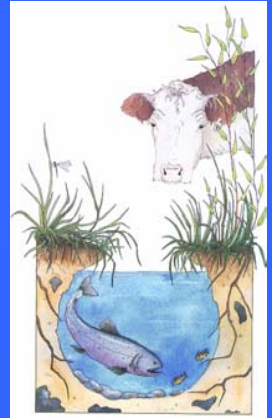




What is Cows and Fish?



We are about:

- being a catalyst
- technical assistance
- another approach to resolve landscape issues
- maintaining and restoring biodiversity
- people, partnerships, and communities
- **a process**

What is Cows and Fish?



We are about:

- ecological literacy
- sustainable grazing and other management
- landscapes and watersheds
- **building stewardship:**
literacy → attitude shift → action



PROVINCE OF ALBERTA

ENVIRONMENTAL PROTECTION AND ENHANCEMENT AMENDMENT ACT, 1997

June 18, 1997

The Queen's Printer
Alberta

Queen's Printer Bookstore
Main Floor, McDougall Centre
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Calgary, T2P 4E8
297-6251
FAX 297-8450

OFFICE CONSOLIDATION
by the Queen's Printer
Alberta

Queen's Printer Bookstore
Main Floor, McDougall Centre
455 - 6th Street S.W.
Calgary, T2P 4E8
297-6251
FAX 297-8450



PROVINCE OF ALBERTA

ENVIRONMENTAL PROTECTION AND ENHANCEMENT ACT DESIGNATED

Chapter E-13.3
of September 1, 1996
in this consolidation
of this cover
February 10, 1997



Cows and Fish Process Elements

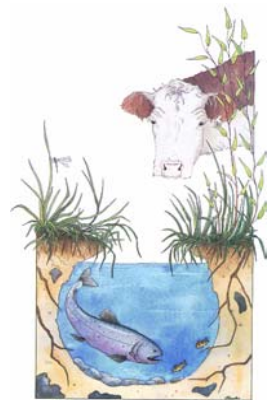


Cows and Fish Process Elements

Awareness



Mission

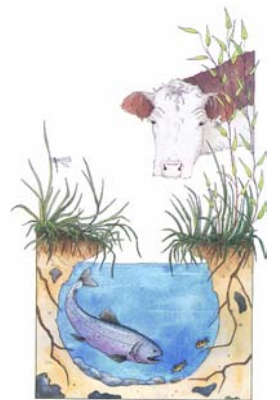
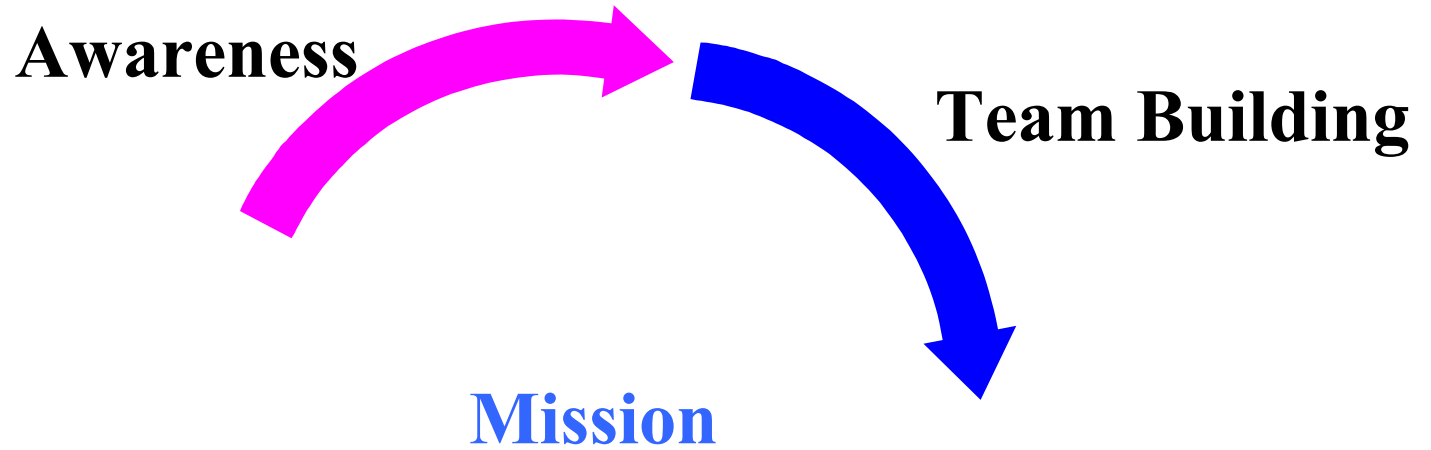


- 415 presentations, workshops and field days
- Over 11,500 people

Evaluation results:

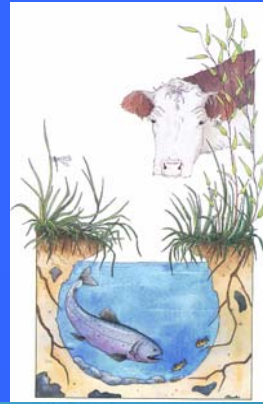
- 83% of producers learned new information as a direct result of their interaction with Cows and Fish

Cows and Fish Process Elements



Team Building

- Neighbours talking to neighbours
- Sharing information, knowledge and perspective



Cows and Fish

Alberta Riparian Habitat Management Society



AAFRD

ACA

AENV

TUC

ABP

DFO

Producers

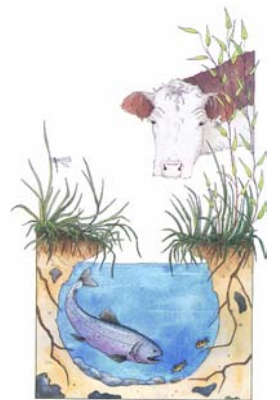
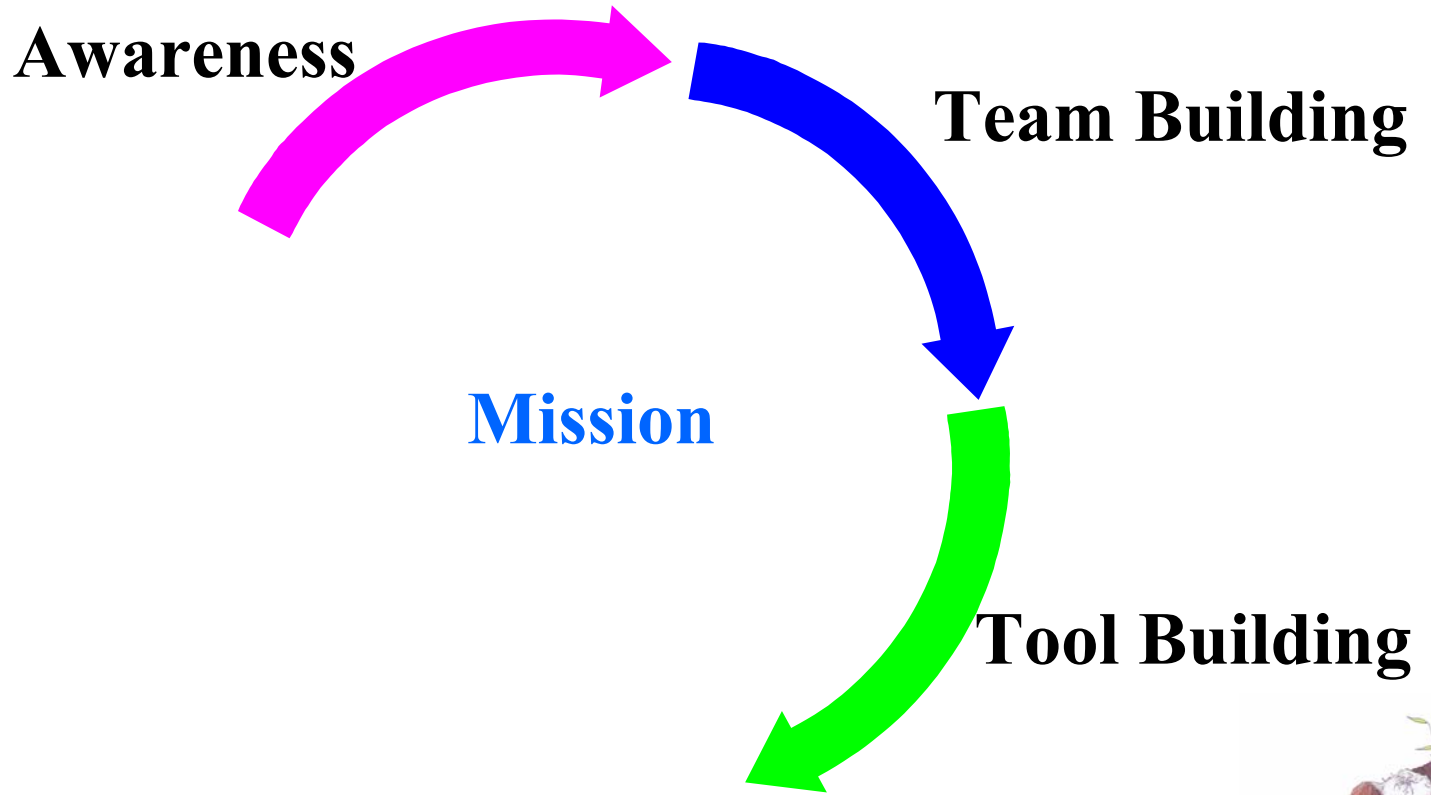
MDs
Counties

