodlands habitat on more than 20 sites on public and private lands in Oregon, Washington, and British Columbia. In Mexico, a regional pine-oak alliance has restored habitat on more than 1 million hectares in southern Chiapas, Oaxaca, and Guerrero, as well as farther south in Guatemala and Honduras.



The Klamath Siskiyou Oak Network, a Quercus and Aves program partner, uses prescribed burning to restore oak woodlands in southern Oregon and northern California.

Take Action: Forests need quality management

OUR CONTINENT'S TEMPERATE FORESTS CAN BE MANAGED to achieve conservation objectives while contributing to local economies.

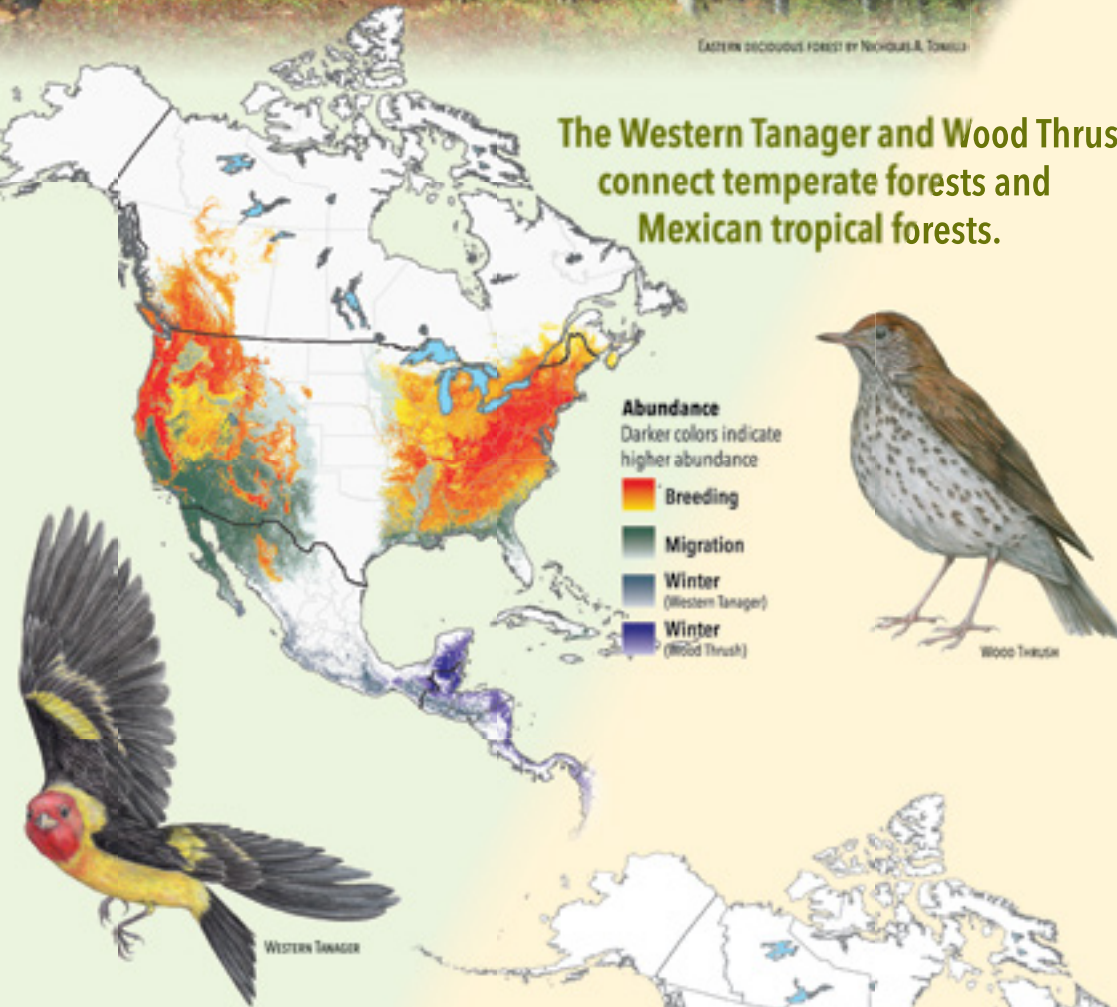
- The Appalachian Mountains Joint Venture is planning for a mix of forest types from New York to Alabama. Integrating bird conservation objectives into forest management plans will diversify forest habitats across the eastern U.S.
- The Partners in Flight business conservation plan for western forest birds is developing more than a dozen pilot projects in Canada, the U.S., and Mexico that implement science-based forest conservation planning while supporting wood-product markets. These projects should become the blueprints for using bird and habitat conservation objectives to improve local economies.

