**Migratory Bird Joint Venture 25th Anniversary talking points**

* Migratory Bird Joint Ventures (JVs) are collaborative regional partnerships that work to protect and restore landscapes that support healthy bird populations, sustain livelihoods, and provide nature’s benefits to people and wildlife,
* Joint Ventures are inspired by a shared vision of a North American landscape where native birds thrive. We believe that the well-being of our nations depends upon healthy lands, waters, and wildlife. By bringing together diverse partners, Joint Ventures protect and sustain the landscapes that birds, and people, rely on for survival.
* Joint Venture partnerships include government agencies, non-profit organizations, corporations, tribes, academia, and individuals and private landowners who work to implement bird conservation plans within a specific geographic area.
  + Eighteen habitat-focused JVs cover nearly all of the United States from Alaska to Florida and into northern Mexico.
  + Three species JVs focus on improving the scientific understanding needed to manage and conserve sea ducks, the American Black Duck, and Arctic geese.
  + In Canada, four JVs cover the entire country from the western boreal forest to the Eastern Maritime Provinces.
  + In Mexico, Regional Alliances, formed with the Joint Venture model, are developing in a growing number of locations throughout the country.
  + *Suggested additional language for individual JVs: Our JV is one of 18 across the country – all with essentially the same mission: bird and habitat conservation.*
* Joint Ventures formed as a result of dramatic declines in waterfowl populations in the 1980s and more than a century of wetland loss.
  + Historical data at the time indicated that since the first settlers arrived in the continental United States, 53 percent of the original 221 million wetland acres had been destroyed.
  + Across Canada, wetland losses across settled areas ranged from 29 to 71 percent.
  + JVs were born out of the North American Waterfowl Management Plan (NAWMP), a landmark agreement signed in 1986 by the U.S. and Canadian governments to restore continental waterfowl populations to the levels of the 1970s. Mexico signed the agreement in 1994.
  + The NAWMP is innovative and highly successful because its perspective is international in scope, but its implementation occurs at the regional level, through the JVs.
  + The NAWMP is being revised in 2012 to provide important guidance on how to improve waterfowl and habitat conservation in the face of a changing world.
* Joint Ventures bring together bird conservation initiatives and create efficiencies among conservation efforts.
  + The first JV was established in 1987 to carry out bird habitat conservation in the Lower Mississippi River Valley, one of six waterfowl habitat areas of major concern identified in the 1986 NAWMP.
  + Since then, the geographic scope of JVs has grown to cover nearly the entire United States and Canada and is expanding into Mexico.
  + Now, JVs are not just about waterfowl – they also support the goals of the other major bird conservation plans for landbirds, shorebirds, and waterbirds.
  + In 1999, with the establishment of the Sonoran JV, joint ventures became “all bird” – broadening their scope beyond waterfowl to conserve habitat for all native species of wild birds.
  + JV partners conduct conservation projects in support of the North American Waterfowl Conservation Plan, Partners in Flight, the U.S. Shorebird Plan, and Waterbird Conservation for the Americas.
  + JVs also help implement two state-based resident game bird initiatives: the North American Grouse Management Strategy and the National Bobwhite Conservation Initiative.
  + *Suggested language for JVs: Our JV partnership has supported bird conservation planning, implementation, and evaluation and research by [list a few example projects that support one or more of the bird conservation initiatives].*
* Joint Ventures have a proven 25-year track record of using state-of-the-art science to conserve habitat.
  + JVs carefully plan, implement, and evaluate all conservation actions.
  + JVs us the best available science to ensure that habitat conservation is strategic and efficient.
  + JVs use a science-driven framework and cutting edge decision support tools to make management decisions about where and how to conserve habitat most efficiently to achieve desired conservation outcomes.
  + Joint Ventures use an adaptive process to help learn from their actions and make changes where needed to achieve the greatest conservation impact.
* Joint Ventures leverage funds to achieve maximum impact from a variety of partners.
  + Over the course of their history, JV partnerships have leveraged every dollar of Congressional appropriations 35:1, an impressive ratio at a time when conservation dollars are scarce.
