



WILD FARM
ALLIANCE

IMPACT
REPORT

DECEMBER 2019





DISAPPEARING WILD

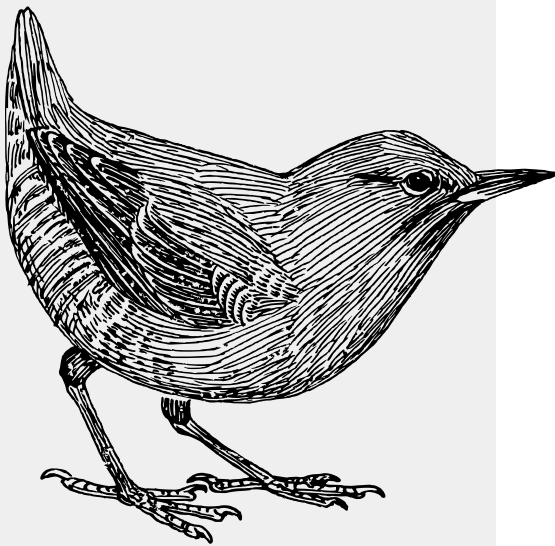
Sixty percent of the world's mammals, birds, fish and reptiles have been lost since 1970 - leaving a gaping hole in our natural world and our life support system.

Our thirst to dominate the landscapes with efficiency for our growing population is actually a detriment to our progress. We need solutions and we need actions.

Wild Farm Alliance is the voice for the wild - advancing practical solutions that support nature and promote a viable and healthy agricultural system.

The path ahead is not straight and has obstacles to overcome. This is why we are bringing together an alliance to join the chorus for a strong and wild future.

Thank you for joining with us to forge a new path. Please read on about what we have achieved together over the last year.



Jo Ann Baumgartner
Executive Director

Shelly Connor
Assistant Director



STAFF

Jo Ann Baumgartner
Executive Director

Shelly Connor
Assistant Director

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SUCCESS BY THE NUMBERS

We are building a better agriculture for the farming community as a whole, for individual farmers who benefit from our avian allies and climate smart practices and policies, and for consumers who rely on functioning landscapes that provide healthy food and beauty for our souls. The accomplishments we achieved are leading to more biodiverse farms.



1100

Bird Booklets distributed online and printed.



280

Attended one of our four All Things Avian Field days.



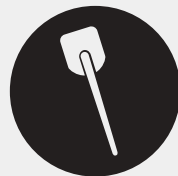
170

People learned on our eOrganic webinar about how to support beneficial birds.



3

Farmer success stories and videos released on our story platform.



8

WFA-assisted farmers awarded \$300,000 to implement conservation practices through the Healthy Soils Program.



107

Farmers learned about WFA resources and bird-friendly practices that reduce pesticides at 2 Agricultural Commissioner meetings.



2900+

People visited the new multimedia story platform to learn how to support beneficial birds on the farm and to watch videos.



12

Organic certifiers and inspectors participated in California on-farm trainings on how to assess biodiversity.



6500+

People took part in advancing a wild and resilient farm movement.

STORIES THAT INSPIRE



Photo Credit: Sashwa Burrous

Duane Chamberlain, Chamberlain Farms

When you listen to Duane talk about his farm and the birds that occupy the farmscape, his enthusiasm for the birds is contagious.

Duane's field edges have habitat, some of which support the rare Swainson's Hawks, and songbirds that eat the alfalfa weevil. Read more and watch a video about Duane and the practices he employs to support beneficial birds:

bit.ly/BeneficialBirds

Alan Haight and Jo McProud, Riverhill Farm

Alan and Jo have built an oasis of biodiversity on their property and continually think about how to lessen their production impact on the surrounding natural landscape.

They have sculpted their farm using crops, native vegetation and permeable fencing to allow water and beneficial wildlife to flow through, while holding the soil in place and reaping avian pest control along the way. Read more and watch a video about Riverhill Farm: bit.ly/BeneficialBirds



Julie Johnson, Tres Sabores Winery and Vineyard

Julie understands how valuable songbirds, barn owls and raptors are to her vineyard, and she will happily talk to you about the important role birds play on her property.

