

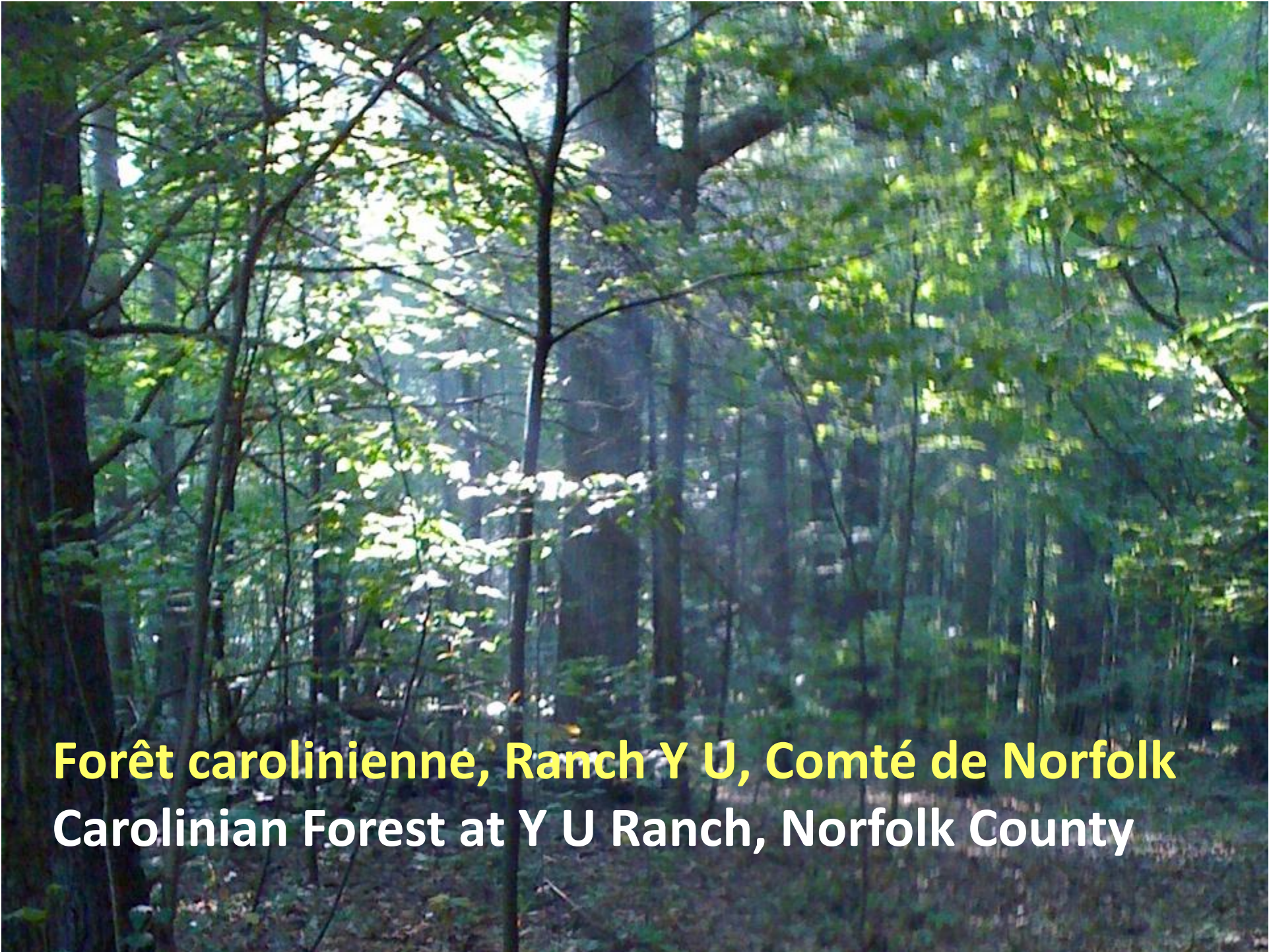
# Texas Longhorn – boeuf d' embouche

## Texas Longhorn – Grass Fed Beef

Bryan Gilvesy *from*

 **RANCH**





**Forêt carolinienne, Ranch Y U, Comté de Norfolk**  
**Carolinian Forest at Y U Ranch, Norfolk County**





**Cours d' eau d' eau froid au Ranch Y U**  
**Cold Water Stream at Y U Ranch**





Long Point Region Conservation Authority

ALUS est un projet communautaire avec plus de 35 partenaires financiers

ALUS is a Community Collaborative with over 35 Funding Partners

**Alternative Land Use  
Services**

**THE W. GARFIELD WESTON  
FOUNDATION**

Les agriculteurs contribuent à un meilleur environnement pour les Canadiens

Farmers Growing a Better Environment for Canadians



THE W. GARFIELD WESTON  
FOUNDATION



Opérationnel dans 10 communautés à travers le Canada  
Now Operating In 10 Communities Across Canada



# ALUS en Ontario / ALUS IN ONTARIO



The United Counties of  
Stormont, Dundas and Glengarry, Ontario, Canada

Resource Stewardship Council of  
Stormont, Dundas and Glengarry



Raisin Region Conservation Authority



Welcome to the  
**Municipality of  
Bayham**  
Ontario, Canada



Long Point Region Conservation Authority

grey bruce escape  
THE GREY BRUCE  
**ESCAPE**



Grey Agricultural Services



**TOWN OF CALEDON**

Caledon Countryside Alliance



**ALUS reconnaît la compétence des agriculteurs :**

- **Pour semer, faire croître et gérer le couvert végétal**
- **Pour gérer la matière organique du sol (carbone)**

**ALUS Recognizes Farmer's Skills:**

- **To plant, grow and manage vegetative cover**
- **To manage Soil Organic Matter (Carbon)**



