



# Our history

For more than 80 years, our iconic duck head logo has been a symbol for measurable and meaningful conservation work.



## 1930s

Amid the Great Depression, the More Game Birds in America Foundation looked for ways to support struggling waterfowl populations in the Canadian prairies. **Their foresight led to the establishment of Ducks Unlimited Canada (DUC) in 1938.**

## 1950s

Drought ends – and major flooding occurs, exposing a conflict between agricultural interests and DUC’s mission. **A strong working relationship begins with the ag community that continues today.**

## 1970s

Enthusiasm for greater Canadian fundraising leads to the first DUC dinner in 1974. **Fundraising dinners continue to be lively celebrations of the outdoors and DUC’s work.**

## 1990s

In 1991, the Institute for Wetland and Waterfowl Research (IWWR) is created. By conducting research and evaluating programs relating to DUC’s mission, **IWWR helps put the right conservation programs in the right places.**

## 2010s

With nearly 70% of wetlands lost in settled areas of the country, the **Rescue Our Wetlands** campaign was launched to conserve and restore these ecosystems. The seven-year campaign conserved 651,057 acres and raised more than \$559 million – **one the most significant conservation achievements in history.**



## 1940s

**DUC is hard at work,** developing projects and banding ducks.



## 1960s

**Wetland projects become more sophisticated.** DUC now favours letting water levels fluctuate more naturally. Major engineering projects help return waterfowl habitat to the land.



## 1980s

With waterfowl numbers declining again, a sense of urgency builds around the need for international cooperation. **In 1986, the North American Waterfowl Management Plan was approved** – and is considered one of the most successful conservation initiatives in the world.

## 2000s

Joining forces with Ducks Unlimited, Inc. (U.S.) and Ducks Unlimited de México, **the International Conservation Plan is developed in 2001.** The Plan ranks regions according to their importance to breeding, migrating, and wintering waterfowl.

## Today

**DUC’s conservation community stands 121,657 strong.** Wetland conservation helps control flooding, improve water quality, and store carbon. DUC works closely with government and industry to conserve vital waterfowl habitat.