PFRA
AgCan

CCA

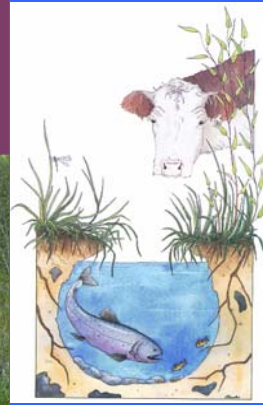
ASRD

Cows and Fish Process Elements



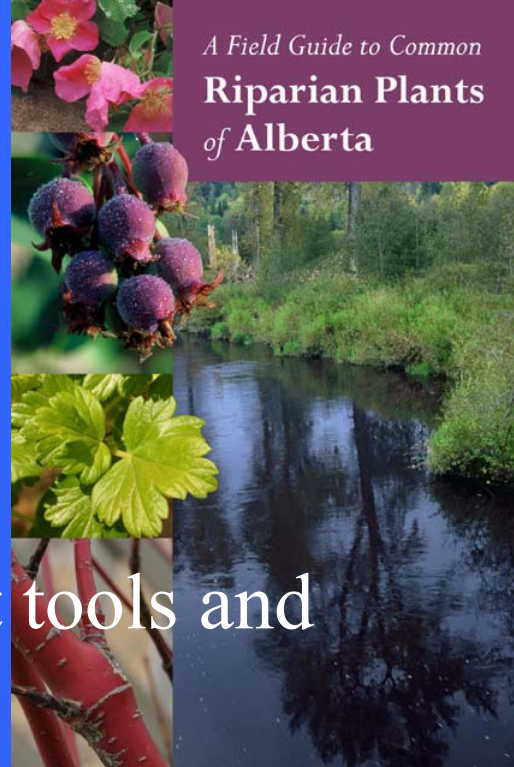
Cows and Fish Process

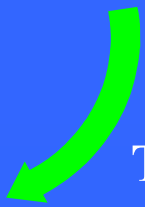
*A Field Guide to Common
Riparian Plants
of Alberta*



Tool Building

- Provide riparian management tools and alternatives to landowners
- Deliver riparian, range and pasture health assessment tools: 110 hands-on field days up to 2004
- Develop new demonstration sites





Tool Building

Elements

“Train the Trainer” Workshops :

In Alberta:

- 3-5 each year

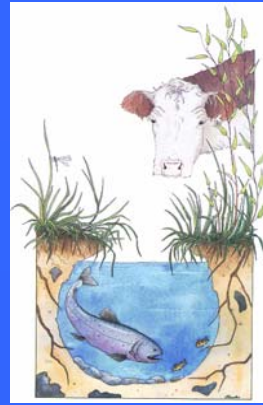
Many topics, including:

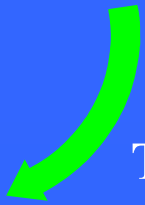
- Riparian Ecology, Riparian Health
- Riparian Restoration Principles
- Economics of Riparian Management
- Grazing Principles and Case Studies
- How to work with communities
- Riparian Plant Identification

Presentation Skills Workshops

5 (2002-05)

How to develop and deliver effective presentations



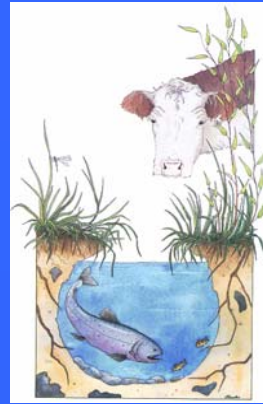


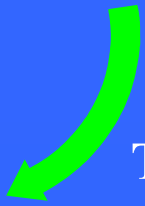
Tool Building

Elements

Why?

- Increase skill set
- Increase consistency
- Increase landowners' local opportunities

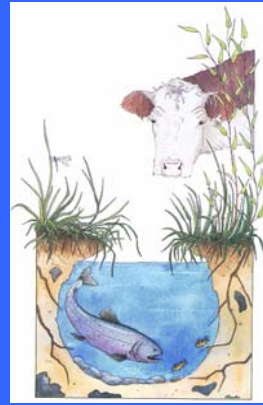




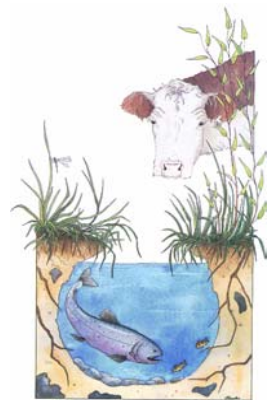
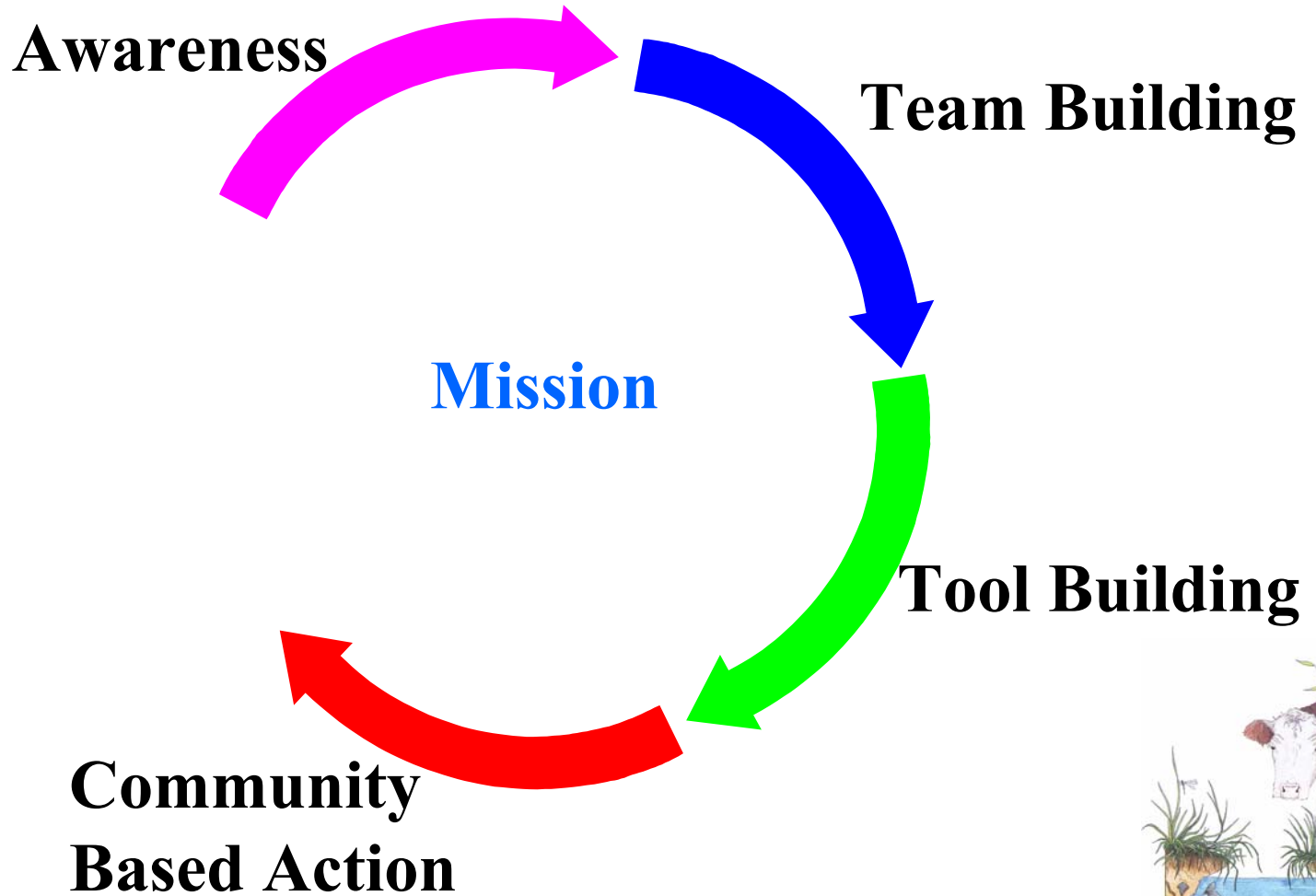
Tool Building