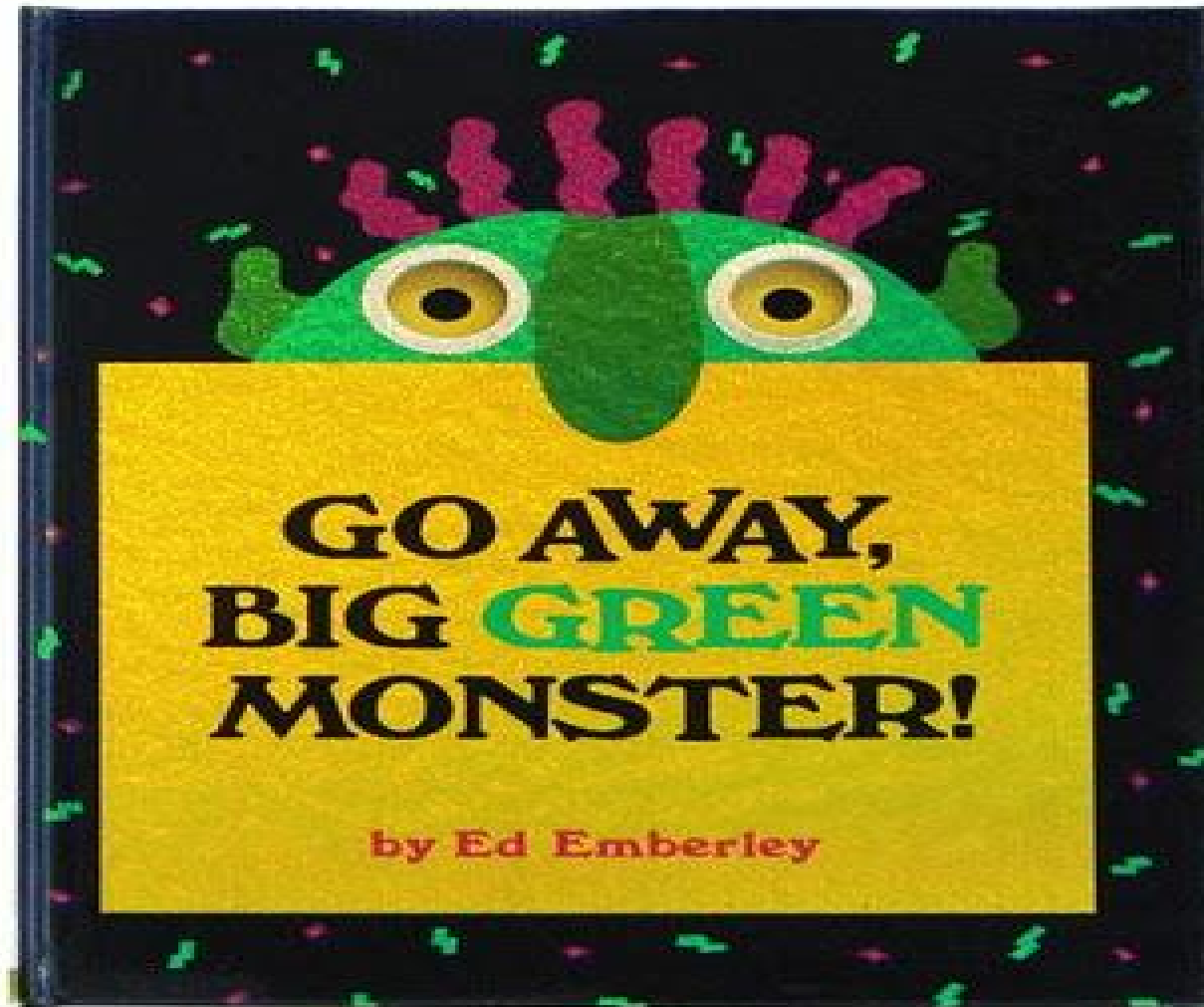
Changes  
NEXT EXIT ➤

ALUS peut aider les agriculteurs à s'adapter  
aux changements climatiques

ALUS Can Help Farmers Adapt to Climate  
Change



La participation des propriétaires fonciers est au centre de leur engagement



Landowner Involvement is Key to Landowner Engagement<sup>9</sup>

# Les agriculteurs en tant que producteurs de bénéfices environnementaux



Farmers as Producers Of Environmental Benefits





PREMIER'S AWARD FOR  
AGRI-FOOD INNOVATION EXCELLENCE

*Award Recipient*



Fonctionnement : les principes de base

BASIC OPERATING PRINCIPLES

**Les agriculteurs contribuent à un meilleur environnement pour les Canadiens**

**Farmers Growing a Better Environment for Canadians**



Programme non destiné à être piloté par le  
gouvernement

NOT INTENDED TO BE A GOVERNMENT DRIVEN  
PROGRAM



Destiné à être opéré sur une base communautaire

Intended to Operate on a Community Basis



*Le comité du comté de Grey Bruce*

***GREY BRUCE COUNTY COMMUNITY COMMITTEE***





Conseillers, producteurs agricoles, forestier, MRN  
travaillant ensemble

Councilors, Farmers, Foresters, MNR, working  
together

La carotte, pas le bâton - un paiement annuel  
pour les services environnementaux

Carrots, Not Sticks – Annual Environmental  
Service Payments





100 % des agriculteurs  
choisissent un paiement  
annuel plutôt qu' un  
paiement unique avec  
servitude

