

# The Atlantic Flyway Shorebird Initiative:

*Developing broad-scale business planning  
conservation from the ground up*



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# Shorebird Population Declines along the Atlantic Flyway

71% of shorebird species

Source: Morrison et al. 2006, Andres 2009



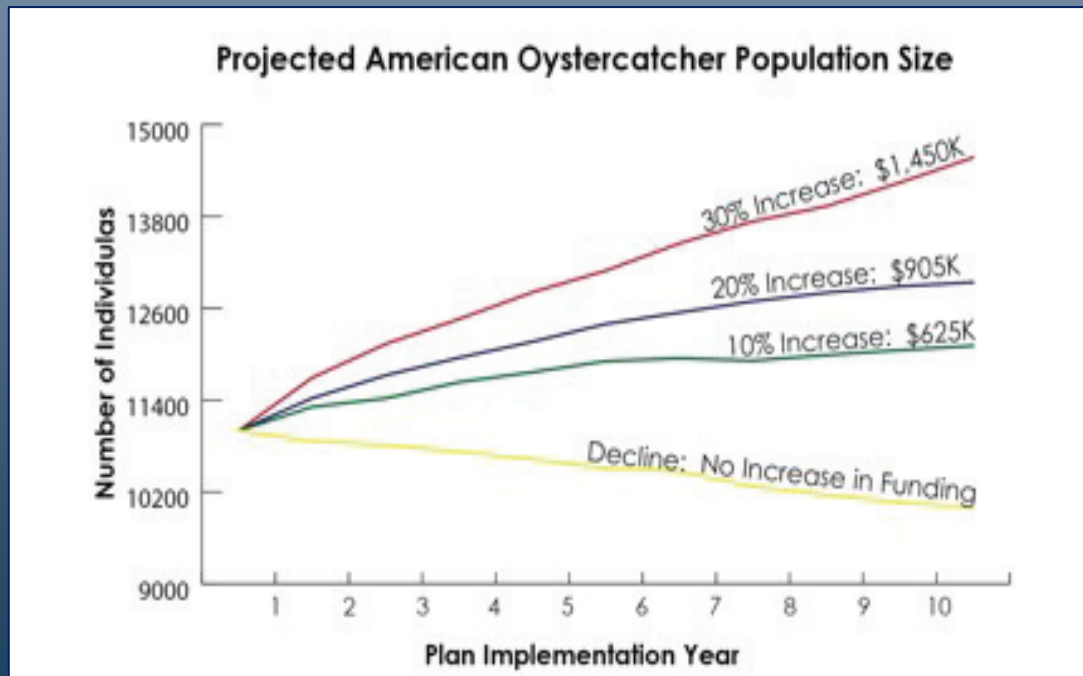
# Business Planning & the American Oystercatcher Plan

- **Process - Full multi-partner engagement**
- **Funding need - key part of planning**
- **Cumulative conservation impact - leverage partners & resources, tiering**



# American Oystercatcher Business Plan Model

Measurable Objectives - funding levels tied to population growth



# Atlantic Flyway Shorebird Business Strategy, Phase 1

ATLANTIC FLYWAY SHOREBIRD  
BUSINESS STRATEGY  
A Call To Action  
Phase 1



June 2013

**Goal:** ↑ focal  
shorebird

- pops. 10-15% by 2020
- **Endorsement:** >60 agencies, NGOs, universities
- **Action-oriented:** projects, funding, partners
- **Flyway Scale** – but lacks true flyway engagement

# Atlantic Flyway Shorebird Business Strategy - Components

## • Major Threat Categories:

**Habitat Loss & Change**

**Human Disturbance**

**Predation**

**Hunting**

**Knowledge Gaps**

## • 15 Focal Species:

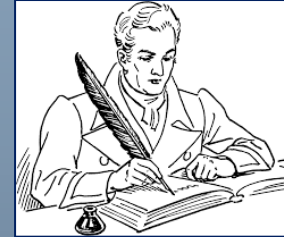
|                        |                        |
|------------------------|------------------------|
| American Golden Plover | American Oystercatcher |
| Greater Yellowlegs     | Lesser Yellowlegs      |
| Marbled Godwit         | Piping Plover          |
| Purple Sandpiper       | Red Knot               |
| Red-necked Phalarope   | Ruddy Turnstone        |
| Sanderling             | Semipalmated Sandpiper |
| Snowy Plover           | Whimbrel               |
| Wilson's Plover        |                        |

## • Specific activities/projects



# Progress & Current Status

- Revised strategy based on engagement



- Projects

- Hurricane Sandy
- Caribbean Hunting
- AMOY Plan
- Bahamas efforts (Audubon)



- NFWF Keystone Initiative  
**Greenlighted**



# Next Steps

- **Secure Collective Funding**
  - Clear funding roles; leverage new partners
- **Implement activities at multiple scales**
  - Clear partner roles (Agency, NGOs, Academia)
  - Tie in to existing partner priorities
- **Better link to Latin America /Caribbean**
  - Convention of Migratory Spp. (WHMSI)
  - NMBCA funding for workshops?
  - Ramsar, Birds Caribbean





# THANK YOU!



Shorebird Initiative  
Steering Committee



Over 80  
Contributors



Other  
partners  
including  
**YOU!!**



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