Outcomes

- **Decrease psychological barriers**
- **Increase ideas and solutions**
- **Build on successes**
- **Increase motivation**



Cows and Fish Process Elements



- **Community and individual ownership**
- **Voluntary actions**
- **Watershed approach**
- **Commitment to follow through leads to:**



Longevity!

Cows and Fish Process Elements



Monitoring

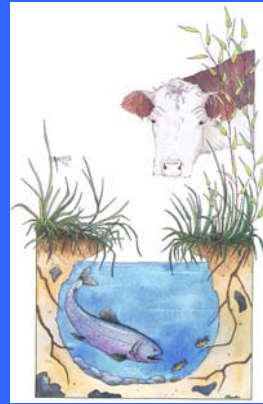


Elements

Riparian Health:

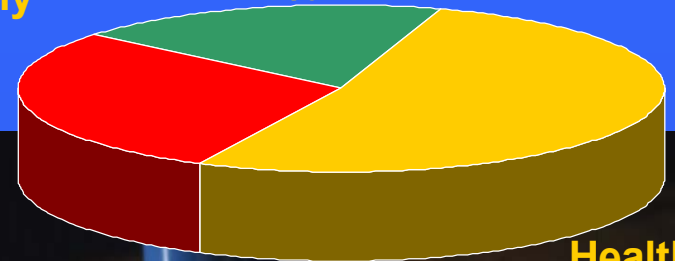
1,370 riparian health inventories

- Identifies where issues exist
- Help direct action
- Provides a sense of progress

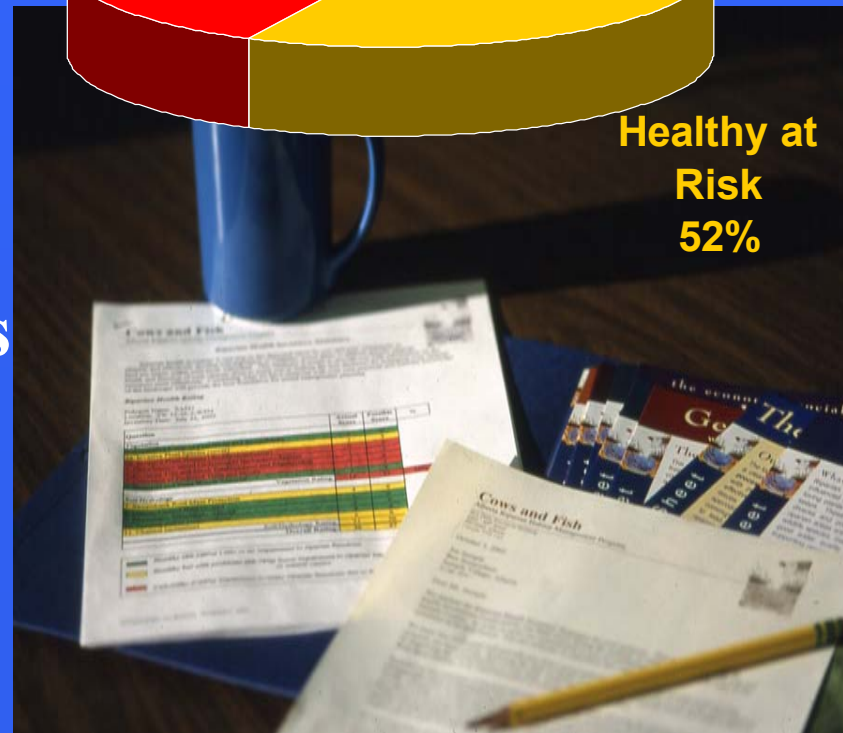


Unhealthy
29%

Healthy
19%



Healthy at
Risk
52%



Monitoring



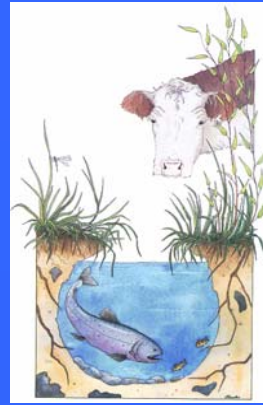
Elements

Independent Evaluations of Program, Process and Tools

Are we effective?

What characteristics are key?

Does the process work?



The Cows and Fish Program -

Delivering the Elements of Stewardship



It's not what you do,
it's how you do it, and
does it count?

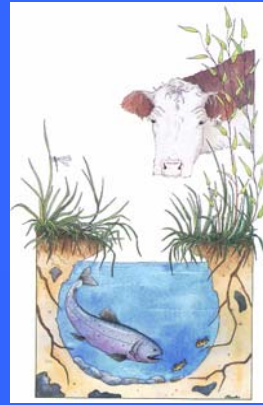
Elements of Stewardship

1. Awareness

2. Ethic

3. Action

Staff Interaction Evaluation

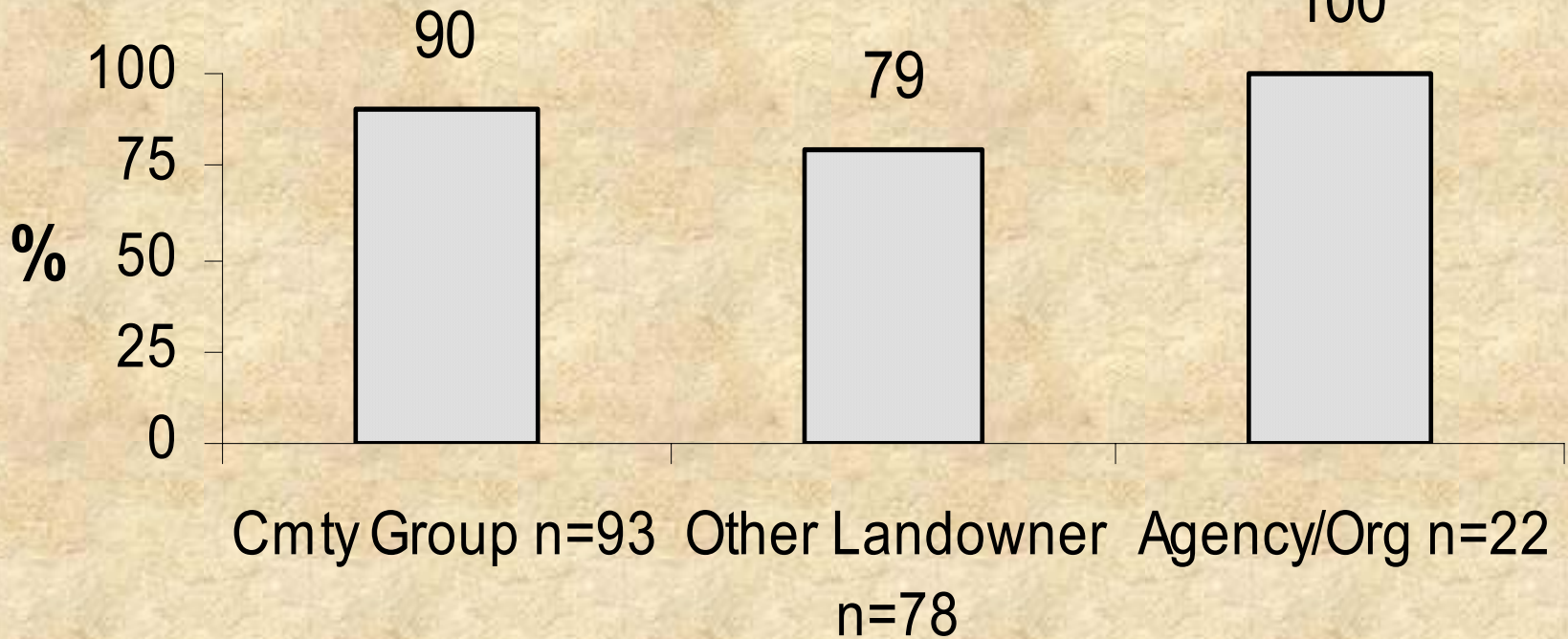
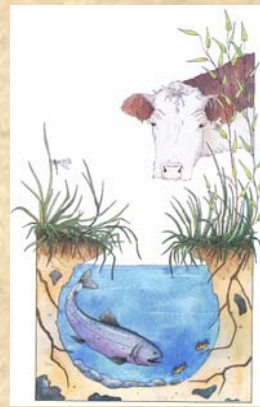