100% of Farmers Chose  
Annual Payments over One  
Time Payment with  
Easement



L'agriculteur doit assurer l'entretien des  
aménagements



Farmer Must Provide Ongoing Project  
Maintenance

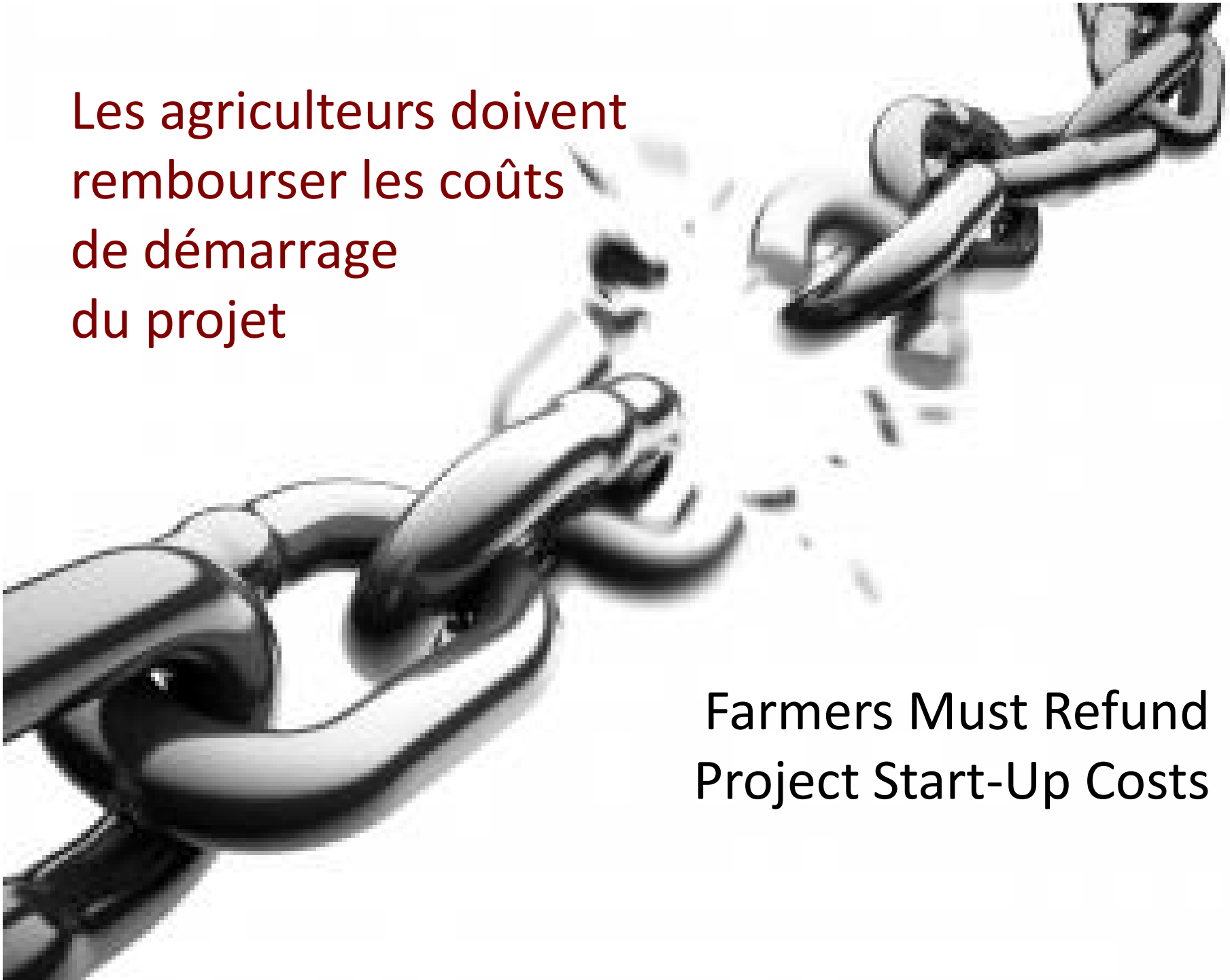




*Volontaire!*

Les agriculteurs doivent  
rembourser les coûts  
de démarrage  
du projet

Farmers Must Refund  
Project Start-Up Costs







**Contact d'agriculteur à agriculteur en  
priorité**

**Farmer To Farmer Contact 1<sup>st</sup>**

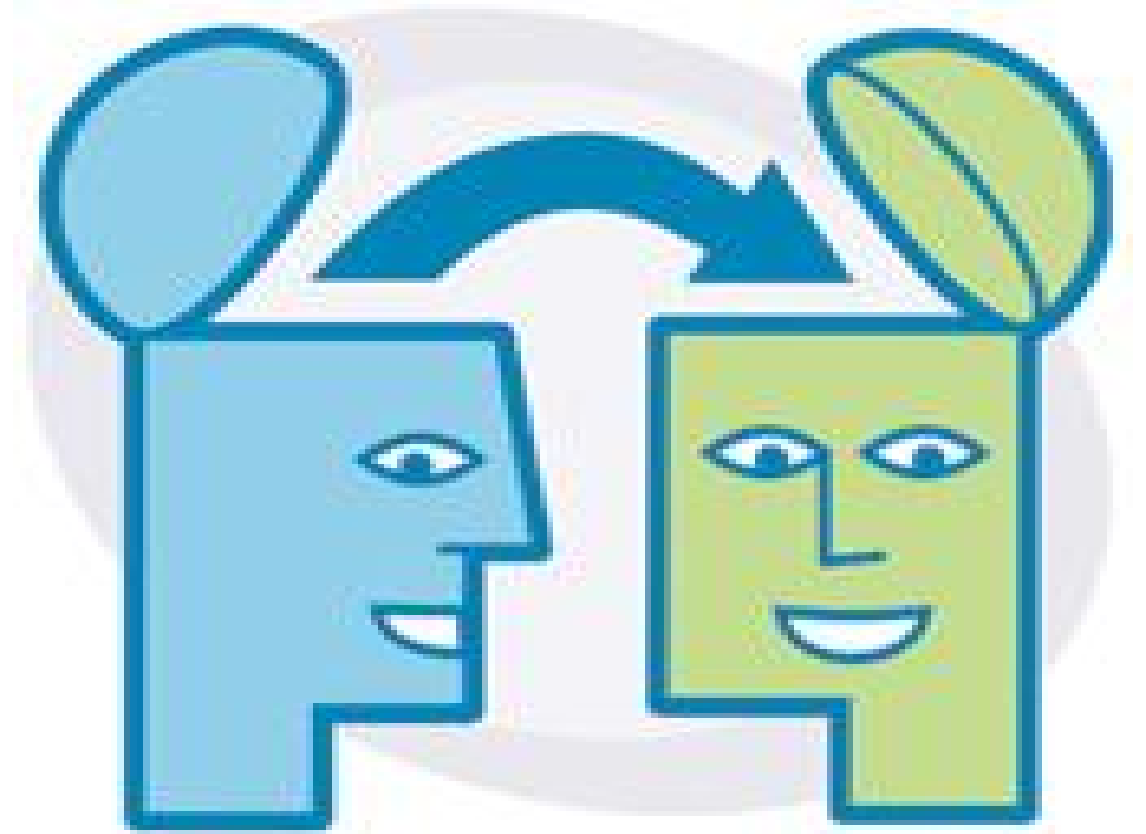
Reddition de compte grâce à la  
vérification par une tierce partie

