

# Conserve Our NB

Protect the places that you love

A toolkit for supporting the protection of  
New Brunswick's natural areas



## PROTECT THE PLACES THAT YOU LOVE

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For countless generations, people in New Brunswick have cherished the wildlife and beauty of their natural surroundings. Protecting these areas from development and as a place for all living things to thrive and enjoy is one of the greatest legacies we can leave for future generations. It's time for New Brunswickers to speak up for protecting nature.

### Resounding Support for Expanding Protected Areas:

**87% of Canadians  
agree that Canada  
should expand  
protected lands to at  
least 17% by 2020**

- 2017 National Conservation Survey,  
conducted by the Earncliffe Strategy Group

Over 95% of New Brunswick is currently unprotected and open to exploitation that could harm wildlife and damage the natural beauty of our province, and we need to [act now to change that](#). Provincial government decision-makers prioritize actions based on what the public wants. A vast majority of Canadians support increasing the amount of protected land, but these voices need to be amplified in New Brunswick to ensure that the government makes land conservation a priority for our province. You can help ensure that our cherished forests, coastlines, and waterways remain places of natural wonder forever.

The [Nature Trust of New Brunswick](#) has developed this toolkit to help citizens and supporting groups understand the current issues facing land conservation in our province and empower you to be a part of the #InvestInNature movement.

### What do we mean by “protect”?

Protecting natural areas ensures that they remain wild, free from development, forever. Permanent protection allows ecosystems to thrive, remaining intact so that they can continue to provide clean air and water, recreation areas for families to enjoy, and support wildlife habitat.<sup>1</sup>

#### *In our province, there are a number of different kinds of protected lands, including:*

- **National Parks** - federal lands and freshwater conserved for ecological importance. We have two national parks with some access for outdoor recreation, and other areas for research and wildlife reserves.
- **Provincial Parks** - provincial areas recognized for cultural or natural significance. New Brunswick has nine provincial parks, which feature opportunities for outdoor recreation as well as learning about the unique ecology and wildlife in the area.
- **Protected Natural Areas (PNA)** – lands, water, and subsurface materials permanently set aside to conserve biological diversity. Controlled under the [Protected Natural Areas \(PNA\) Act](#) by the Department of Energy & Resource
- **Nature (p)reserves** - private land conserved by land trusts including the Nature Trust of New Brunswick, the Nature Conservancy of Canada, the Meduxnekeag River Association, and New Brunswick Community Land Trusts, some of which fall under the PNA act.
- **Lands protected by Environment & Climate Change Canada** - such as [National Wildlife Areas](#), and [Migratory Bird Sanctuaries](#).