- Answered 3 questions:
 - Do we achieve trust and credibility to enable messages to be accepted?
 - Does our message delivery enhance or increase awareness?
 - Is management change occurring as a result of using the Process and staff characteristics?

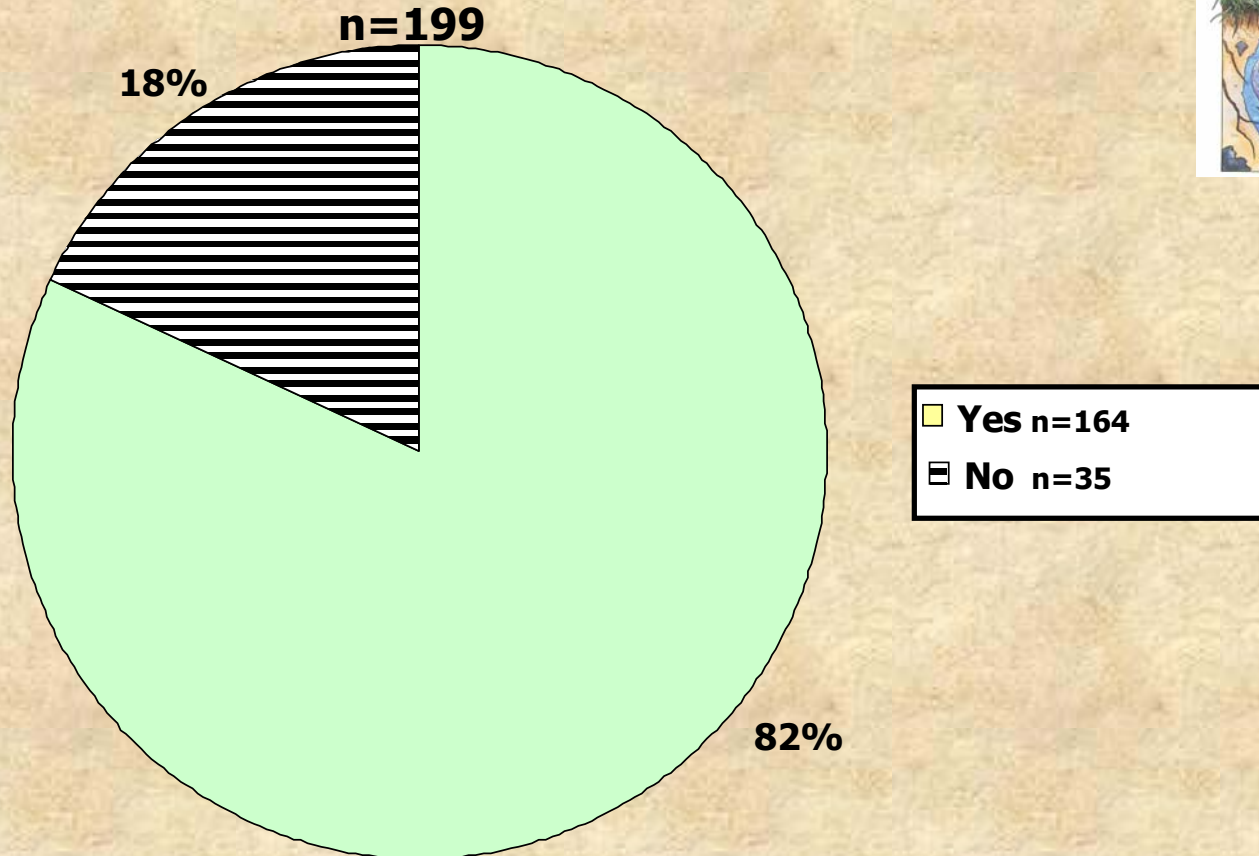
Respondents by Role

Knowledgeable About Riparian Management

% in Agreement



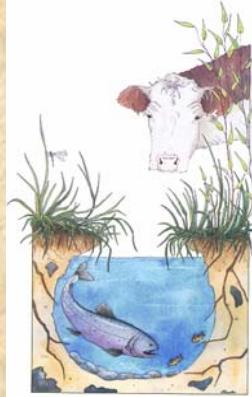
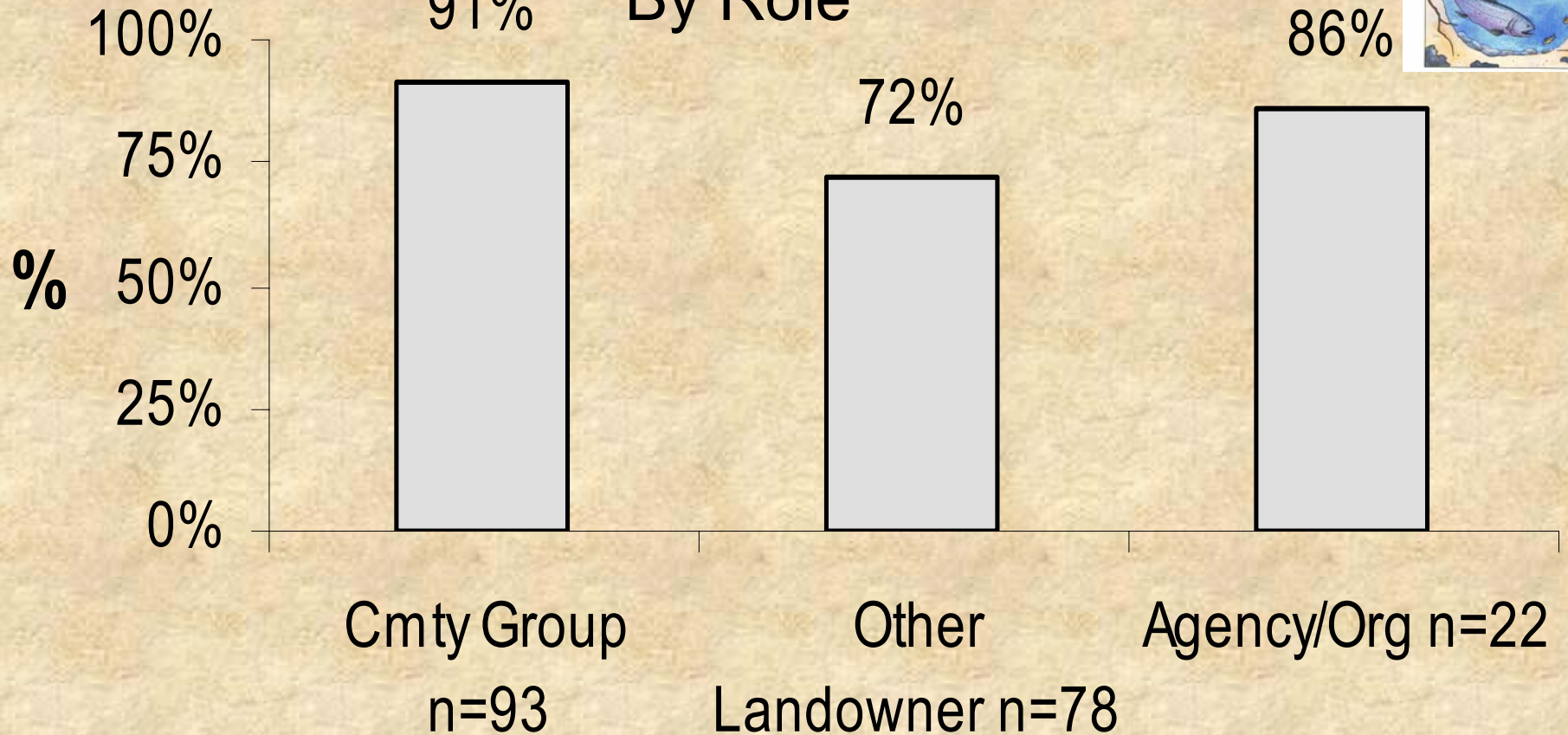
Learned New Information / Raised Awareness Due to Contact



82% of respondents learned new information or raised their awareness as a direct result of contact with Cows and Fish staff.