Accountability Through Third  
Party Verification

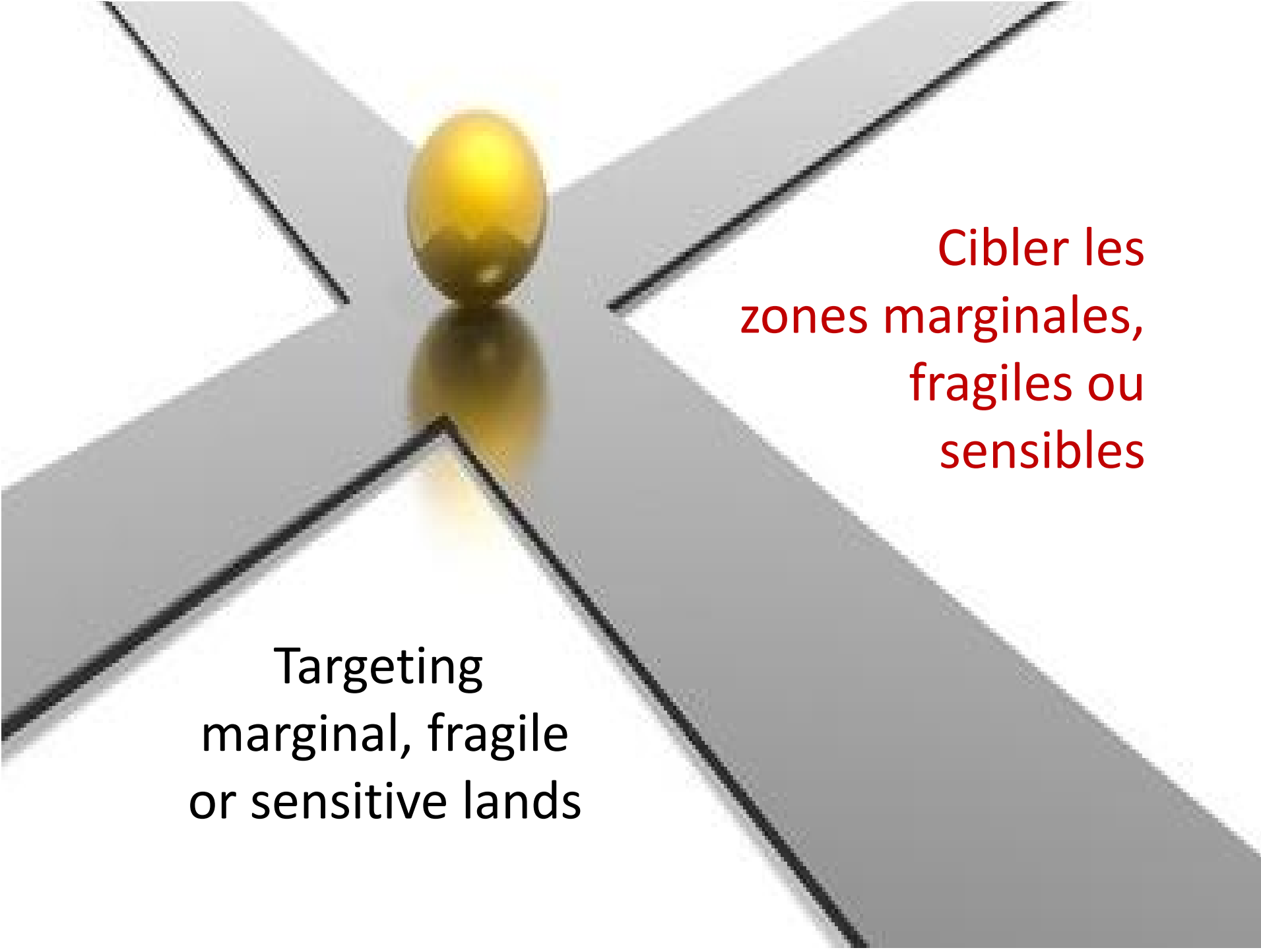


# Introduction de l' expertise technique en conservation

Introduction of Technical Expertise From  
Conservation





A golden egg is positioned at the center of a grey 'X' shape that divides the white background into four triangular sections. The egg is highly reflective, showing a bright highlight on its upper left and a clear reflection on the surface it sits upon. The 'X' shape is composed of four grey bands that meet at the center, creating a sense of depth and perspective.

Cibler les  
zones marginales,  
fragiles ou  
sensibles

Targeting  
marginal, fragile  
or sensitive lands

A woman with blonde hair, wearing a brown cap, a dark grey zip-up jacket, and blue jeans, stands on the right side of the frame. She is smiling and looking towards the camera. The ground is sandy and covered with many small, young green trees planted in rows. In the background, there is a dense line of green trees.

Types de projets

**PROJECT TYPES**

Fossé de drainage - Prétraitement

Drainage Ditch – Pre Treatment





Zone tampon herbacée – post-traitement,  
filtration de l' eau par les plantes

Grassy Buffer – Post Treatment, filtering water  
with plants



**Cette usine filtre aussi bien?**

**Same As This Plant?**



Bordures pour pollinisateurs

Pollinator Hedgerow







Nourrit les pollinisateurs, protège du vent  
Nourishes Pollinators, Provides Wind  
Protection

# Avant et après



Before and After



A photograph of a woman with curly hair and sunglasses standing in a field of tall, golden-brown grass. She is holding a bundle of grass. In the background, there is a line of green trees under a blue sky with scattered white clouds.