CHIHUAHUA GRASSLANDS BY TIM GALLAGHER

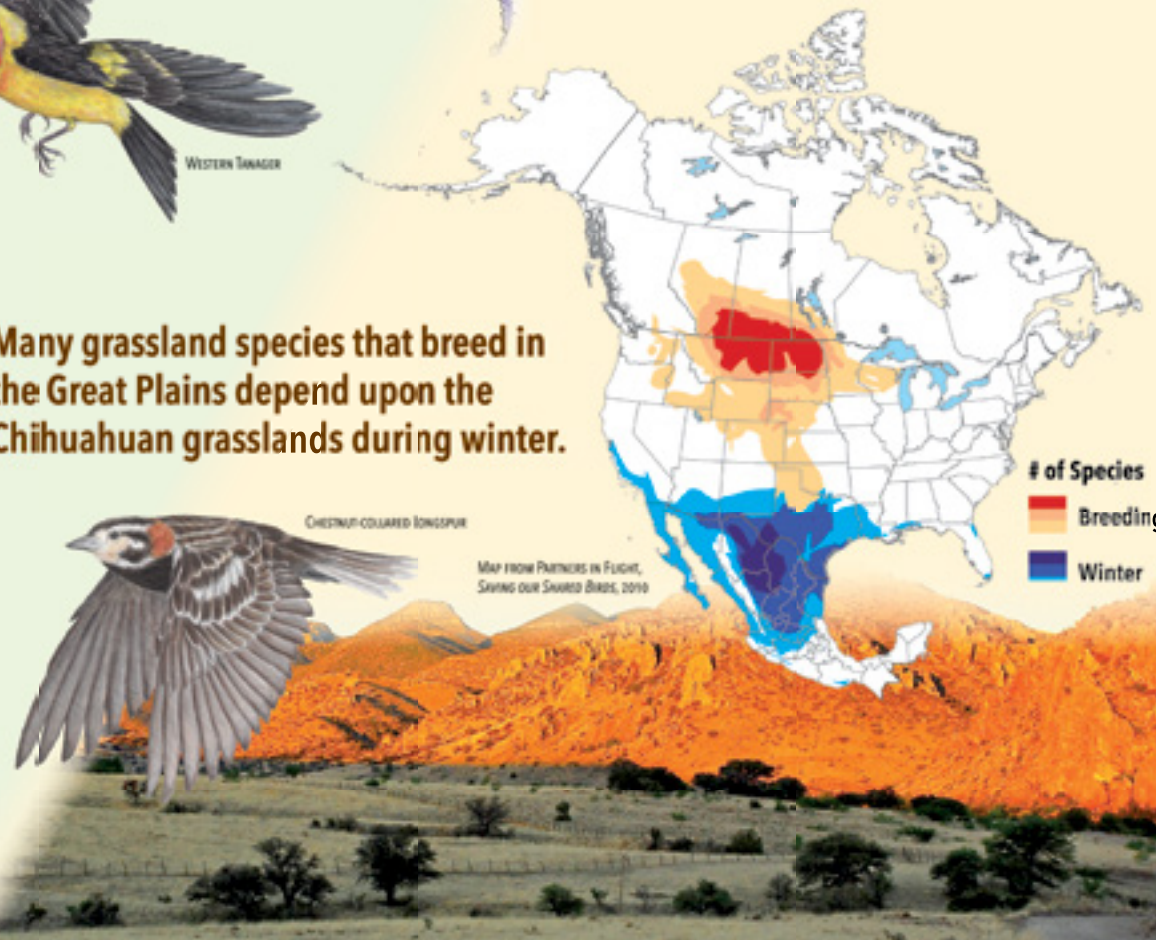


EASTERN DECIDUOUS FOREST BY NICHOLAS A. TORRES

The Western Tanager and Wood Thrush connect temperate forests and Mexican tropical forests.



Many grassland species that breed in the Great Plains depend upon the Chihuahuan grasslands during winter.



CHESTNUT-COLLARED LONGSPUR

MAP FROM PARTNERS IN FLIGHT, SAVING OUR SHARED BIRDS, 2010

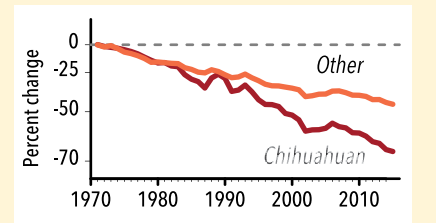
Grasslands

Remnant habitat is vitally important for birds

Prairie was once at the heart of our continent. Prior to European settlement, an inland sea of grass ran unbroken from the prairies of Canada to the high plateau of central Mexico. Today, large intact grasslands exist in only a few places in North America. Cropland expansion and residential development threaten both bird habitat and the private ranches that maintain grasslands for their cattle. Sustainable livestock grazing can keep ranchers on the land and provide habitat for grassland birds.

Status: Birds and habitat are disappearing fast

ONE-THIRD OF ALL GRASSLAND BIRD SPECIES are on the Watch List due to steeply declining populations and threats to habitat. Birds that breed in the Great Plains of Canada and the U.S. and winter in Mexico's Chihuahuan grasslands are experiencing exceptionally steep declines, a nearly 70% loss since 1970. Other temperate grassland birds have declined by 33% in that time.



Populations of Chihuahuan grassland migrants have declined twice as much as other temperate grassland birds.