Learned New Information / Raised Awareness

91% By Role



82% of respondents learned new information.

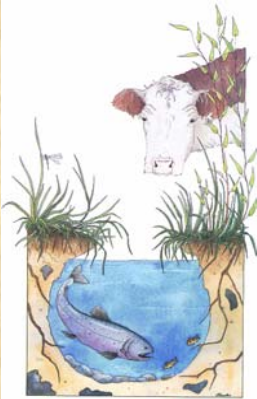
Role

The Value of Community

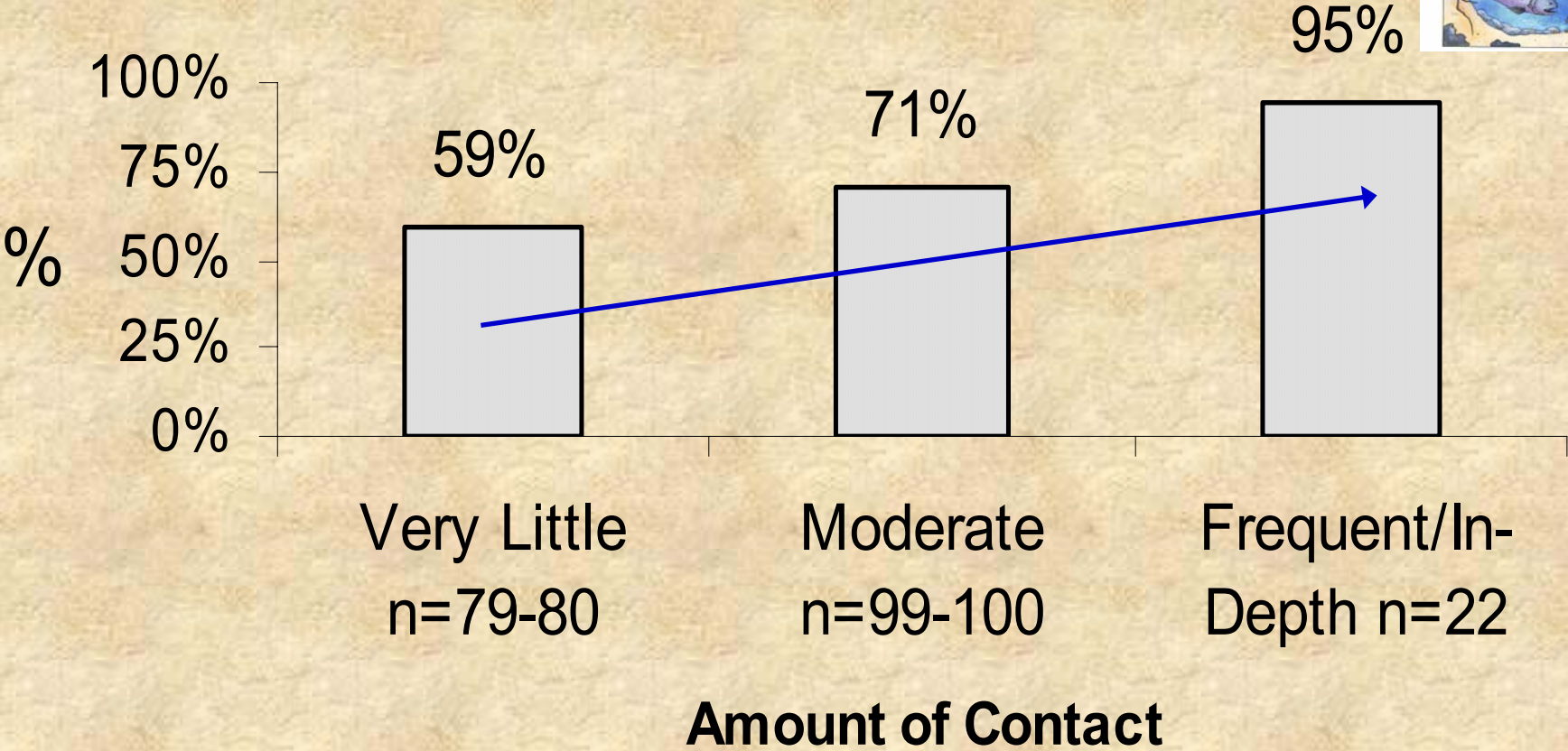
The **community-based approach** used by Cows and Fish is a constructive forum to effectively work with landowners.



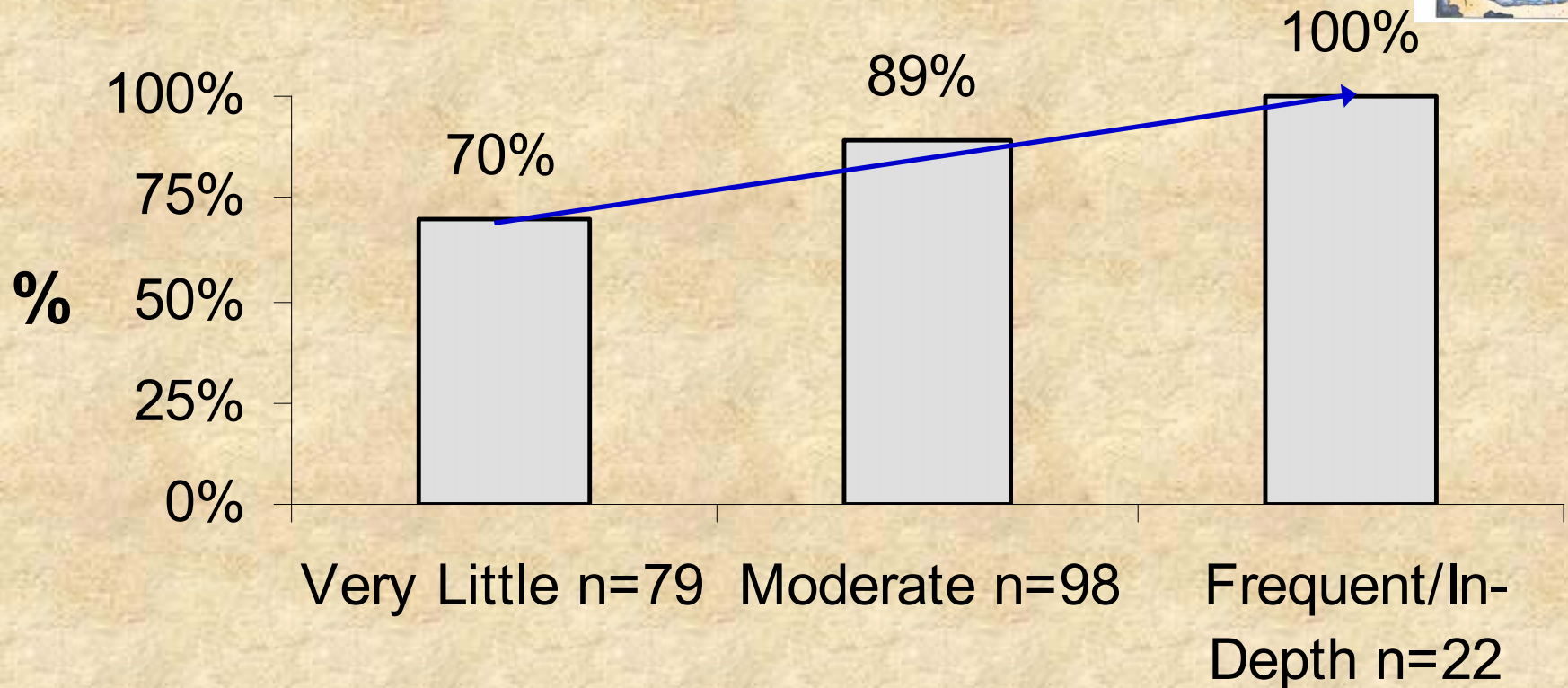
Respondents by Amount of Contact



Able to Motivate



Learned New Information / Raised Awareness By Amount of Contact



Everyone with frequent/ repeated contact learned new information

Amount of Contact

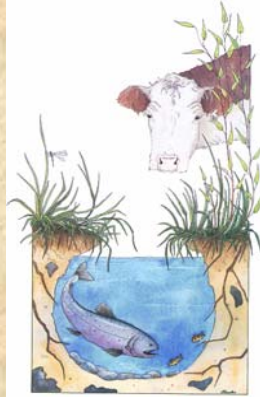
The Value of Constancy and Repetition



It takes time to build relationships in which barriers, and solutions, can be identified; contact with Cows and Fish is an important fixture in the process.