Restaurer les prairies indigènes  
(prairies d'herbes hautes)

**Restore Native Grasses (Tall Grass Prairie)**

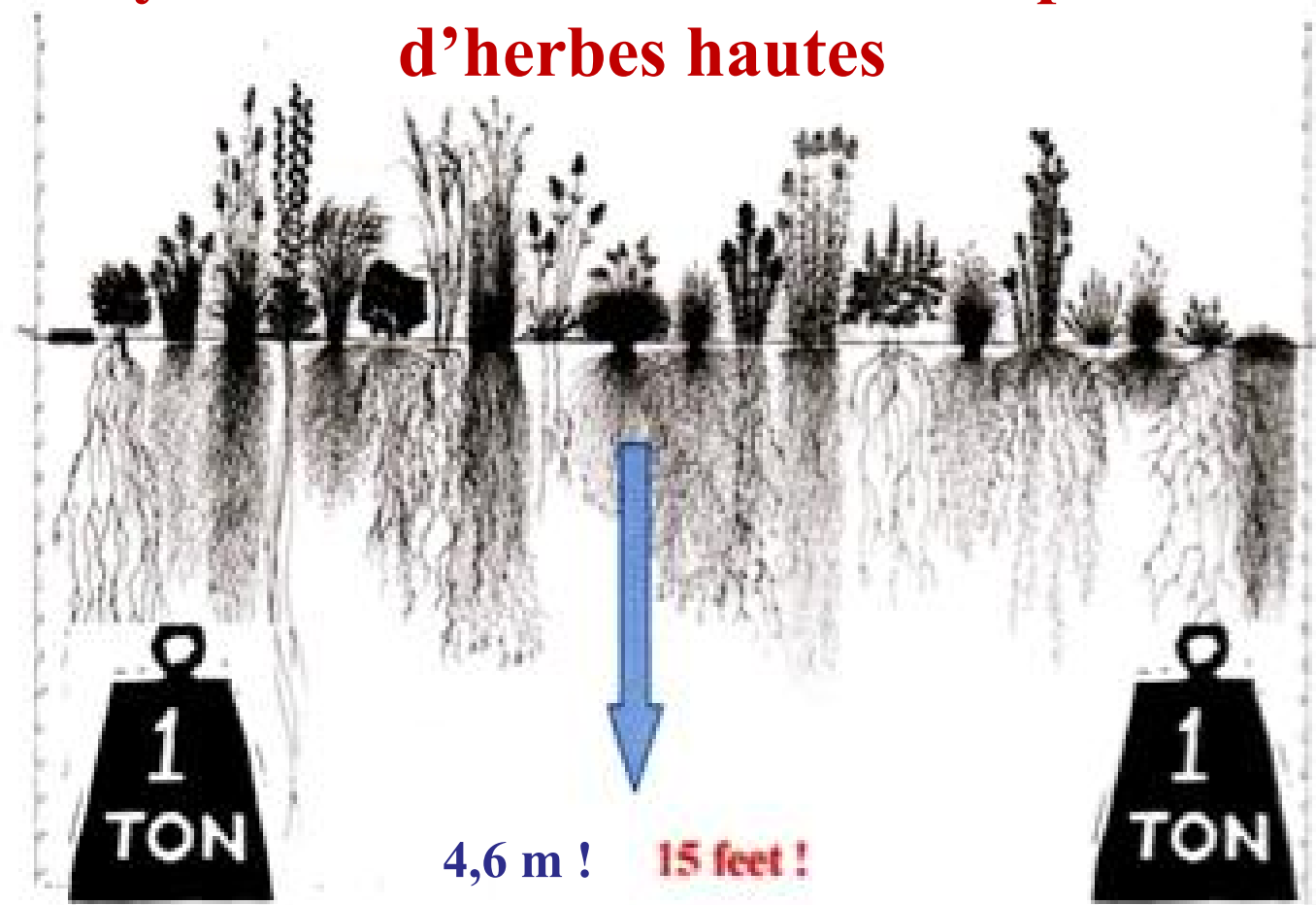




Puits de carbone  
SINKS CARBON

Le carbone est dans les racines  
**THE CARBON IS IN THE ROOTS**

## Le système racinaire extensif des prairies d'herbes hautes



The immense root system of the tallgrass prairie

Bon pour les blaireaux (en voie de disparition)  
Great For Badgers ( Endangered)







Pour les oiseaux des prairies  
(goglu des prés et sturnelle des prés)



For Grassland Birds (Bobolink and Meadowlark )



**Pour les  
pollinisateurs**

**For Pollinators**





A photograph of a herd of cattle in a lush green field. In the center, a brown and white cow with long horns looks towards the camera. To its right, a dark brown cow and a white cow are visible. Further back, another cow is partially seen. The field is filled with tall green grass. In the background, a dense line of dark green trees stretches across the horizon under a clear sky. The text 'Saison de sécheresse pour les bovins' is overlaid in yellow, and 'Drought Season Feed for Cattle' is overlaid in black below it.