  + JV partnerships have helped to conserve over 17 million acres of habitat.
  + *Suggested additional language for individual JVs – replace Xs with appropriate $$ figure, year, acres: Our JV partnership has invested [$XX] over the past [X] years, which has resulted in [X] acres of habitat conserved.*
  + JV staff have worked directly with more than 5,700 nongovernment organizations, local, state, and federal agencies, private landowners, tribes, businesses, universities, and other partners.
  + This record of success has positioned JVs as the national model for partnership-driven conservation.
  + The National Fish Habitat Action Plan, Landscape Conservation Cooperatives, Mexican Regional Alliances, and other landscape-level national and international conservation initiatives are patterned after the successful JV model.
* Joint Ventures work within state wildlife action plans (SWAPs) to ensure efficiency, coordination and results.
  + JVs help state wildlife agencies assemble partnerships and leverage funds from existing federal and private sources for habitat conservation to achieve objectives identified in the SWAPs.
  + JVs work with the states to identify opportunities for collaborative monitoring, evaluation and targeted research projects to accomplish both JV and SWAP objectives.
  + *Suggested language for JVs: We have helped to accomplish the objectives of SWAPs within our JV, for example [insert one or more relevant examples].*
* Joint Ventures support private landowners in making valuable contributions to bird habitat conservation.
  + Many private landowners have donated conservation easements that are not only significant bird habitat, but also serve as match to leverage federal grant funds through the North American Wetlands Conservation Act.
  + *Suggested language for JVs: Private landowner partners have helped our Joint Venture to conserve significant habitat by [insert one or more example of a private landowner contribution].*
* Joint Ventures protect and restore habitats that reduce the impacts of climate change and help conduct important climate change research.
  + Habitats conserved by JV projects reduce the impacts of climate change by controlling floods, buffering erosion, recharging groundwater and sequestering carbon.
  + JVs are leaders in identifying and addressing the data gaps that, when filled, will help land managers, private landowners, decision-makers and other partners understand how to respond to climate change.
* An investment in Joint Ventures is an investment in natural resources and our future.
  + JVs protect and restore habitat for birds and other wildlife, providing natural areas where children and families can get outside and connect with their natural world.
  + JVs work with hunters, anglers, birders and other outdoor enthusiasts to provide the habitat they need to enjoy their favorite pastimes.
  + *Suggested language for JVs: Our activities benefit outdoor enthusiasts. For example, [insert appropriate activity/event/initiative].*
* Joint Ventures conserve diverse habitats that provide important ecological services.
  + Habitats conserved by JVs filter groundwater, enhance water quality and contribute to flood control.
  + Because JVs work across the landscape and focus on conserving all bird species, their projects benefit diverse habitat types such as wetlands, grasslands, woodlands, and desert ecosystems.

**Joint Venture partner-specific bullets (for use by management board members and other partners who would like to advocate for the JV 25th anniversary):**

For NGOs:

* Being a Joint Venture partner has benefited my organization by:
  + Allowing us to contribute to top-notch project design and development; research and monitoring; and evaluation that meet the goals of my own organization.
  + Providing access to grant funds through North American Wetlands Conservation Act to support our priority projects

For state partners:

* The power of Joint Venture collaborations allows my state to tap into resources and funding to help meet my state’s bird conservation goals, including those in my State Wildlife Action Plan.

For corporate partners:

* Investing in the Joint Venture partnership allows my company to make a valuable contribution to conserving our nation’s “natural capital” and the tremendous ecological goods and services we derive from it.
* JVs are sound business enterprises and are experts at leveraging dollars and other resources to produce significant benefits for habitat and wildlife.

For private landowner (individuals) partners:

* By partnering with the Joint Venture, I get the personal satisfaction of making a sound investment in conservation that will benefit not only birds and other wildlife, but also future generations within my community.