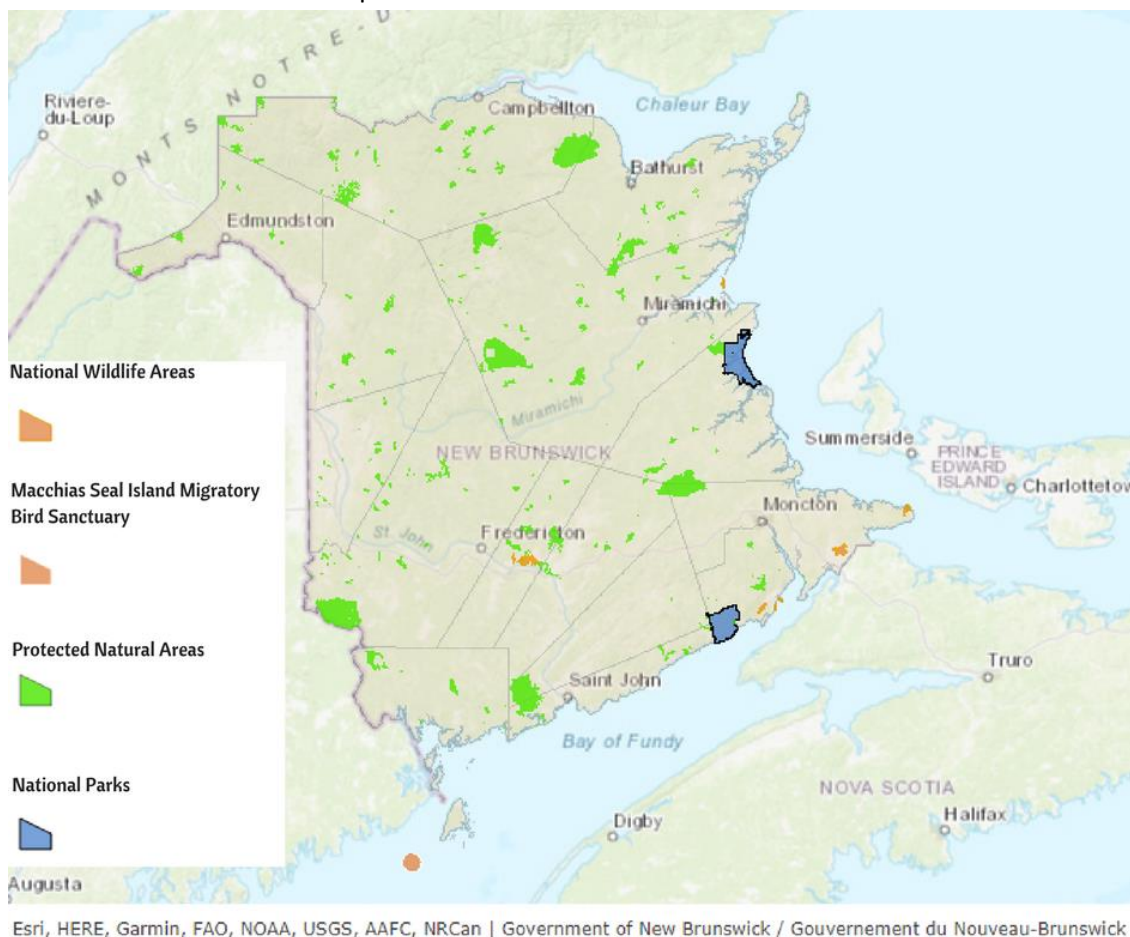
<sup>1</sup> <http://www.conservation2020canada.ca/home> ; [https://cciucndotca.files.wordpress.com/2016/04/pathway-to-canada-target-1-update-for-cc\\_iucn\\_may2017.pdf](https://cciucndotca.files.wordpress.com/2016/04/pathway-to-canada-target-1-update-for-cc_iucn_may2017.pdf)



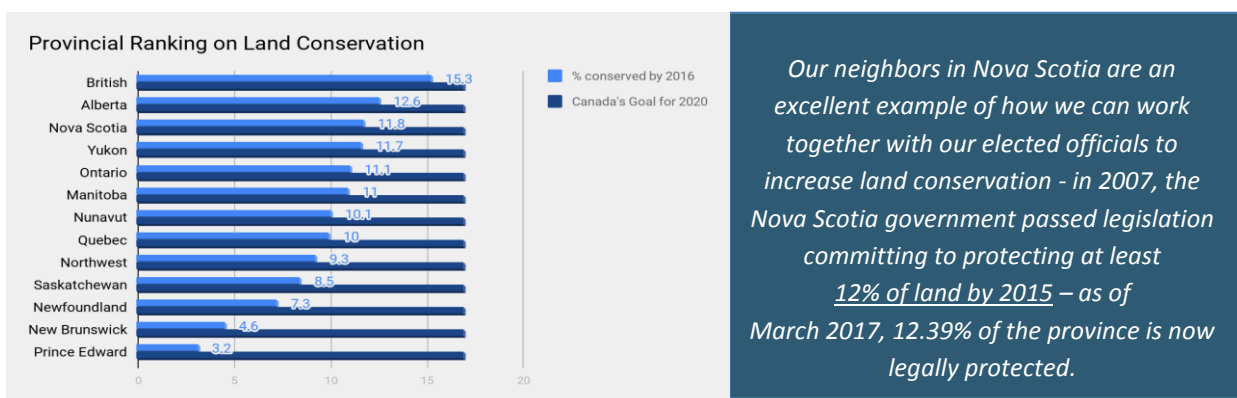
## CURRENT LAND PROTECTION IN NEW BRUNSWICK

95.4 % of New Brunswick is **NOT** conserved, of a total 17,655,680 acres of land mass.<sup>2</sup>