Building on Success: Sustainable grazing restores habitat



CHIHUAHUA GRASSLANDS BY CORNELL LAB OF ORNITHOLOGY MULTIMEDIA

A PILOT SUSTAINABLE GRAZING PROGRAM on 15 cattle ranches in Chihuahua, Mexico, is recreating the historic grazing patterns of bison. Through rotational grazing, some ranchers have seen their grass cover increase by 80%, which results in heavier cattle and better bird habitat. The program currently covers 250,000 acres. Expanding this program would help counter the ongoing losses of grasslands in this region.

Take Action: Continue the prairie-pasture legacy

GRASSLAND POLICIES IN NORTH AMERICA—which have supported thousands of ranching families and millions of hectares of important breeding bird habitat—need support and strengthening.

- In Canada, many Prairie Farm Rehabilitation Administration pastures have been transferred to provincial management. Efforts are needed to ensure policies and management continue to support the conservation value of these pastures.
- In the U.S., private lands biologists work one-on-one with farmers and ranchers to boost sign-ups for Farm Bill conservation incentive programs. Funding more private lands biologists would increase the conservation effectiveness of the Farm Bill.
- In Mexico, grasslands habitat in central Chihuahua will disappear completely by 2025 at the current rate of development and cropland conversion. New policies and programs that involve all sectors from government to water management to agriculture are needed to prevent the total loss of this critical habitat.

