

Marketing Our Conservation Programs Using Nongame Birds



Survey and Monitoring for Nongame Birds

Sierra Vista, AZ - July 2007
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Marketing – what is it?



- Set of actions involved in transferring a product from producer to consumer
- "...selling the value of wildlife management and conservation to the manager and to the general public..."

Why is it important?



- Marketing allows the public to understand
- We don't rely on cute advertisements
- We depend upon solid, defensible, scientific reasons as to why we should manage nongame migratory birds
- We are accountable to our constituencies, management, and to the general public
- Public understanding and support are keys to continued management success

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The Fab Five...

- ...AKA – the aspects and reasoning behind the marketing scheme
- #1 Ethical
- #2 Scientific
- #3 Aesthetic
- #4 Economic
- #5 Legal



Ethical Reasons

- Natural resource ethic is a system of moral precepts, rules or standards of conduct which govern individual and social decisions
- Successful and responsible environmental ethic is dependent upon our understanding of the interconnectedness between our thoughts, actions, and the results of those actions on the natural world
- Moral responsibility
- No scientific justification for this reasoning...

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Scientific Reasons

- Nongame migratory birds are important components of a healthy ecosystem
- Measure the functional and structural integrity of the ecosystem (litmus paper)
- Consume insects and other prey (pest) items
- Spread and germinate seeds, pollinate flowers
- Provide food for other animals

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Aesthetic Reasons

- "... what is the measure of the beauty of birds?"
- Plumage
- Color
- Song
- Behavior

Economic Reasons

- "Free services" (e.g., pollination, etc.)
- Ecotourism – "Avitourism"
- Wildlife viewing equipment and travel generates between \$10 and \$100 billion annually!
- Hunters spend an additional \$2 billion
- Birders spend \$2000 apiece annually
- Birding Festivals fast becoming an economic force
- Cost of listing and recovery of T & E species....

Legal Reasons

- Migratory Bird Treaty Act
- Endangered Species Act
- Neotropical Migratory Bird Conservation Act
- Executive Order
- "... we are obligated to manage nongame bird populations in a manner that will not jeopardize their current status or continued existence...."



- Q: What is the first step that a manager should take in order to demonstrate to constituents that good things are being done for nongame birds?
- A: Document productivity, population changes, or other population characteristics obtained through bird surveys and monitoring programs