Map of Protected Areas in New Brunswick



**How does New Brunswick compare to other provinces and territories?** <sup>3 4</sup>



<sup>2</sup> <http://www.nationsencyclopedia.com/canada/Alberta-to-Nova-Scotia/New-Brunswick.html>

<sup>3</sup> <https://www.canada.ca/en/environment-climate-change/services/environmental-indicators/protected-areas.html>

<sup>4</sup> Organisation for Economic Co-operation and Development (2017). Canada's Environmental Performance Review: <http://www.oecd.org/canada/oecd-environmental-performance-reviews-canada-2017-9789264279612-en.htm>

## WHY WE NEED TO SPEAK UP FOR NATURE NOW:



L: Mapleton Acadian Forest Nature Preserve in Elgin, NB. R: Clear cut in what was once a thriving New Brunswick forest.  
Photo credit: Alyssa Martin Photography

**Over 95% of New Brunswick is currently unprotected**, and we need to [act now to change that](#). Land conservation is vital for sustaining wildlife and ecological health, keeping our province healthy and clean, and preserving social and cultural values.

Not only has New Brunswick not taken adequate steps to work toward protecting more land, but we are backsliding. The province opened up Crown forests in 2014 to more harvesting, not less. Perhaps the strongest expression of what wildlife biologists found lacking in the [2014 Forestry Strategy](#) released by the province was made by Tony Diamond, Research Professor of Wildlife Ecology at the University of New Brunswick, who was quoted in a news release saying:

*“They are knowingly going below the threshold of what is sustainable – going below the amounts of forest land government wildlife managers have in the past said were necessary to allow wildlife to thrive and for our rivers to flow clean, cold and with even flows. What is at risk goes beyond wildlife and rivers. We are risking the very ecological health of the forest resource upon which we have built a significant portion of our economy.”<sup>5</sup>*

We are all a part of an interconnected system. Protecting significant ecological areas across our province benefits all living beings and their habitats. Read more on page 10.

<sup>5</sup> Canadian Parks and Wilderness Society, New Brunswick Chapter, “News Release: Environmental Group, Wildlife Researchers Deeply Concerned,” March 13, 2014, <http://cpawsnb.org/news/news-release-environmental-group-wildlife-researchers-deeply-concerned>.

## THE BIGGER PICTURE

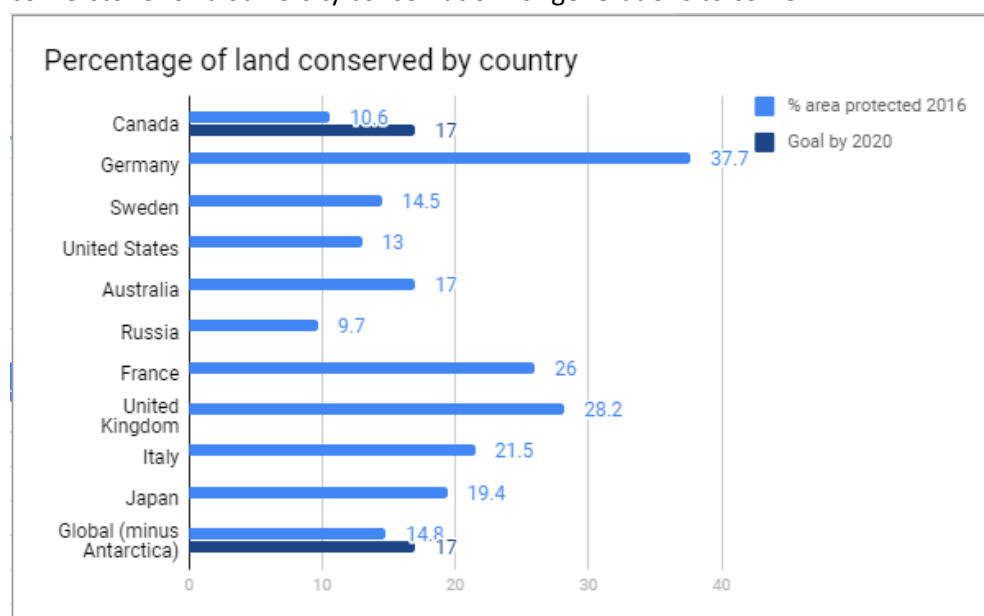
### 17% by 2020

Canada has made a promise to protect at least 17% of lands by 2020 as part of the United Nations Convention on Biological Diversity, an international effort designed to stem the loss of animals, plants and the degradation of lands that sustain them.