**Saison de sécheresse pour les bovins**

**Drought Season Feed for Cattle**



**Milieu humide restauré**

**Reconstructed Wetland**





Une partie du  
ruisseau South  
Creek :  
Maintenant 75 %  
de zone tampon

Part of South  
Creek – Now 75%  
Buffered





**Paul Mauthe Farm – Year 1**









Year 3





**MAUTHE Jr. – Tour Leader**



Fourni des habitats fauniques

Provides Habitat

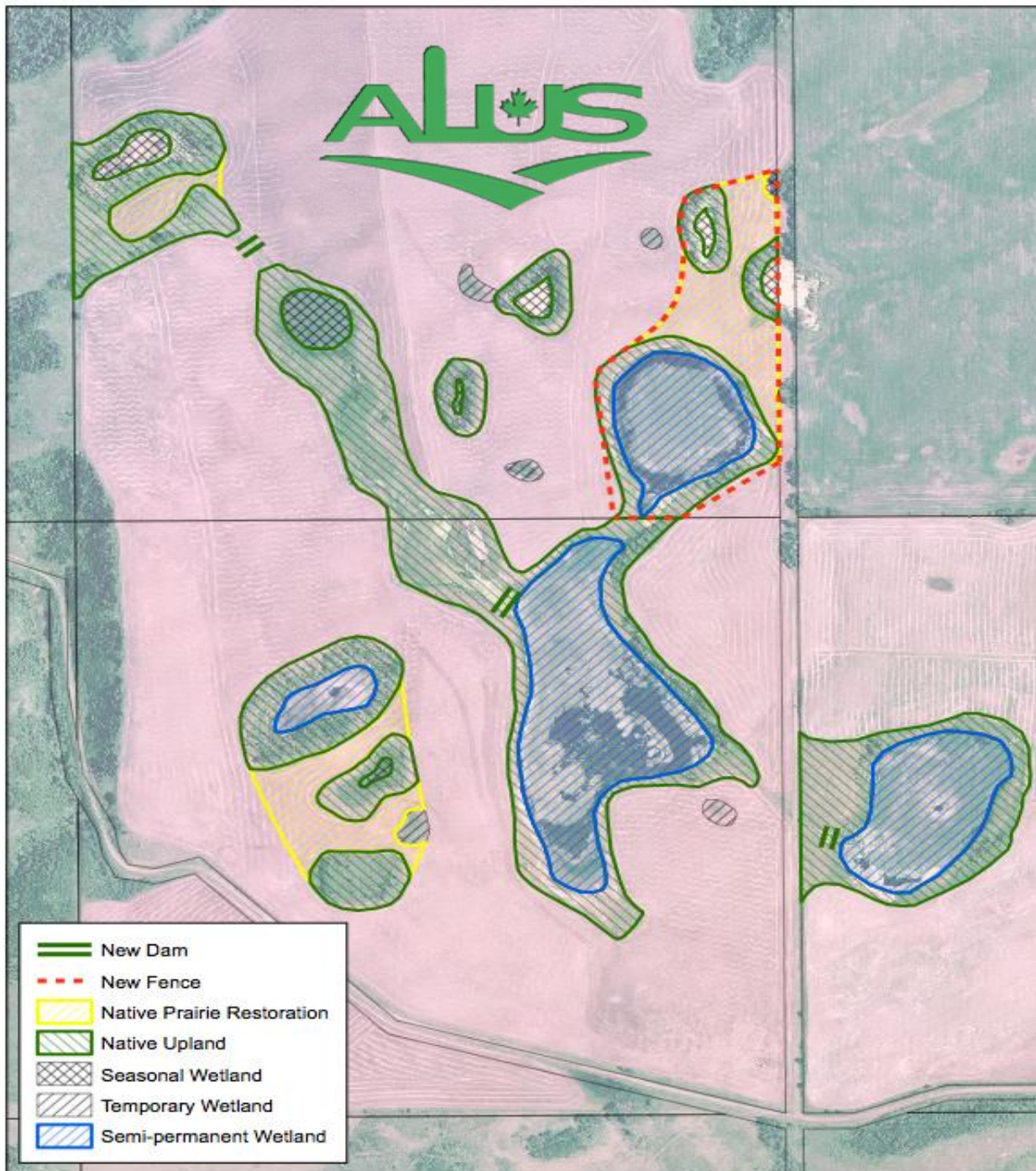






De fiers producteurs agricoles  
Proud Farmers





Amélioration  
des mares des  
prairies –  
Alberta

Enhanced  
Prairie  
Potholes –  
Alberta

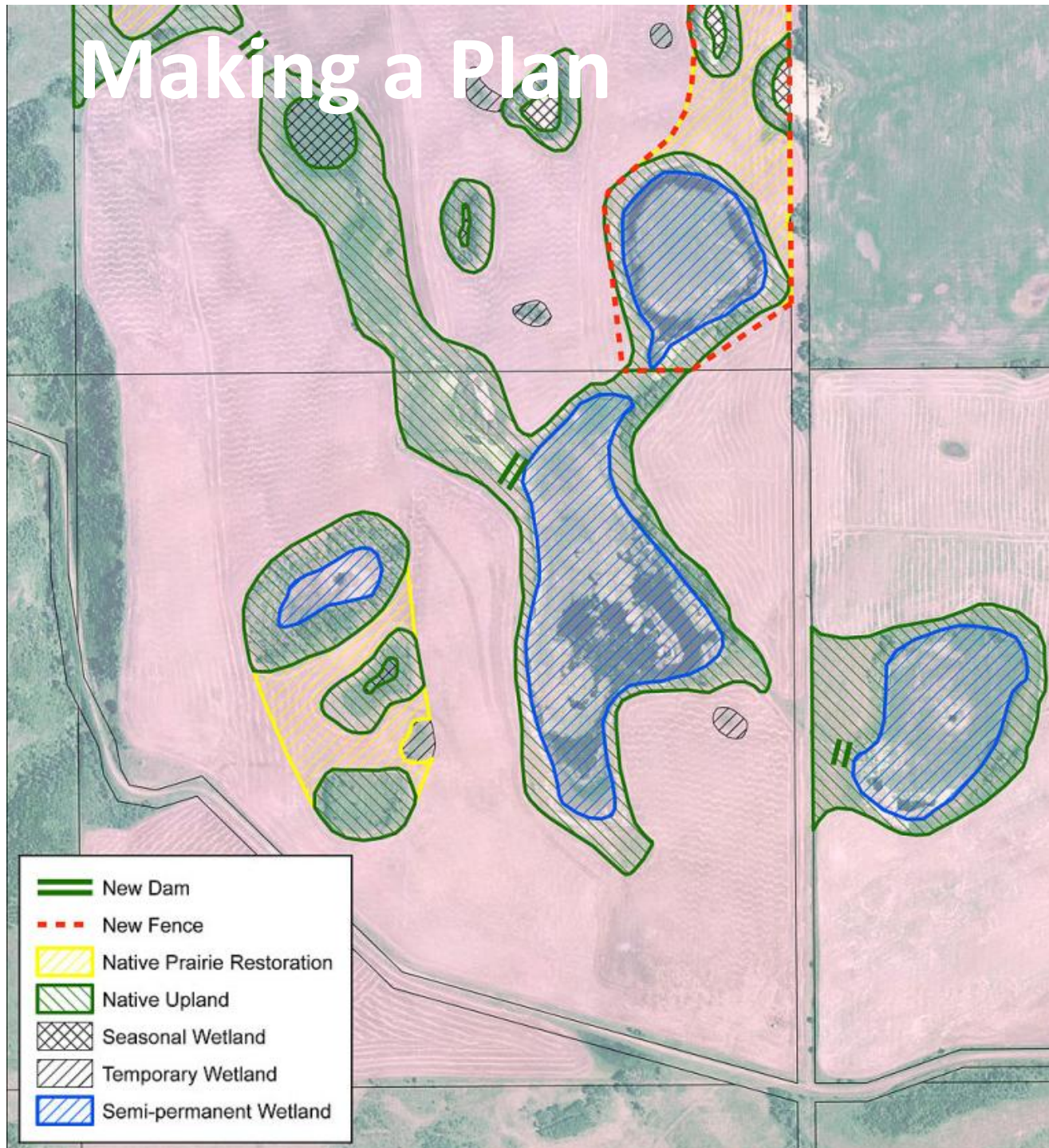




Trent Selte Family - Alberta