Wetlands

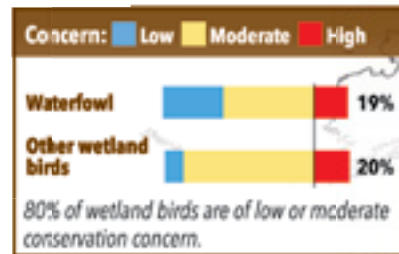
Conservation investments are paying off

Let's Make More Success Stories for Birds

Wetlands are spread across North America and provide key habitat for waterfowl and many other bird species. Wetlands also recharge groundwater supplies, control flooding, and provide people with clean drinking water. Concerted efforts for wetland conservation, and careful management of hunting, have contributed to healthy duck populations and show what our countries can accomplish when we work together on bird conservation.

Status: Waterfowl and other waterbirds doing well

MOST WETLAND BIRD SPECIES are still widespread and common, and are therefore of relatively low conservation concern. Waterfowl populations have grown over the past five decades, helped by effective investments in wetland conservation. Other waterbirds, such as herons, terns, and rails, have also benefited from these efforts. Still, 33 wetland species are on the Watch List, including species that



rely on coastal habitats in winter, such as eiders and scoters.

Building on Success: Planning and funding continental waterfowl recovery

THE 1916 MIGRATORY BIRD TREATY ended market hunting and established internationally coordinated waterfowl management. Hunters are now major supporters of waterfowl and wetland conservation. Duck Stamp funding supports the purchase and protection of waterfowl habitat. The North American Waterfowl Management Plan brings together scientists, government officials, and land managers from Canada, the U.S., and Mexico to coordinate wetland conservation efforts. Over the past two decades, the North American Wetlands Conservation Act (NAWCA) has provided US\$1.4 billion in grants that acted as a catalyst for generating US\$2.9 billion in partner funds for projects on 12 million hectares of habitat in all three countries.



More than 1 million duck hunters have donated hundreds of millions of dollars toward waterfowl and wetland conservation.

Take Action: Stop the loss of wetlands and funding

DESPITE THESE SUCCESSES, wetlands are being drained for agriculture and development, polluted by pesticides and invasive species, and lost to climate change.

- According to the USFWS, wetlands loss has accelerated by 140% since 2004. 'No-net-loss' wetlands policies need to be implemented locally, regionally, and nationally to ensure that any loss of wetlands is offset by restoration of wetlands elsewhere.
- Along with wetlands loss, there has been an erosion of government funding for wetland conservation. NAWCA is one of the most cost-effective government conservation programs. Ensuring appropriate funding levels for NAWCA can secure our investments in wetlands and waterfowl conservation.