The Goal of the Pathway to Canada Target 1: “In partnership with Canada’s Indigenous people and relevant sectors of Canadian society, produce a pathway, grounded in science and traditional knowledge, to...establish a coordinated and connected network of protected and conservation areas throughout Canada that will serve as the cornerstone for biodiversity conservation for generations to come.”<sup>6</sup>

**By 2020, at least 17% of terrestrial areas and inland water (...) are conserved through networks of protected areas and other effective area-based conservation measures.**

- Conservation2020Canada.ca



*South Wolf Island Nature Preserve*

<sup>6</sup> Environment and Climate Change Canada (2017) Canadian Environmental Sustainability Indicators: Global trends in protected area. Consulted on January 3, 2018. Available at: [www.ec.gc.ca/indicateurs-indicators/default.asp?lang=en&n=9DD79AE8-1](http://www.ec.gc.ca/indicateurs-indicators/default.asp?lang=en&n=9DD79AE8-1).



## HOW CAN YOU HELP?

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### *Speak out for nature today!*

Your voice matters! Encourage the Government of New Brunswick to contribute to the national target of 17% by 2020, making it a critical priority to set a provincial target and creating an action plan to follow through.

It is our shared responsibility to take care of the natural world and vital that we protect it so that future generations can experience the natural wonders that New Brunswick has to offer. In order for the government to prioritize land conservation, we need [to lend our voices to the cause](#) and give our leaders a reason to invest time and energy to conserving our important places. Together, we can ensure that our province continues to prosper with a healthy environment, healthy people, and a healthy economy.

Lend your support for land conservation today by adding your name as a supporter of our efforts to protect vital lands in our province - lands that are threatened daily by urban sprawl, climate change, resource exploitation, and the spread of invasive species to name a few.



*Eastern Bluebirds can be spotted throughout our province*



*Round leaved sundew is a carnivorous plant found in bogs and marshes*



*Cobblestone Tiger Beetle is an endangered species found only in New Brunswick*



## SPEAK UP FOR NATURE - We've made it easy for you!

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### Write to your local elected representatives by March 2018

Encourage the provincial government to support land conservation efforts in New Brunswick by [sending a letter](#) to your elected representatives asking them to set provincial goals and develop an action plan to increase protected areas. We have created an easy-to-fill-out, customizable online tool which you can personalize with your own story of why New Brunswick's natural spaces are important to you. [This tool](#) takes just one-click to send by entering your postal code, or you can use the template below to write your own letter and mail it to the government.

**Personalize the Subject Line:** i.e. Take Action on Increased Conservation in New Brunswick; Conserve My NB; 17% land conservation is important to me

#### Letter Template

Dear Hon. Rick Doucet, Minister of Energy & Resource Development; Hon. John B. Ames, Minister of Tourism, Heritage and Culture; Hon. Serge Rousselle, Minister of Environment & Local Government  
Cc my MLA

Today I urge you to consider supporting land conservation in New Brunswick through establishing a provincial target and action plan in support of Canada's Pathway to Target 1.

I am from the beautiful {insert ecological feature surrounding you - i.e. Acadian forest of Elgin} and have fond memories of {insert story about being outdoors in NB}.

New Brunswick is a province woven together by the waterways, forests, and coastlines that span the landscape from the Bay of Fundy to the Acadian Peninsula to the Appalachian Mountain Range. It is in these natural spaces where we have learned to hike, swim, bike, paddle, and camp. More importantly, these natural landscapes across the province form a pillar for community, economic, mental and physical health.

I am calling on you today to ensure New Brunswick is working with Canada to achieve the goal of 17% land conservation by 2020, by setting our own provincial target and creating an action plan to achieve this goal. Through Pathway to Canada Target 1, an Indigenous Circle of Experts (ICE) has been identified to ensure all elements of the initiative are guided by Indigenous experts across Canada, which should be reflected in New Brunswick's efforts as well.

