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Conservation
partners with
business,
agriculture and
government
to find
environmental
solutions that
make economic
sense.

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THE Bridge

LETTER FROM THE Executive Director

DEAR FRIENDS,

To me, California's recent budget battle, marked by political polarization, underscored the value of Sustainable Conservation's approach to cleaning up the planet: collaboration over confrontation.

Time and time again, we've demonstrated our talent at uniting even the most diverse groups and leading uncommon partnerships. The result? Powerful alliances that turn bold ideas into on-the-ground results.

This year has been no exception.

Our popular PlantRight campaign continues to attract plant growers and retailers from around the state to keep harmful invasive plants off store shelves. This is a major victory for healthy habitat and wildlife.

In our quest to cut greenhouse gases and promote clean, renewable energy, we teamed up with farming, industry and regulatory leaders to put the country's first "cow powered" commercial vehicles on the road.

Through our Partners in Restoration program in Santa Cruz County – established in 2004 with help from state and federal wildlife agencies, local governments and area non-profits – landowners have kept 14,000 tons of sediment out of pristine streams and rivers so cleaner water flows for endangered fish.

For the moment, you can take a break from the battles in Sacramento. Turn the page to read what some of our partners have to say about collaboration that brings creative solutions and tangible results.

We can't thank our partners – and you, our donors – enough for your more than 16 years of continued support. What keeps us all coming back is the power of the process and lasting benefits for California.

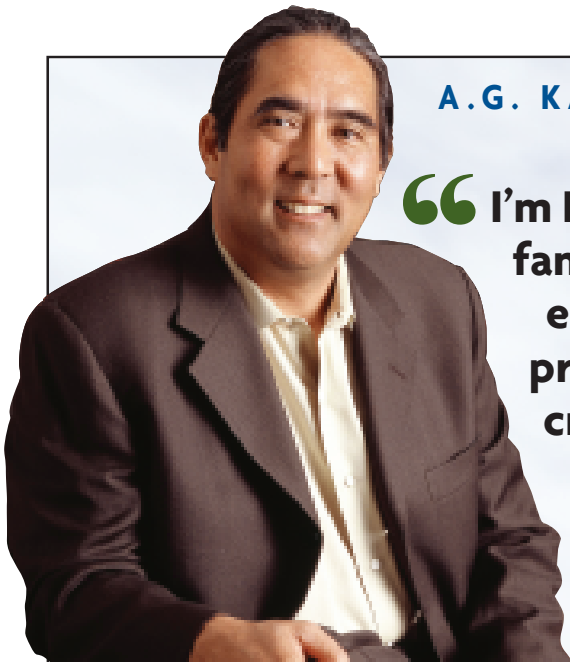


Many thanks,

Ashley Boren

Ashley Boren
Executive Director

What Our Partners Are Saying about Sustainable Conservation ...



A.G. KAWAMURA CALIFORNIA SECRETARY OF AGRICULTURE

“I’m PlantRight’s biggest fan. It’s a powerful example of how public-private partnerships can craft environmental solutions that benefit everyone.”

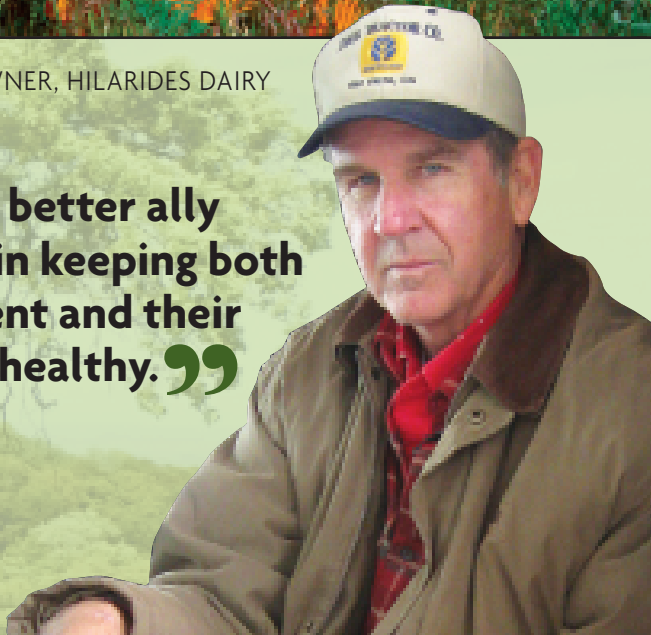
As California’s Secretary of Agriculture, it’s my job to protect the state from invasive species – including plants. PlantRight and the alliance it created among industry, non-profit and government leaders, including the California Department of Food and Agriculture, make my job easier. Thanks to PlantRight, large and small retailers throughout the state are voluntarily replacing their inventories of problem plants with beautiful, safe alternatives. This not only helps the industry grow, but cuts the more than \$85 million California spends each year fighting invasives. I hope more states follow PlantRight’s lead.



ROB HILARIDES OWNER, HILARIDES DAIRY

“There’s no better ally farmers have in keeping both the environment and their operations healthy.”

2009 was a proud moment for me – and I hope the rest of the country. Sustainable Conservation was critical in my efforts to develop the country’s first commercial vehicles powered by cow manure. Sustainable Conservation was particularly helpful in navigating through significant regulatory challenges along the way. Now, when I haul milk from my farm to be processed, more than 300 miles round trip each day, I save a truckload of money in fuel. Because I’m not using diesel anymore, my trucks emit fewer greenhouse gases and air pollutants. Now, that’s what I call a win-win.



KAREN CHRISTENSEN EXECUTIVE DIRECTOR, SANTA CRUZ RESOURCE CONSERVATION DISTRICT

“Sustainable Conservation makes it easy for landowners to protect clean water and wildlife.”

Half of all land in California is privately owned, so it’s essential to work with farmers and ranchers on voluntary restoration projects if we hope to improve water quality and reverse declines in fish populations. We are grateful for Sustainable Conservation’s Partners in Restoration program that simplifies the complex and costly regulatory process landowners face when undertaking conservation projects to promote clean water. Under the program, our organization has implemented nearly 50 projects, restored more than 75 acres of natural habitat, opened 16 miles of streams for migrating salmon and steelhead, and prevented 14,000 tons of topsoil from washing into regional waterways. We are proud to count Sustainable Conservation as one of our closest partners.



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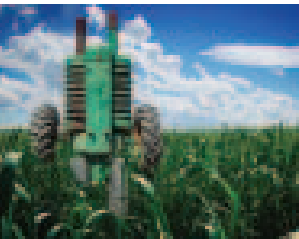
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Ladi Asgill Completes Leadership Program

In July, Sustainable Conservation Senior Project Manager Ladi Asgill graduated from the prestigious California Agricultural Leadership Program. Led by faculty from five California universities, the two-year program exposed Ladi to a range of complex political, economic and environmental issues facing California, the U.S. and world. Traveling abroad – including visits to six Baltic states – Ladi met with prominent leaders, and developed important agricultural and government partnerships to advance Sustainable Conservation's work.



Policy Director Joins Team

J. Stacey Sullivan, J.D. recently joined Sustainable Conservation as our first Policy Director. Stacey has already become a vital asset in our work to shape California policy that promotes environmental solutions that make economic sense. He spent the last 12 years as a policy-committee consultant in the California State Assembly where he helped shape key legislation concerning sustainable agriculture, water policy and environmental law. Stacey received degrees from UC Santa Cruz, the University of Oxford and King Hall School of Law at UC Davis.



Sustainable Conservation

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