A model that works

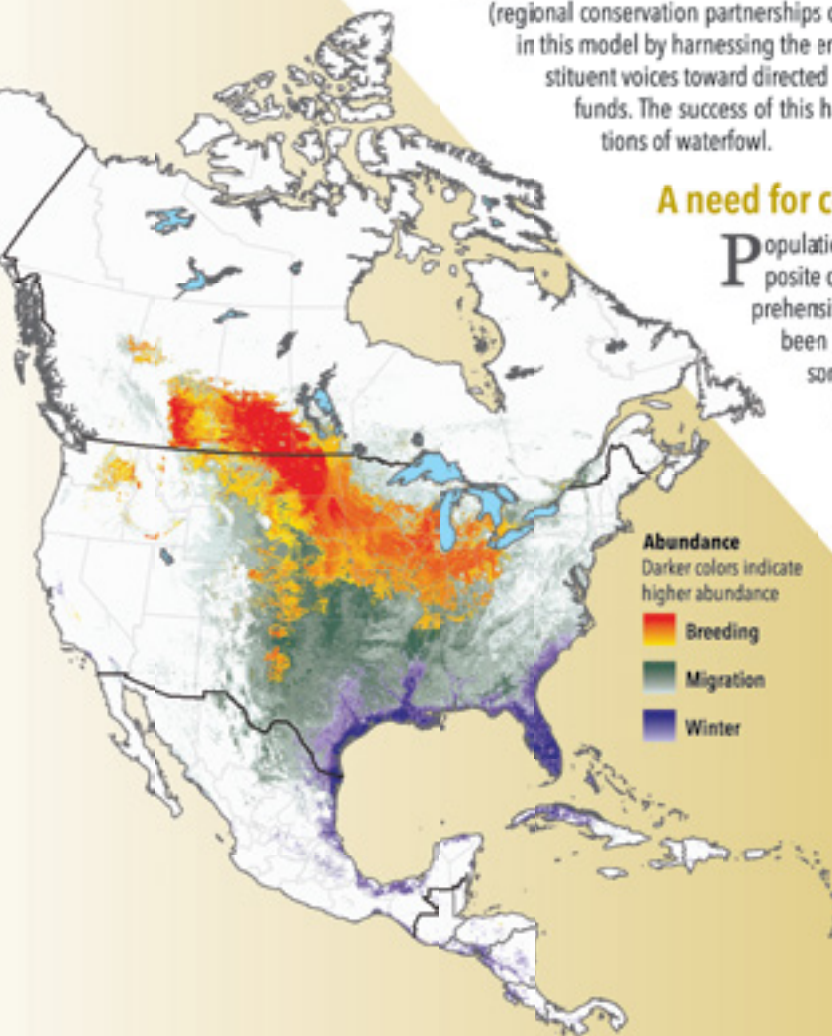
The North American wetlands and waterfowl conservation effort capitalized on synergies between continental policy and funding (North American Wetlands Conservation Act), coordinated science across species' ranges (North American Waterfowl Management Plan), and the delivery of habitat conservation on the ground by local groups (regional conservation partnerships called Joint Ventures). Nonprofit conservation groups played a pivotal role in this model by harnessing the energy of a crowd of enthusiasts, funneling their philanthropy and their constituent voices toward directed policy objectives, and fueling conservation mechanisms through matching funds. The success of this habitat conservation model has helped support consistently rising populations of waterfowl.

A need for conservation attention

Population trends for shorebirds, seabirds, and many landbirds are going in the opposite direction from waterfowl. Like ducks, other birds have a clear need for comprehensive conservation efforts. The coordinated science across species' ranges has been developed (e.g., the Partners in Flight 'Saving our Shared Birds' plan) and some funding mechanisms (e.g., the Neotropical Migratory Bird Conservation Act) are in place. The challenge now is to harness the energy of the tens of millions of people who love birds. We can empower them to grow their contributions and constituent voices for bird conservation.

Renew our commitment for all birds

On the centennial of the Canada/U.S. Migratory Bird Treaty and the 80th anniversary of the Mexico/U.S. bird treaty, the governments and citizens of our three countries must develop a vision for migratory bird conservation in this century. We must commit to expanding the model for effective trilateral conservation to benefit all birds. Our success depends upon generating the resources needed to craft policies based on sound science and to implement effective on-the-ground conservation actions. The results will benefit not only birds, but also the ecosystems upon which other wildlife and we ourselves depend.



Migratory waterfowl, such as the Blue-winged Teal, depend on healthy wetland habitats in all three countries.



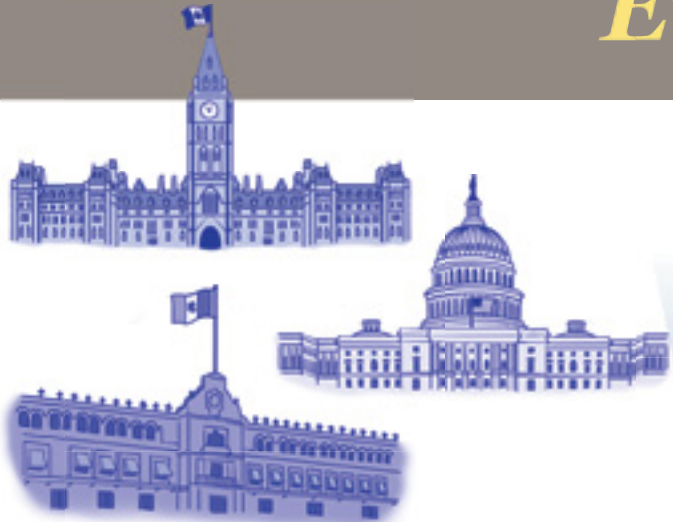
Tens of millions of people watch birds in North America. New approaches are needed to engage the birdwatching public and grow their support for the conservation of all bird species and all habitats.