Sincerely,

## Take the pledge

Show your concern for our natural spaces and sign your name to the petition on the following page to pledge your support for a prosperous, healthy network of natural places for future generations of New Brunswickers to enjoy. Join the growing movement of people who support land conservation in our province. You can [download](#) a paper version of this pledge to gather signatures in your local community, and send them to the Nature Trust office by **March 25th, 2018**.

## Share your message on social media

The movement is building momentum! Show your support by sharing this toolkit and links to our online pledge with friends, family, neighbors, your local barista, everyone you know. Use the hashtags #ConserveMyNB and #InvestInNature on your twitter, blog, Facebook, or Instagram to share your message.

### Individuals:

I support increasing protection of ecologically significant land in #NewBrunswick. Join me and raise your voice to help #ConserveMyNB by sending a one-click letter! #ProtectPlacesYouLoveNB #InvestInNature @NatureTrustNB @[tag your local elected officials] @[Tag your friends]

#NewBrunswick's natural places need to be protected by law for future generations. Take the one-click #ConserveMyNB pledge and add your voice to the growing number of people who care about our province's natural wonders. #ProtectPlacesYouLoveNB #InvestInNature @NatureTrustNB @[Tag your local elected officials] @[tag your friends]

### Organizations:

Want to learn more about what you can do to help protect natural areas #NewBrunswick? Download the #ConserveMyNB toolkit and take the pledge, or write to your local elected official about the natural areas you love the most. #ProtectPlacesYouLoveNB #InvestInNature @NatureTrustNB @[Tag your friends] @[Tag your local elected officials]

It is our shared responsibility to protect our cherished natural areas in #NewBrunswick! Show your support by taking the #ConserveMyNB pledge or writing to your local elected officials about the natural places that mean the most to you. #ProtectPlacesYouLoveNB #InvestInNature @NatureTrustNB @[tag your friends] @[Tag your local elected officials]



# Conserve Our NB Pledge

## PETITION TO THE LEGISLATIVE ASSEMBLY OF NEW BRUNSWICK TO THE HONOURABLE LEGISLATIVE ASSEMBLY OF NEW BRUNSWICK, ASSEMBLED:

*For countless generations, people in New Brunswick have cherished the wildlife and beauty of their natural surroundings. We have adopted many deeply rooted outdoor traditions that take us to the rivers, lakes, wetlands, forests, and coastlines of our beautiful province in all seasons of the year. Help protect the wild places that you love so that your family, children, and grandchildren will be able to enjoy them forever.*

**Over 95% of New Brunswick is currently unprotected and open to exploitation that could harm wildlife and damage the natural beauty of our province, and we need to act now to change that.**

Through the Convention on Biological Diversity, Canada has signed on to conserve [17% of land and freshwater by 2020](http://www.naturetrust.nb.ca/wp/conservate-our-nb). As Canadians, it is our shared responsibility to hold the government accountable to achieving this target. The Nature Trust of New Brunswick is urging you to speak out to your provincial representatives to declare your support for increased land conservation in the province, and encourage them to set their own conservation goals for the province and develop an action plan to achieve these goals. **To learn more, visit:** <http://www.naturetrust.nb.ca/wp/conservate-our-nb>

### Declaration of Support

We, the undersigned, support increasing land conservation in New Brunswick to protect the natural spaces we love forever. We urge the provincial government take action to contribute to national land conservation targets by setting provincial goals and creating an action plan to meet these targets.

Name (print)	Mailing Address	Date	Signature	Email (optional)
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				

Please return pledge sheet with original signatures to the Nature Trust of New Brunswick office. Deadline: **March 25, 2018**

By mail: P.O. Box 603 Station A, Fredericton, NB, E3B 5A6 | In person: 404 Queen St. 3rd floor, Fredericton, NB

## MORE INFO and RESOURCES

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### *Top three reasons why land conservation matters in New Brunswick:*