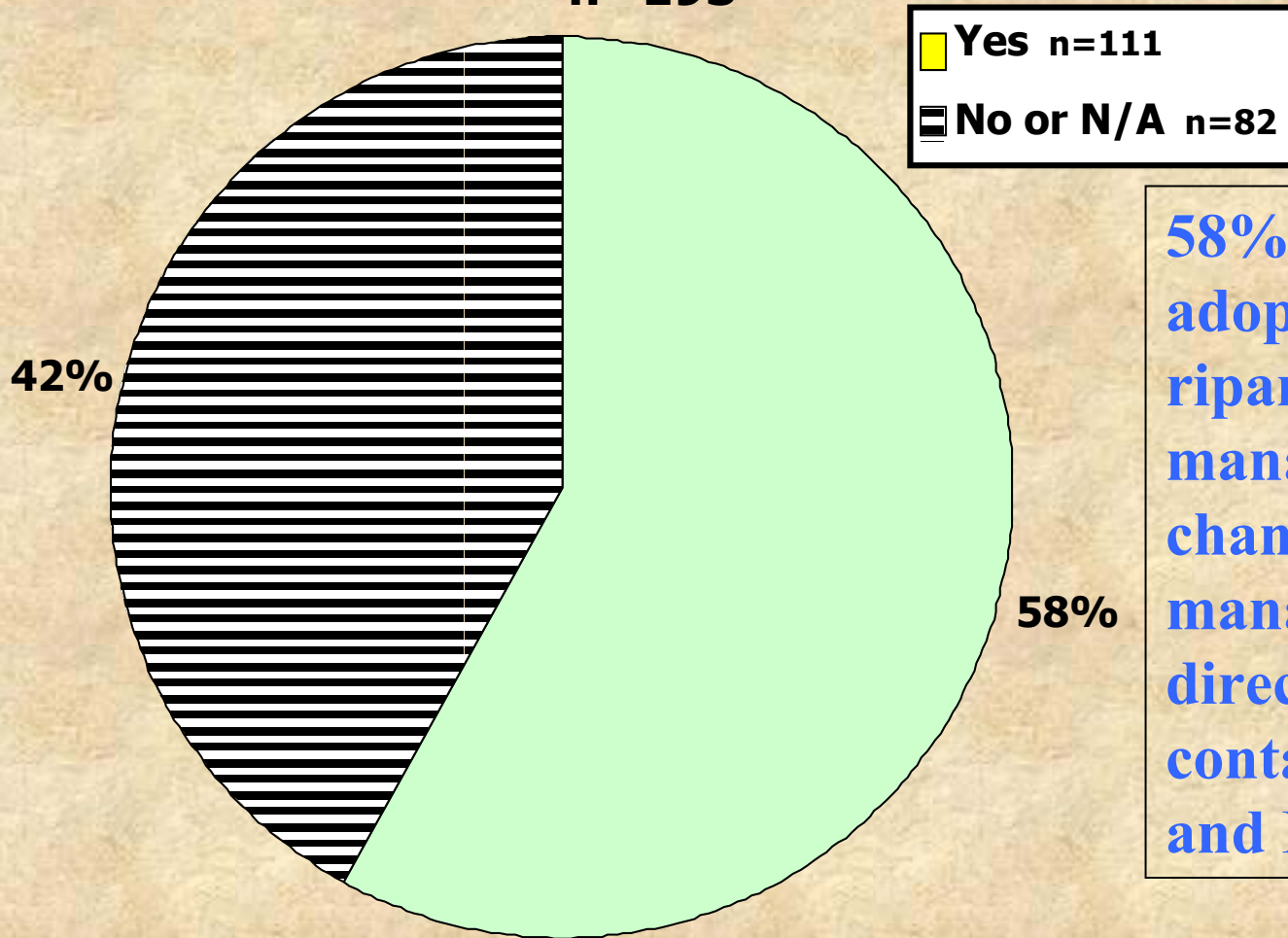


Adopted New/ Changed Management Practices



ADOPTED / CHANGED MANAGEMENT

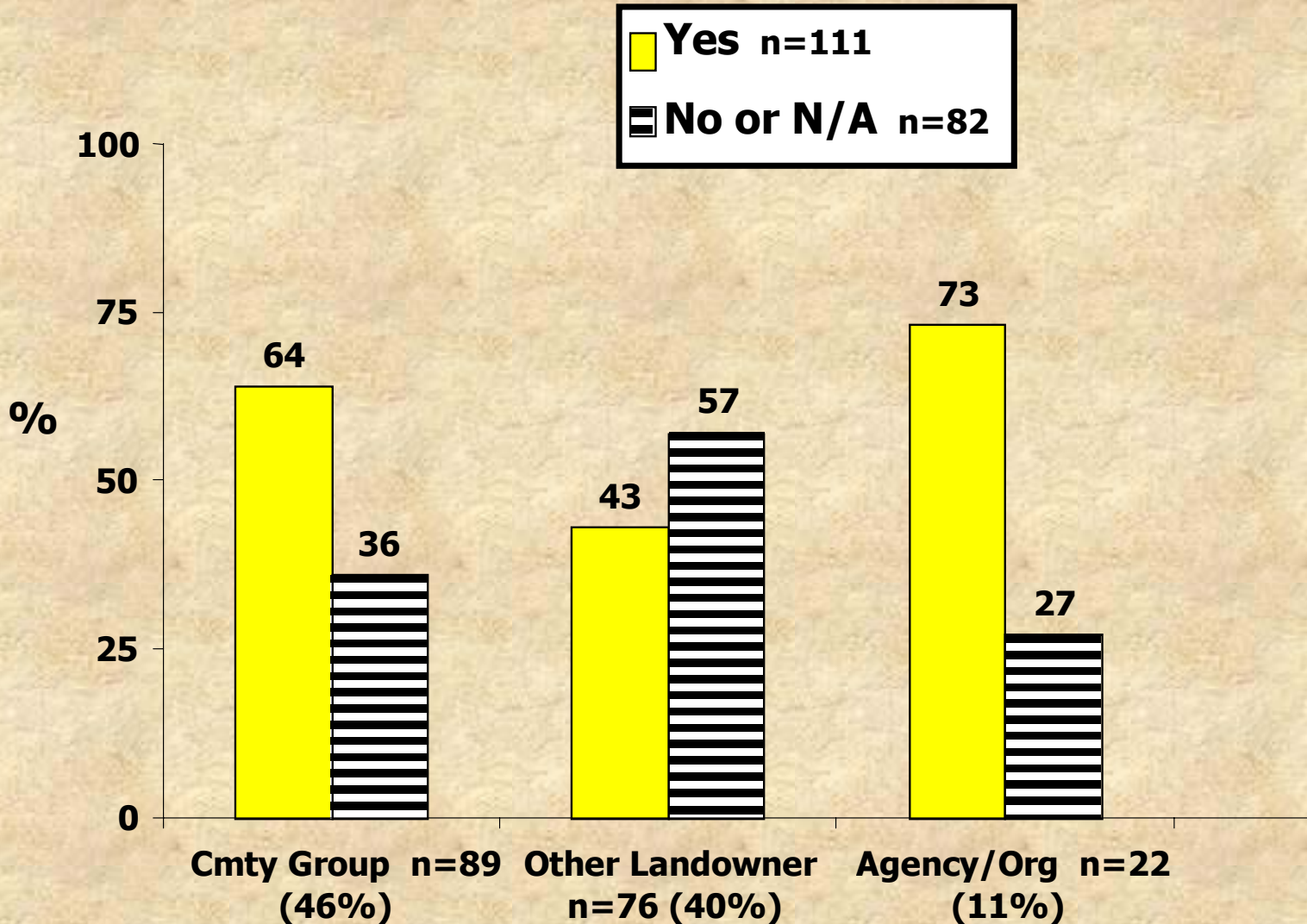
n=193



58% of respondents adopted new riparian management or changed management as a direct result of contact with Cows and Fish staff.

