

## Wild Harvest Focus of New Initiative

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ST. JOHNS, NL. – Safe, healthy food is important to everyone. Every year, some 40 million citizens in the United States and Canada take to the fields, mountains, forests, streams, and lakes, returning with a harvest of wildlife and fish to feed their families and share with friends. Just how much of this natural, organic food do these two nations provide annually, and how valuable is it to our societies? At this point, no one really knows.

“It’s time we did know,” said Shane Mahoney, founder and CEO of Conservation Visions, Inc., a private conservation organization focused on building broader coalitions in support of biodiversity and the natural world. “We’ve known for well over a century that conservation of the world’s ecosystems is critical to human well being and that the sustainable use of wild resources brings enormous and unique benefits to human beings everywhere.”

As a result, *Conservation Visions Inc.* has launched the *Wild Harvest Initiative*, a multi-year project designed to accurately measure the actual biomass of wild animal protein harvested recreationally in the United States and Canada. It will also assess the nutritional, cultural, and economic value of this harvest, as well as the ecological costs of replacing this food through standard agricultural and domestic livestock production.

“The harvest and consumption of wildlife has been an integral part of the human story throughout the entirety of our existence,” said Mahoney. “Agricultural and technological progress have certainly altered our direct dependence and engagement in this process, but in many regions of the world, including the U.S. and Canada, human populations continue to rely on wild harvest for a significant part of their diet”

Support for this initiative is growing rapidly, appealing to a wide sector of interests.

“We hope and expect the Initiative will appeal to a variety of public sectors,” said Mahoney. “The trending locavore movement, 100-mile diet, and emphasis on organic and free range food are all signs that people, in general, are becoming more concerned about the quality of their food. Well, wild protein harvested from nature is as high quality as it gets. It is our original diet.”

Measuring the scale, viability, and sustainability of wild harvest represents far more than simply quantifying and analyzing the protein off-take. The results of this initiative will enable a better understanding of the economic effects of land management approaches and help validate those policy and governance structures that best lead to benefits for people, wildlife, and the natural habitats that support both. This will in turn, enable wildlife managers and policy makers to develop best practices for access to wild protein resources, and for extending such benefits to as many people as possible.

The five-year initiative is scheduled to begin later this year. To assist and learn more, visit [www.conservationvisions.com](http://www.conservationvisions.com).

### **About Conservation Visions Inc.**

One Natural World, One Humanity, One Chance... Conservation Matters – strong words that define the mission of Conservation Visions Inc. A private company and global wildlife initiative, Conservation Visions Inc. is focused on providing a broad scope of comprehensive services to the international conservation community, and works closely with partners and clients to generate new ideas, achieve goals, and build coalitions designed to advance conservation and the idea of stewardship in the 21<sup>st</sup> century. Learn more at [www.conservationvisions.com](http://www.conservationvisions.com).