

LEK* WANTED!

QUALITY PRAIRIE LOCATION
SOUGHT BY LONG-TIME BIRD COMMUNITY
FOR ROMANTIC COURTSHIP

The outlook for our nation's wildlife is grim, but it doesn't have to be.

Energy, agriculture and other industries pose great threats to species already on the brink. Fortunately, new solutions are being developed that facilitate recovery before species reach crisis stage and reduce the likelihood of economically perilous listings.

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***LEK (noun): An area where male lesser-prairie-chickens assemble during mating season to engage in competitive displays that attract females.**



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A Failing System for Species

The way it works today, the Endangered Species Act is not going to be enough to protect our nation's wildlife in the future.

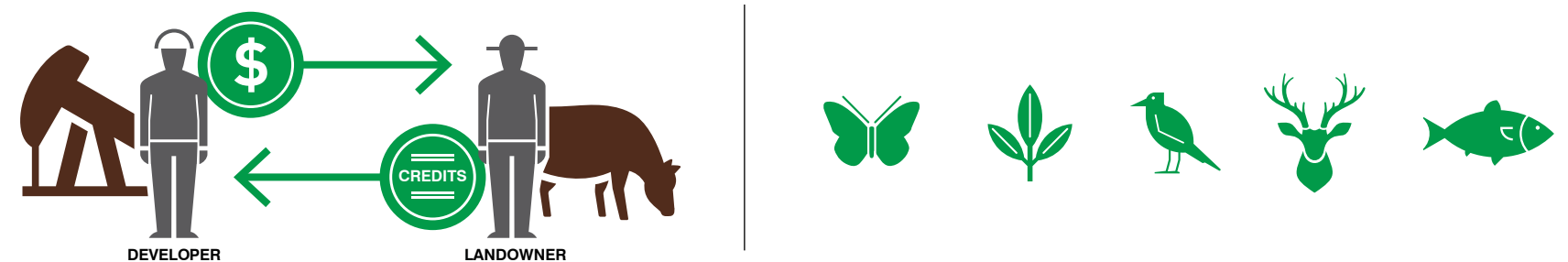
One of the greatest shortcomings of the current system is the inability or disincentive for conservation to be put in place before a listing decision is made. By that point, species have already reached crisis stage.

There are hundreds of species awaiting listing decisions that don't have any time to wait. They need conservation now, before it's too late.

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 Wildlife:

- The most robust habitat accounting tool in the conservation marketplace
- Fast and high-quality conservation
- New, untapped habitat on private working lands
- Not just more habitat – more of the best habitat
- Fewer listings, more species

“Every credit sale makes species and habitat better off.”

—Steve McCormick, Former President and CEO, The Nature Conservancy