# Making a Plan





# SELTE Ranch – Seeding Day







**MATURE PROJECT – ENHANCED WETLAND**





Restauration d'un complexe de milieux humides – Norfolk

Constructed Wetland Complex – Norfolk

Structure de contrôle de l'eau

Water Control Structure







Restauration d' un marécage

Restoration of Wooded Swamp Wetland



Restauration de milieu humide et d'habitat

Wetland and Habitat Restoration





Ralentir l'eau – restaurer les fonctions  
d'infiltration

Slowing Water – Restoring Seep Function



Milieu humide  
avec un habitat  
de prairie

Wetland With  
Grassland  
Habitat





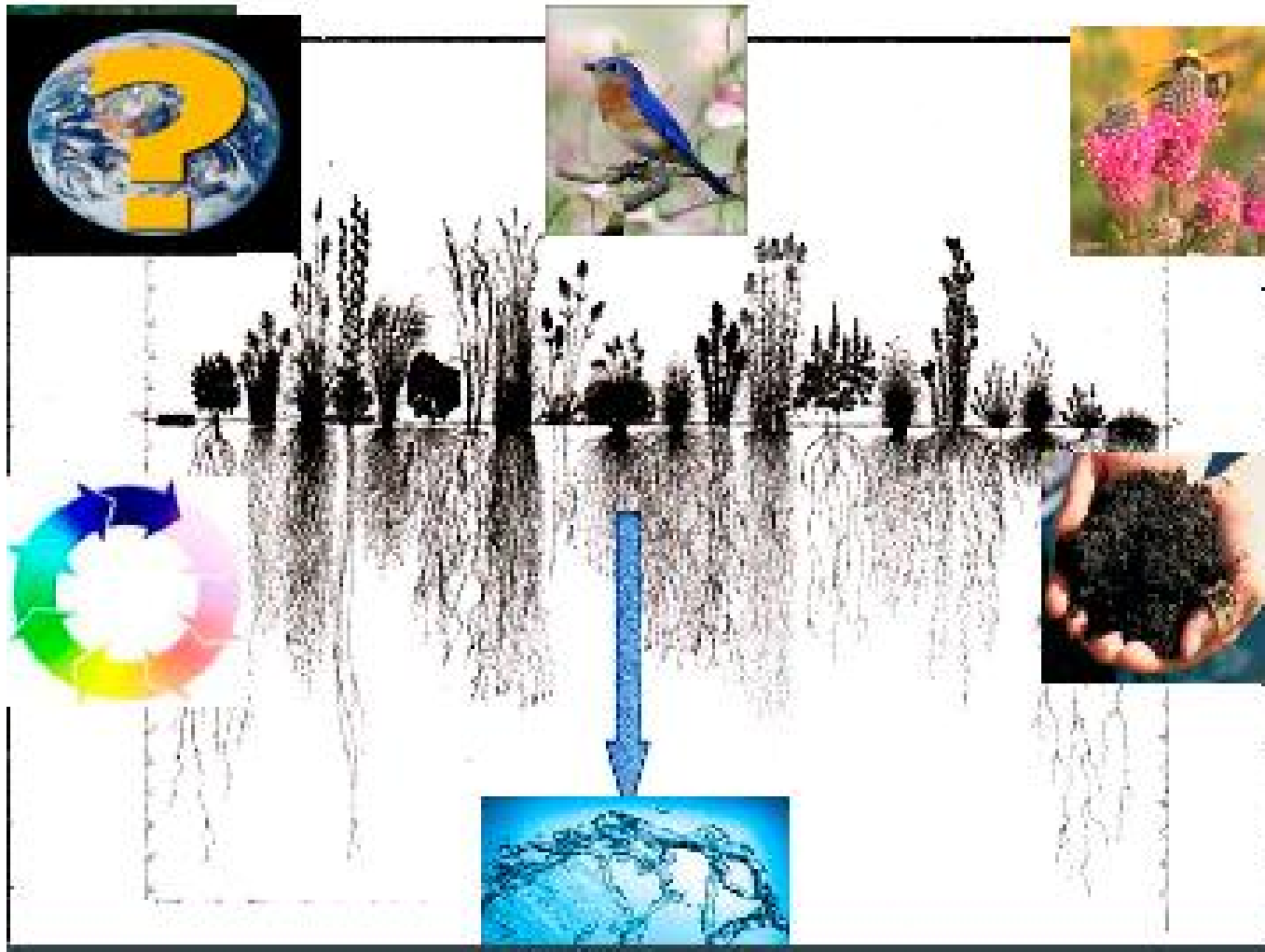
Réensemencement de  
l'omble de fontaine  
dans une eau plus  
froide et de meilleure  
qualité