#### **1) Land conservation keeps our province healthy and clean forever.**

- **Clean Drinking Water:** Through the protection of watersheds, rivers, and lakes, we are not only protecting important habitat but also ensuring that we have fresh, clean drinking water.
- **Clean Air:** Our forests give us clean air to breathe and help to lessen the effects of climate change, by capturing and storing carbon dioxide and producing oxygen.
- **Land will be protected:** We need healthy wetlands and native Acadian forests of New Brunswick to remain untouched, and protected areas ensure the health of these important areas are free from spraying, mining, and harvesting forever.
- **Adapting to Climate Change:** With a changing climate and weather patterns, species are increasingly put at risk and must make large adjustments in order to survive. Intact ecosystems help animals and birds to find necessary food and shelter. Matthew Betts of Oregon State University says: “Changes in precipitation can affect plant growth, soil moisture, water storage and insect abundance and distributions.” <sup>7</sup>With a changing climate, it is crucial to have the full support of natural systems around watersheds and coastlines to help ease the blow of more frequent storms through:
  - Water capture and filtration in wetlands
  - Forest cover offers refuge for wildlife, regulating temperatures
  - Plants and healthy ecosystems provide an irreplaceable carbon sink
  - Maintaining the health of wilderness benefits all life including pollinators, crucial to our food system

#### **2) Nature plays a critical role in preserving New Brunswick social and cultural values.**

- **Traditional knowledge and culture:** “[Indigenous people] should equitably share in the benefits arising from protected areas and should not bear inequitable costs.” - from Aichi Target 11. Through Pathway to Canada Target 1, the Indigenous Circle of Experts (ICE) has been identified to ensure all elements of the initiative are guided by Indigenous experts across Canada. With the guidance of ICE, Canada is considering a spectrum of Indigenous Protected and Conserved Areas (IPCAs) to allow for conservation in the spirit and practice of reconciliation. The provincial government must also play a role in embracing reconciliation by investing in land and freshwater protection involving co-governance with Indigenous Peoples.
- **Mental health and well-being:** Connections to nature feel good! Natural environments are essential to human health, happiness, and well-being. A growing body of research demonstrates the links between nature contact and improved cognitive functioning, stress reduction, social connectedness, and improved attention.

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<sup>7</sup> Oregon State University (2014). Retrieved January 11, 2018 from:  
<http://oregonstate.edu/ua/ncs/archives/2014/jul/precipitation-not-warming-temperatures-may-be-key-bird-adaptation-climate-change>

- **Staying connected to nature:** New Brunswickers are deeply connected to our natural areas. Everyone has a story about camping out under the stars, fly fishing on the Miramichi, or hiking Mount Carleton and seeing a soaring bald eagle. What if youth of tomorrow never get to enjoy these experiences?
- **Outdoor recreation:** is a part of our way of life - from hunters and fishers to young children who play in parks. Protecting our natural areas will ensure that we still have places to hike, bike, boat, fish, camp, hunt, see wildlife, or just enjoy the quiet peacefulness of nature.
- **Tourism – the beauty of New Brunswick is in our nature:** We are proud to be from New Brunswick - the picture province, the place to be for whale watching, fly fishing, beautiful hiking and camping destinations. Increased protection of the places that we love helps to boost tourism. We want fellow Canadians and the international world to visit and see the unique landscape here.
- **Connecting to nature with your family:** You're standing in a grove of the tallest Eastern Hemlocks, they tower above you as the jungle-like ferns of the Appalachian Hardwood Forest surround you. Your lungs are filled with the rich air. New Brunswickers for generations have been interconnected to the world around us, and it's urgent that we instill a conservation mindset in the next generation by acting as role models for the care of our land and waters.
- **Social responsibility:** We are intimately connected to the land through our livelihoods, our food, the air we breathe, and the water we drink. As members of a society, New Brunswickers have an ethical and moral responsibility for protecting this land for the benefit of all living things. Quartuch & Beckley, noted from interviews with a diverse sample of NB landowners "how certain activities such as clearcutting or the development of forest land, for example, have the capacity to affect not only their own lives as well as their families but also the well-being of the resource, their neighbours and to an extent, the broader public."<sup>8</sup>

