

NATURE

CANADA PROGRAM

Quarterly Update • Winter



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From our director

Our work in Canada has a long history, but it was 10 years ago that we began to grow roots here. I joined as the first Executive Director in Canada; we opened our first office in Toronto and welcomed donors from around the world, whose vision and trust have nurtured our past decade of growth. Reflecting on this milestone, I am struck by three lessons:

One, we must drive impact at multiple scales. Our place-based work is vital for advancing our mission, and it has also taught us how to confront systemic barriers to large-scale conservation.

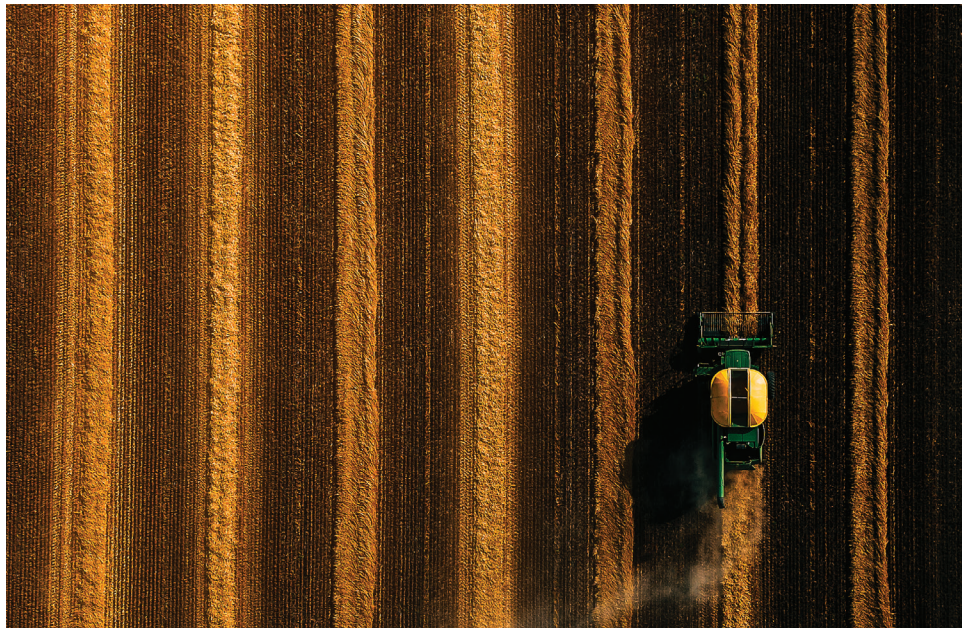
Two, conserving nature is not just about wildlife and ecosystems; it also drives economic growth and resilience. We're building the business case for Natural Climate Solutions, which can cut costs and boost profits for industry and rural communities.

And three, our approach to working in partnership remains essential in a rapidly changing world.

Thanks to your support and partnership we're ready and equipped to make a greater impact in the coming decade.

Hadley Archer,
Executive Director

The Nature
Conservancy 
Canada Program



Launching this growing season, the new Model Farm Network will empower producers to implement sustainable practices and accelerate innovation. © Andre Brandt

Putting farmers at the center of sustainable agriculture in Canada

The Canada Program, in collaboration with Collective Impact, is proudly launching a series of model farms as part of a groundbreaking Model Farm Network program. These farm trials show how sustainable practices can improve crop yields, cut costs and protect the environment. Farmers will also get expert advice and explore new ways to earn income from the growing demand for sustainably produced food—demand projected to rise sharply as the world population approaches 9.7 billion by 2050.

The first Model Farm Network is being launched in Saskatchewan, with expansion planned for Manitoba and Alberta. Each network is led by a dedicated sustainability coordinator and will trial sustainable practices on commercial farmland over five years. The initiative also offers per-acre incentive payments to offset costs and reduce financial risk.

By demonstrating sustainable farming practices in key agricultural communities and hosting annual field days, each network will create meaningful, local opportunities for farmers to share knowledge, strengthen community ties and build resilience together. Long-term data collection will track agronomic, economic and ecological outcomes, offering insights into the benefits of sustainable practices such as crop diversification, soil health improvement, and more efficient nutrient and pesticide use.

This project is a critical component of our Aspen Parkland Agricultural Initiative (APAI), a collaborative program accelerating sustainable agriculture across Canada's Aspen Parkland. APAI brings together farmers, agribusinesses, government agencies and Indigenous communities to overcome barriers, support farms and influence policies that facilitate adoption of sustainable land management practices.

[Learn more](#)



"The Canada Program is working at the heart of Canada's most pressing environmental challenges," says Tony. "I'm excited to help strengthen the connections between people and nature—across ecosystems, sectors and communities—to build a more resilient and sustainable future."

Welcoming our new Director of Conservation

We are pleased to welcome Tony Maas as our new Director of Conservation. Tony brings more than 20 years of experience advancing climate action, protecting biodiversity and shaping policy to build a sustainable economy. He joins the Canada Program at a pivotal moment for conservation in Canada.

"Tony is joining our team at a time when Canada's conservation ambitions are growing—and so is our impact," says Hadley Archer, Executive Director of the Canada Program. "His leadership, policy experience and passion for nature will be instrumental as we work to scale our efforts and support Indigenous-led conservation, drive innovation and build partnerships that deliver lasting change for nature and people."

Tony's career has spanned leadership roles in government and civil society, most recently serving as Deputy Director of Policy in the Office of Canada's Prime Minister, where he oversaw the federal climate, nature and clean-growth agendas. He has also held senior positions at Ecojustice and WWF-Canada, and he has been a driving force behind legislative reform and freshwater protection.

Tony was drawn to the Canada Program's approach to conservation, which focuses on building solutions through collaboration. He is excited to join a team known for bringing together diverse interests—from Indigenous communities and scientists to policymakers and industry leaders—to design and deliver wide-ranging solutions. Our commitment to Indigenous-led conservation was a key motivator for Tony, offering the opportunity to co-develop approaches that advance reconciliation and sustainable development while learning from generations of Indigenous knowledge.

He also recognizes our ability to scale impact and drive systems-level change. The Canada Program is part of The Nature Conservancy's global network of science, innovation and partnerships, enabling the organization to accelerate progress on climate and conservation goals in Canada while contributing to global impact.

Tony holds a Master of Environmental Studies from the University of Waterloo and a Bachelor of Environmental Science from Royal Roads University. He lives in Kitchener, Ontario, where he spends as much time as possible hiking, paddling and cycling—activities that continue to inspire his work.

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Your support makes a difference

Are you looking to make a tax-deductible donation? A gift to the Canada Program is an investment in both local and global innovation. You can be part of a powerful movement for change that brings Canadian leadership and expertise to the biggest challenges facing our planet.

"Like any good investor, we thought about the talent we were giving our money to. We were so impressed by the team, and we trusted that the Canada Program would put it to the best possible use."

—Arlin Hackman and Judith Wright
Legacy Club Members

Our history in Canada

Over the past 40 years, the Canada Program has helped set the stage for remarkable conservation gains across Canada—including the landmark Great Bear Rainforest agreement which protected and sustainably managed 19 million acres and the establishment of the 6.5-million-acre Thaidene Nënë Indigenous Protected Area. Along with Nature United, our Canadian affiliate, we work in partnership with Indigenous and local communities, governments and businesses to create change. We are part of an ambitious global effort to change the trajectory of our future by 2030.