CHESTNUT-SIDED WARBLER BY CHARLES M. FRANCIS

PRAIRIE POTHOLES BY USFWS MOUNTAIN PRAIRIE

Everybody wins with bird conservation



Public Policy

Strong science guides sound policy with successful outcomes.

The Migratory Bird treaties reflect the will of the people—our societies expect our governments to sustain the abundance and diversity of birds as part of our shared natural heritage.

Because birds are excellent indicators of environmental health, science and data about birds can help shape well-rounded policy for conservation as well as for agriculture, industry, and human health.

The science in this report presents the best available broad-based science on the status of birds and environments across North America. Strong science can be used to create evidence-based land and water policies that guide responsible use of our continent's resources. The North American Waterfowl Management Plan demonstrates how science and trilateral collaboration can result in continental-scale success.

Healthy lands and waters provide sustainable resources for birds and people. Our governments have accomplished a lot for conservation, but they can't do it alone.

Conserving our shared birds is everyone's responsibility.



CELEBRATING BIRDS BY KAREN PURCELL



Private Industry

Corporations can be sustainability leaders.

Companies throughout North America, joined by free trade, also share responsibility for our continent's natural resources. Birds are indicators of the health of our resources, and both are threatened by deforestation, development, pollution, and climate change. When birds decline, industry is called to action.

Forward-thinking companies are going beyond the minimum requirements of regulations because sustainability ensures long-term economic growth. Multinational corporations are revamping supply chains for sustainably sourced wood products. Seafood companies are adapting fishing harvests to ensure stable fisheries. Coffee farms are growing beans under a tropical forest canopy and realizing benefits in pest and disease resistance.

These industry leaders are taking the long view in their business plans—not for charity, but because sustainability is a solid strategy for future profitability.

People

The decisions we make in our everyday lives can make a difference for birds.

- **As citizens:** We can elect representatives who recognize that healthy environments are good for birds, people, and the economy, and who support the foundational concepts of science-based legislation and conservation.
- **As birders:** Birding can be more than a hobby. It can be an act that contributes meaningful data for conservation. We can make our bird sightings work for science by logging lists into citizen-science databases such as eBird.org.
- **As consumers:** Each grocery trip is an opportunity to support bird habitat in the tropics (bird-friendly coffee), grasslands (grass-fed beef), the boreal forest (certified sustainable paper products), and at sea (certified sustainable seafood).

"We learn everything, because by watching birds we see everything."

Volunteer, Mexico Community-Based Bird Monitoring Network

WHITE-EARED HUMMINGBIRD BY MIGUEL ANGEL SICKLA

People are the drivers—to convince governments, to influence private industry, to make change. Find out what you can do. Visit stateofthebirds.org/change

"We will work together to develop new, science-based standards for commercial fishing, low-impact shipping, sustainable development, and Arctic biodiversity."

Canadian Prime Minister Justin Trudeau after bilateral meeting with U.S. President Barack Obama



SNOWY OWL BY GERRIT VON

"Our sustainability strategy is helping strengthen our communities and protect our planet. ... The company connects long-term growth with a need for sustainability."

Tom Falk, CEO, Kimberly-Clark
Kimberly-Clark 2014 Sustainability Report



YELLOW WARBLER BY GERRIT VON



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