

“This is my new herd.”



Now, private landowners can earn income for improving the environment for at-risk wildlife.

Private, working lands make up 70% of the continental U.S. Imagine if millions of those acres could be put to use helping vulnerable species—without taking the land out of production.

A Failing System for Landowners

At-risk wildlife often require specific types of habitat to thrive. But, in the U.S., about 70% of all land is privately held, making it hard to conserve some of the highest quality habitats.

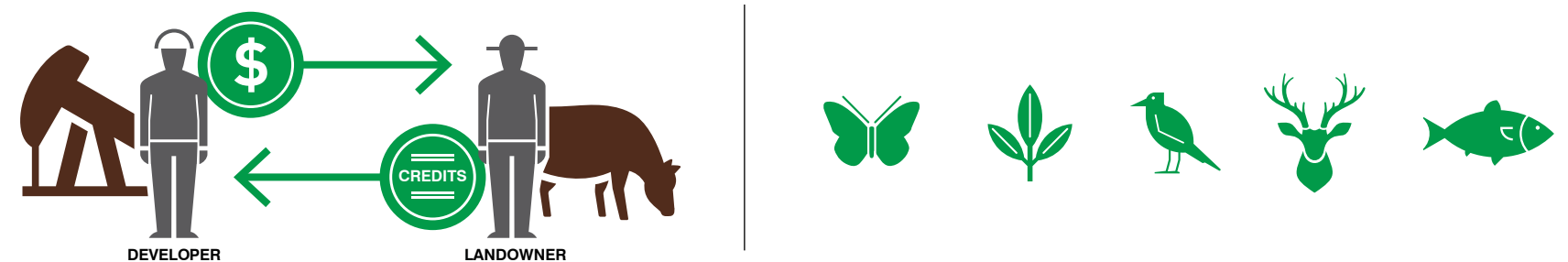
Current policy does not do enough to employ private lands in the conservation solution. If anything, there is a disincentive to protect wildlife on private lands because endangered species can pose a serious liability. Landowners run the risk of having the federal government tell them how to manage their land.

New solutions are needed that employ private lands in conservation.

A New Solution

Enter **habitat exchanges**, a collaborative, cost-effective approach to conservation that strikes the right balance between wildlife protection and economic growth.

How it works: In a habitat exchange, landowners and industry are given financial incentives to conserve wildlife habitat. Landowners benefit by earning revenue from credit sales and developers benefit by meeting regulatory mandates with less red tape.



Benefits to Landowners:

- A new revenue stream
- A competitive market for conservation credits
- Flexibility in credit term and conservation activities
- Wildlife are no longer a liability, but an opportunity

“Landowners get paid, oil companies can move forward with producing energy and chickens get saved. Everyone wins.”

—Gene Hall, Texas Farm Bureau