Julie's Tres Sabores sports bird nest boxes, hedgerows, and oak woodlands, all to the benefit of avian natural enemies, pollinators and other wildlife. Read more and watch a video about Julie and Tres Sabores: bit.ly/BeneficialBirds

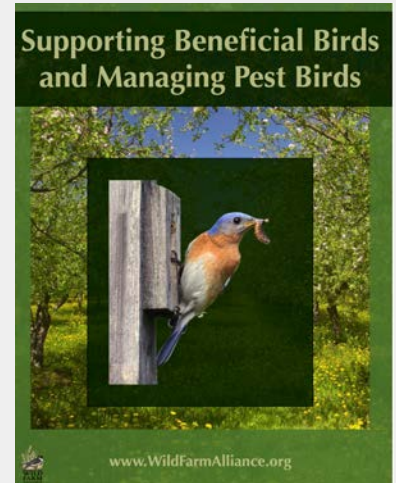


Photo Credit: Sashwa Burrous

RESOURCES THAT ENGAGE

New Publication - In January we released, [Supporting Beneficial Birds and Managing Pest Birds](#). With this publication, we are spreading the knowledge of how all farmers can make the most of birds on their farms. The publication covers the following topics:

- Colorful Accounts of How Birds Can be Beneficial in Crops and on Pasture
- USDA's Historic Economic Ornithology Division
- How Best to Manage and Co-exist with Pest Birds
- Why On-Farm Habitat and the Surrounding Landscape Influence Pest Control
- What Farmers Can Do to Make Farms More Bird-Friendly and Resilient
- How Birds' Diets, Foraging Strategies and Nesting Periods Affect the Farm
- Inspiring Stories from Ten Innovative Farmers



New Online Resource - We launched our Multimedia Story Platform in September. The platform is an online resource that gives farmers practical tools for implementation, inspiring stories, and the opportunity to support birds on farms.

There are four tabs, each highlighting how birds can be used for pest control on the farm:

- Introduction - See overview of the platform and how to use it.
- Making the Case for Birds - Learn about supporting beneficial birds and the research showing compelling evidence that supporting beneficial birds on the farm can pay off.
- Farmer Success Stories - View videos and read success stories about farmers implementing bird-friendly practices.
- Toolbox for Pest Management - Access the tools for implementing avian pest control practices.

All Things Avian Field Days -

This year we hosted four field days. These unique events brought together innovative farm leaders who have integrated practices to support birds, avian researchers who have studied birds' pest control benefits in the states and abroad, and agricultural professionals and conservationists who work on farms. Event attendees also participated in conservation plantings and saw birds up close and personal through mist netting demonstrations. We are hosting four more field days in 2020.



ALLIANCE SUPPORTERS

THANK YOU TO THE FOLLOWING SUPPORTERS WHO GAVE IN 2018-2019:

INDIVIDUALS AND ORGANIZATIONS:		
Amanda Fuller	Catherine Badgley	Forest Shomer
Amigo Bob Cantisano	Christine Coke	Glenda Corning
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		Tony Fleming
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		Wanda Plourde
		Whitney Lane

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- | | |
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| California Department of Food and Agriculture | Patagonia |
| California Department of Pesticide Regulation | Repass-Rodgers Fund for the Environment through |
| Clarence E. Heller Charitable Foundation | Community Foundation of Santa Cruz County |
| Clif Bar Family Foundation | Rose Foundation for Communities and the Environment |
| Eddy Foundation | Sandhill Farm Foundation |
| Foundation for Sustainability and Innovation | Strong Foundation for Environmental Values |
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| Gaia Fund | Tompkins Imhoff Fund of the Community |
| National Sustainable Agriculture Coalition | Foundation of Sonoma County |
| Newman's Own Foundation | True North Foundation |
| New Belgium Brewing Foundation | United Natural Foods Foundation |
| | USDA Natural Resources Conservation Service |

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