Restocking Brook  
Trout Into Colder  
Cleaner Water

# Biens et services écologiques

## Ecological Credit

### THE ONTARIO ECOLOGICAL CREDIT



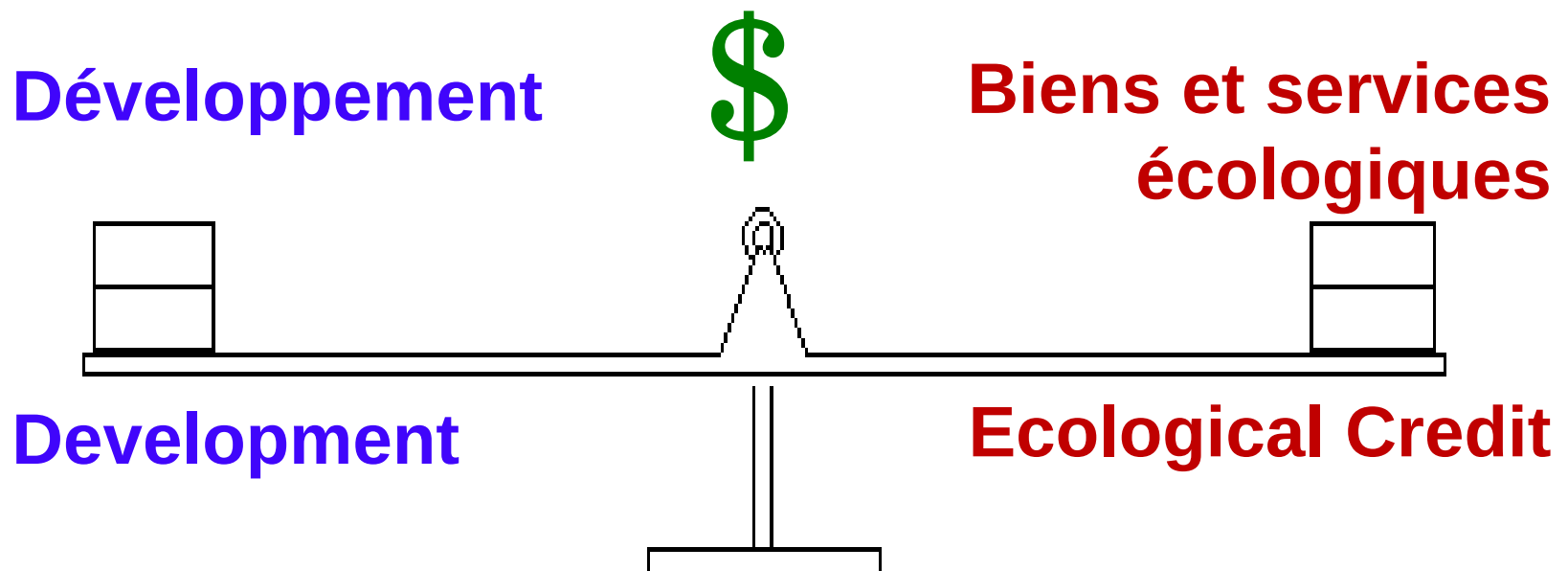


# Accumulation des bénéfices

Stacked  
Benefits



# Compensation / OFFSETTING





## Conversion to Native Grasslands Offset Project Protocol Framework

*Prepared for:*

**Delta Waterfowl Foundation  
Winnipeg, Manitoba**

**Norfolk ALUS  
~~Simcoe, Ontario~~**

**March, 2011**

SOLUCIONES INNOVADORAS PARA EL MANEJO DE GEI Y EL MERCADO DEL CARBONO

Montreal  
1097, rue St-Alexandre,  
H2O1, Montréal (Qc.)

Québec  
825, rue Raoul-Jobin  
Québec (Québec)

Vancouver  
1763, East 3rd Ave.  
Vancouver (B.C.)

Lima  
Av. República de Panamá 6084  
Oficina 302, San Antonio-

Jon McCracken  
Bird Studies Canada  
Grassland Birds on ALUS  
Farms  
3 year study



Jon McCracken : durant 3 ans, études sur les oiseaux des prairies  
du Canada sur les fermes participant au programme ALUS



## Pollination Research on ALUS Farms

- Dr. Tom Woodcock (U of Guelph, CANPOLIN) – 3 years study
- Dr. Andrew MacDougall (U of Guelph) – potential 2 years study

## Recherche sur la pollinisation sur les fermes ALUS

- Dr. Tom Woodcock (U of Guelph, CANPOLIN) – étude de 3 ans
- Dr. Andrew MacDougall (U of Guelph) – étude de 2 ans, potentiellement

■ ECO SYSTEM: Importance of insects stressed during ALUS tour  
pg 1 Simcoe Reformer Thurs. Aug. 23/12

# Things really buzzing at St. Williams farm

## Ça bourdonne pour de vrai à la ferme St-Williams

The hum of insects coming from the St. Williams farm near St. Williams nearly drowned out the presentation being conducted there Wednesday afternoon.

Three hundreds of people converged on the farm on First Road as part of the Alternative Land Use Services annual demonstration tour.

Tour participants visited four demonstration farms in the St. Williams area to learn more

...to its original state, whether that is prairie grass, wetland or woodlands. Once the land is restored to its original state it becomes a new natural habitat, something that is disappearing all too rapidly in developing countries.

"ALUS was designed by farmers for farmers," said Lindsay Bennett, ALUS coordinator for Norfolk County.

In some cases — such as in a prairie field — the restoration project can help boost productivity because of the insects attracted

...can hear the sound of flying insects here," said Brett Gibney, chair of the ALUS partnership advisory committee, over the hearing coming from the field behind him.

Many of the insects flocking to the grassland areas are an important aspect of pollination.

"Both from an agricultural perspective and a non-agricultural perspective, this of course is a very important ecosystem service," said professor Tom Woodcock, a research associate



SARAH DORTCH Simcoe Reformer

# FINDING ADDED VALUE





Growing a  
Healthier  
Environment  
with **ALUS**



## Y U Ranch Grass Fed Beef

We have been evolving for years now, leading the industry through our Sustainable Farming and Ecological initiatives. You can share in our success by enjoying our 100% grass-fed Texas Longhorn beef.

Use the links below to learn more about our Texas Longhorn cattle, or how to purchase our grass-fed beef, or Contact us on Facebook or Twitter.

[Learn More about Longhorns](#)

[100% Grass-Fed Beef Products](#)



An industry  
leader in  
**Sustainable  
Agriculture**



## Connecting to Eaters





La conservation est une question de gens

Conservation is about people





# Ontario



Célébrons ce que nous pouvons  
réaliser ensemble !

Celebrating What We Can Achieve  
Together!





# SUSTAINABLE VALUE CREATION

CREATION À VALEUR DURABLE





P R E M I E R ' S   A W A R D   F O R  
A G R I - F O O D   I N N O V A T I O N   E X C E L L E N C E

*Award Recipient*



ALUS.ca

**Agriculteurs contribuant à un meilleur environnement pour les Canadiens**

Farmers Growing a Better Environment for Canadians