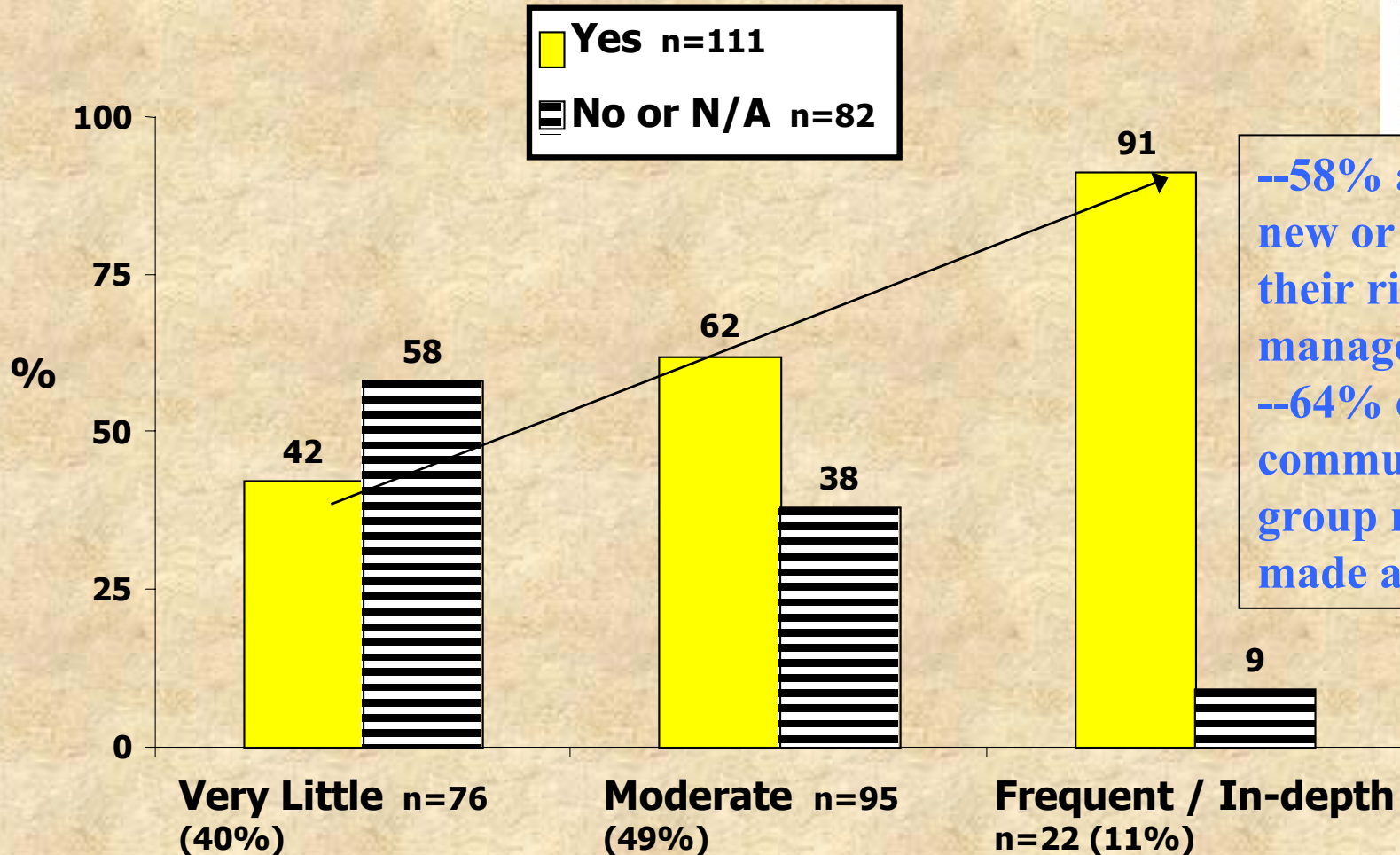
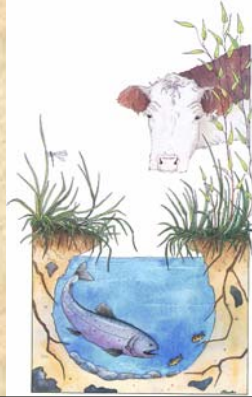
Adopted New/ Changed Management Practices

BY ROLE n=193



Adopted New/ Changed Management Practices

BY AMOUNT OF CONTACT n=193

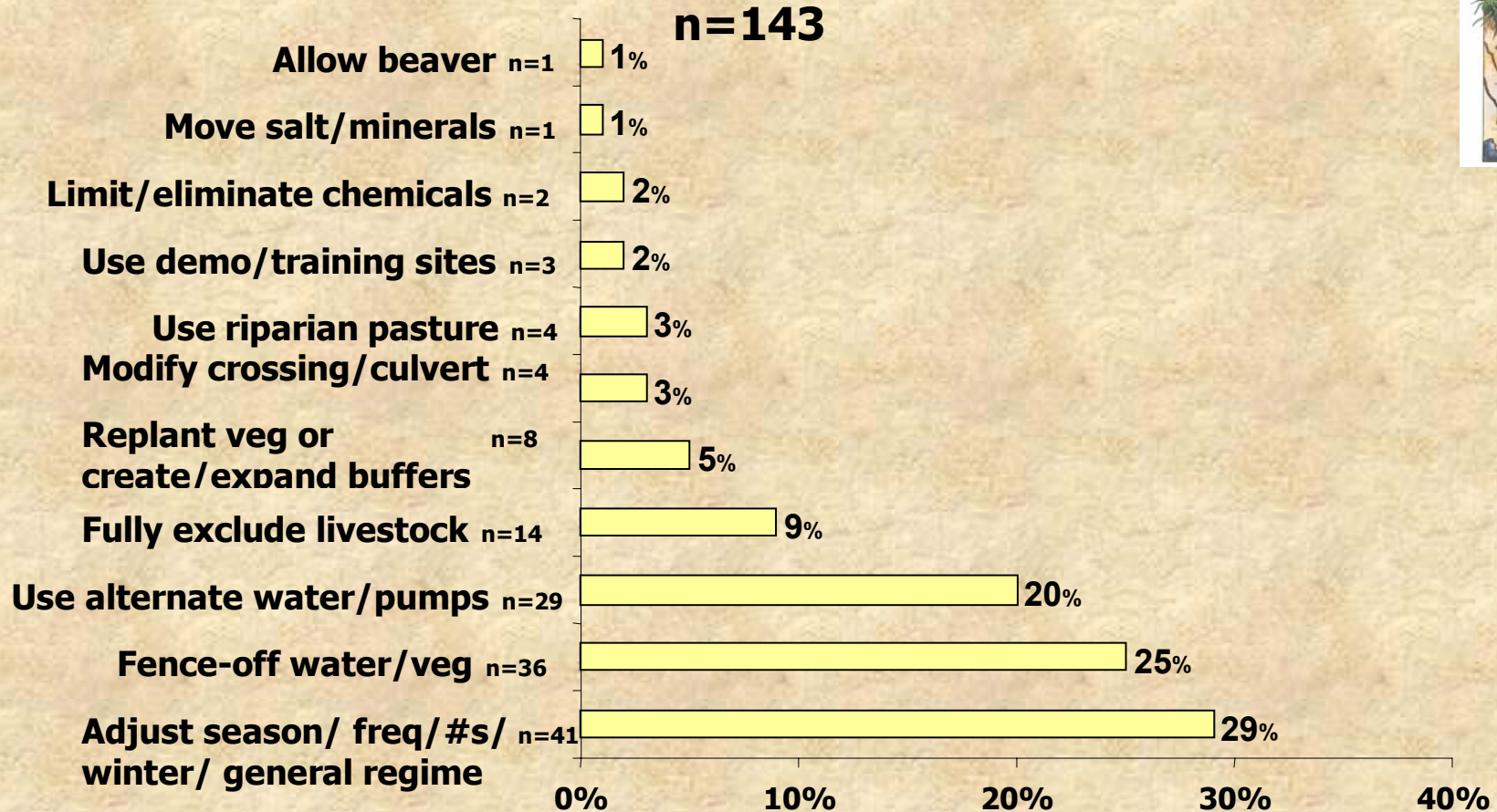
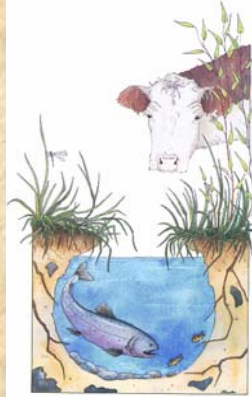


--58% adopted new or changed their riparian management
--64% of community group members made a change

Greater opportunity for interaction with staff was central to achieving increased rates of practice change.

