



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 111,025 strong. Wetland conservation helps control flooding, improve water quality, and store carbon. DUC works closely with government and industry to conserve vital waterfowl habitat.