### ***3) Protecting land is vital to sustaining wildlife and ecological health.***

- **Biodiversity:** (def'n) the variety of different life forms in an area. With cold temperatures through these winter months, birds are seeking refuge and food in the forests. New Brunswick's highly forested landscape should provide ample options for safety and nourishment of the birds, right? In two recently published research papers, it was found that old growth forests are much better at supplying ample food and shelter, regulated temperatures, less wind, and a less stressful environment than young, managed forests. In New Brunswick, we have many managed forests, and the few native Acadian and Appalachian Hardwood Forest sites are diminishing. Young managed forests typically contain one or two types of trees, providing wildlife like birds little nourishment and cover from predators, cold winters, or hot summers. The loss of biodiverse ecosystems affects all life, and the economy that we've built.<sup>9</sup>

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<sup>8</sup> Quartuch & Beckley. (2012). Landowners Perceptions of Their Moral and Ethical Stewardship Responsibilities in New Brunswick, Canada, and Maine, USA

<sup>9</sup> Owens, B. (2018). St. Croix Courier: Grey Matters. Birds need forests, but the type of forest matters. Consulted January 11, 2018.



- **Wildlife:** plants and animals that make up our environment rely on the land and water across New Brunswick to thrive and are in need of habitat as well as connectivity of wild spaces for migration, finding food or water sources. Without the health of the habitats in which they thrive, these different species could be put at risk.
- **Important Bird Areas:** Matthew Betts from Oregon State University recently released a study tracking three decades of bird population trends in the US Pacific Northwest in the hottest months of the year, to see if old growth forests lessen the effects of the rising temperatures due to climate change. “For the two species most vulnerable to higher temperatures, the Wilson’s warbler and hermit warbler, having access to lots of old growth forests reversed their population decline despite higher temperatures in the later years of the study.” (9)
- **Acadian Forest Loss:** Loss of old growth forests and the variety of habitat that come with those in New Brunswick poses a real threat to wildlife including rare plants and species at risk. The Global Forest Watch website shows [New Brunswick Forest Cover Loss from 2001 to 2016](#).<sup>10</sup>
- **Wetlands:** have you ever wondered what is so special about a salt marsh, a bog, or a swamp? They are all forms of wetlands which are vital to the health of all living things. Wetlands act as the liver of the planet, filtering water that runs off of roads and farms during rain storms, providing an important buffer to capture sediment and chemicals before they smother a clutch of frog eggs, or block the gills of the fish in a nearby stream. Nutrients are absorbed in the wetlands by the unique and powerful plants that grow within.<sup>11</sup> These areas are crucial for the survival of the human race, particularly as they continue to soak up water from increasingly dangerous and unpredictable weather.
- **Nature has rights too!** Living beings in and of themselves have value and deserve to continue living without harm.

### Other great resources:

- Nova Scotia “Our Wild Spaces”: <https://novascotia.ca/nse/12percent/docs/12.percent.our.wild.spaces.pdf>
- Poll - Canadians Want More Conservation: <https://www.borealbirds.org/announcements/poll-canadians-want-more-conservation?platform=hootsuite>
- Expansion of Protected Natural Areas In New Brunswick: [http://www2.gnb.ca/content/gnb/en/departments/erd/natural\\_resources/content/ForestsCrownLands/content/ProtectedNaturalAreas/Expansion-ProtectedNaturalAreas.html](http://www2.gnb.ca/content/gnb/en/departments/erd/natural_resources/content/ForestsCrownLands/content/ProtectedNaturalAreas/Expansion-ProtectedNaturalAreas.html)
- Gies, E. (2009). The Trust for Public Land. *Conservation: An Investment That Pays The Economic Benefits of Parks and Open Space*: [https://www.tpl.org/sites/default/files/cloud.tpl.org/pubs/benefits\\_econbenefits\\_rpt\\_7\\_2009.pdf](https://www.tpl.org/sites/default/files/cloud.tpl.org/pubs/benefits_econbenefits_rpt_7_2009.pdf)
- <https://www.iucn.org/theme/protected-areas/about/protected-area-categories>

Revisions: Updated map on page three (Feb 8, 2018)

<sup>10</sup> Global Forest Watch online map. <http://www.globalforestwatch.org/map> Special thanks to Johnston, F. Conservation Council of New Brunswick for putting together the boundaries for the map shown.

<sup>11</sup> National Park Service. Water filtering of wetlands. Retrieved January 11, 2018 from: <https://www.nps.gov/keag/learn/education/water-filtering-of-wetlands.htm>