Adopted New/ Changed Management Practices

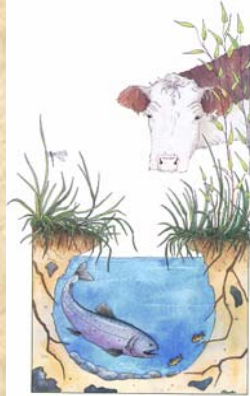
TYPES OF PRACTICE CHANGE



88% of examples described ways people stood back, saw the bigger picture of riparian health, and then planned and applied the underlying principles of riparian management

Adopted New/ Changed Management Practices

HOW STAFF CONTRIBUTED TO PRACTICE CHANGE



- Staff provide a diverse array of mechanisms to successfully help with change
- 95% indicated that the contribution staff provided was non-financial

Staff Interaction Evaluation

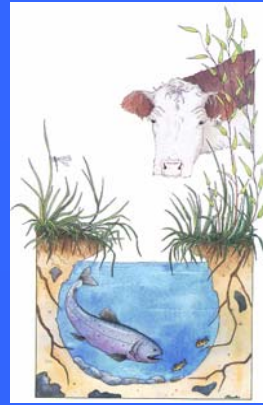
Attributes for delivering stewardship

- 1. Use a proven process or pathway**
- 2. Key characteristics are required**
- 3. Frequent, varied contact is necessary**

Staff Interaction Evaluation

Attributes for delivering stewardship

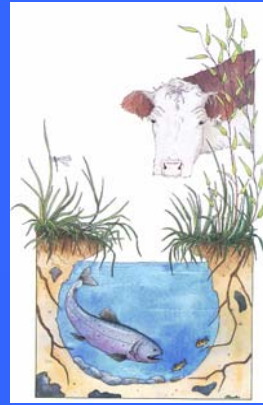
- 4. Patience and persistence are key**; it takes 3-5 years for most people to make practice change.
- 5. Confer ownership within a community**
- 6. Monitor**
- 7. Repeat**, as necessary, everywhere!



Cows and Fish encourages and helps communities, individuals, and resource managers to think and work on a landscape and watershed perspective.

Contact us:

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nambrose@telusplanet.net
riparian@cowsandfish.org



Cows and Fish Supporters and Members:

Alberta Beef Producers

Trout Unlimited Canada

Canadian Cattlemen's Association

Alberta Sustainable Resource Development

Alberta Agriculture, Food and Rural Development

Alberta Environment

Fisheries and Oceans Canada

Prairie Farm Rehabilitation Administration-Agriculture and Agri-Food Canada

Alberta Conservation Association

Landowners and Community Groups

Funding Associates: AESA, Canada's Greenhouse Gas Mitigation Program

Contact us: www.cowsandfish.org

Riparian Specialists

Edmonton:

Kerri O'Shaughnessy, Riparian Specialist 780-720-8289 (cell)
koshaug@telusplanet.net

Red Deer:

Kelsey Spicer Rawe, Riparian Specialist 403-340-7607
kspicer@telus.net

Calgary:

Amanda Bogen, Range/ Riparian Specialist 403-275-4400
ambogen@telus.net

Lethbridge:

Michael Gerrand, Riparian Specialist 403-381-5377
mgerrand@telusplanet.net

“The future isn’t what it used to be”



How do we do it?

Key Principles

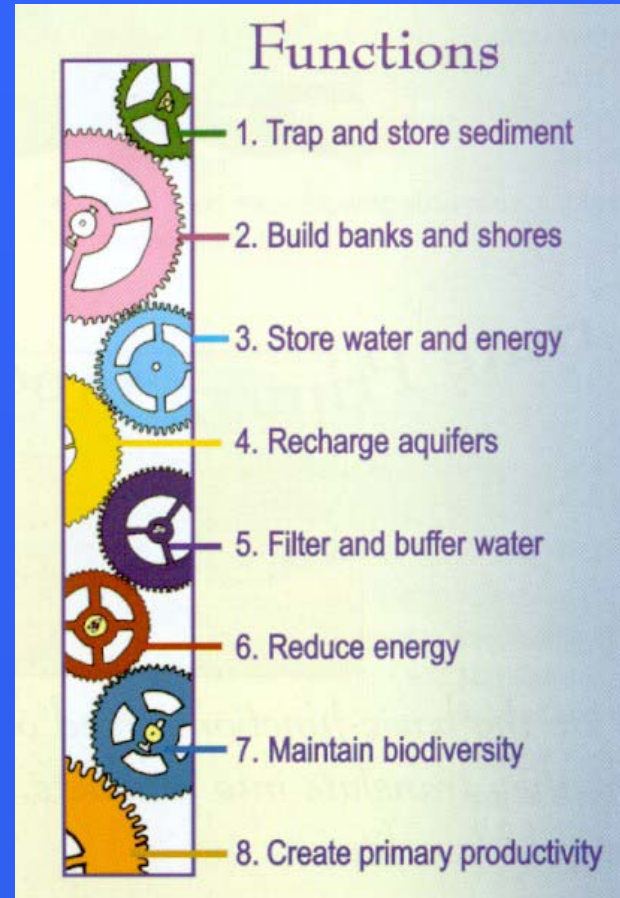
Better riparian health starts with basic awareness and education messages.



How do we do it?

Key Principles

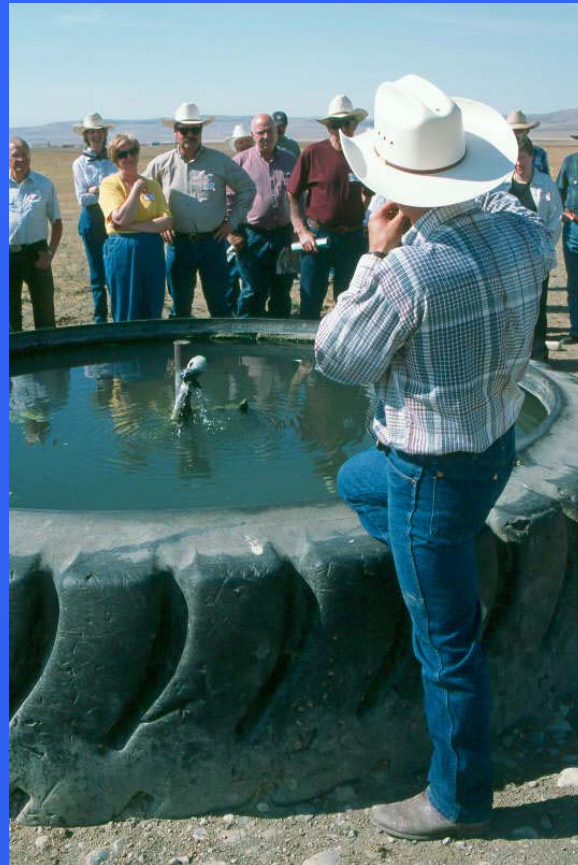
Landowner decisions and actions determine riparian health and the provision of ecological services.



How do we do it?

Key Principles

Management changes are practical, economical, restorative and sustainable.



How do we do it?

Key Principles

An effective pathway is needed.

That pathway is the **Cows and Fish Process**

How do we do it?

Key Principles

The appropriate scale to work at is the community, watershed level.





