

Beyond Conservation to Production

New
Acre™
Project.

Make a difference.
Make an acre.

Take your business a step further with
New Acre™ Project, the next generation
of Canadian conservation.

Brought to you by

ALUS

Canada



A Weston Family Initiative

Take your business a step further: Invest in New Acre™ Project

Why New Acre™?

As Canada's population grows, our wetlands, woodlands and grasslands are shrinking under land-use and climate-change pressures. This loss affects us all—the air we breathe, the water we drink and the increased flooding we face. But with New Acre™ Project, you can help rebuild nature, one acre at a time.

What is New Acre™?

New Acre™ Project is the next generation of Canadian conservation. Our proven model asks farmers and ranchers to dedicate select acres of farmland to environmental projects that benefit nature – and society as a whole. These New Acres™ go beyond conservation to the actual production of cleaner air, cleaner water, and increased pollinator and wildlife habitat.



Helping farmers and ranchers help us all

ALUS was founded in 2006 to invest in farmers and ranchers and help them produce—along with the food we eat—cleaner air, cleaner water and new wildlife habitats in Canadian communities.



18,000 New Acres™ and counting

Ten years later, ALUS Canada had created more than 18,000 New Acres™ (an area the size of 45,000 hockey rinks) in 20 communities across Canada, from Red Deer, Alberta, to Saint-Hyacinthe, Quebec



Rebuilding nature in your communities

With every investment of \$100,000 per year, your company will rebuild nature on 200 New Acres™, an area equivalent to 500 hockey rinks. Our goal is to create 150,000 New Acres™ in 75 communities by 2025.

YEAR 2015

18,000 acres in 20 communities



YEAR 2025

150,000 acres in 75 communities

How does New Acre™ work?

Whether your interest is water, air, pollinators or wildlife, you can tailor a New Acre™ sponsorship package to the core issues that matter most to your organization. This will produce lasting benefits for the regions and communities you serve.



Return on your investment

New Acre™ Project promises your corporation a simple and transparent return on your investment. You will receive regular reports detailing the concrete benefits generated through your contribution, featuring the metrics that matter to you.

Community leadership

New Acre™ Project provides unique opportunities for your company to deepen its community ties. We offer employee participation in our farm tours, speaking roles at local ALUS events, and widespread recognition of the positive impact of your support: all excellent ways to showcase your community leadership.

Engage your employees

Innovative research and development

Through New Acre™ Project, your research, finance, technology and management experts will learn about valuating and quantifying ecosystem services in Canada by leading or participating in aspects of this cutting-edge Canadian project.

Secondments

ALUS Canada can host your top-performing employees, rewarding them with valuable and unique experiences inside a next-generation social enterprise.

Connect with us

We'd love to have a conversation about how New Acre™ Project can take your business a step further.

Contact us today:

Lara Ellis
Director of
Strategic Initiatives

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Go beyond conservation to production. Invest in New Acre™ Project.

Introducing a unique, innovative and
highly reputable CSR option for Canada's
caring corporate community.

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ALUS.ca/Newacreproject

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