

# Fostering compassionate conservation and coexistence between people and wildlife through advocacy, education and science



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Project Coyote, a national nonprofit organization based in Northern California, is a North American coalition of scientists, educators, ranchers and citizen leaders working to change attitudes, laws and policies to protect native carnivores from abuse and mismanagement, advocating coexistence instead of killing. Project Coyote seeks to stop the wanton and cruel killing of native carnivores, to reform predator management, to create successful models of coexistence, and to inspire the next generation to care for Wild Nature. All our work strives to create fundamental changes in the way humans view and treat wild carnivores by replacing fear and misunderstanding with appreciation and respect.

Project Coyote envisions a world where human communities coexist peacefully with wildlife; science empowers lasting solutions for resilient carnivore populations; native carnivores are valued for their critical ecological role and intrinsic worth; compassionate conservation drives wildlife stewardship; and children understand the value of Wild Nature.

While the coyote serves as our ambassador, program initiatives benefit all predators who fall victim to prejudice, misunderstanding and cruelty, including bears, bobcats, foxes, mountain lions, lynx and wolves. We use education, grassroots mobilization, multi-media outreach, legislation, science and, when necessary, the courts to foment change. We have six core programs:

**ProjectCoyote.org**

**PROJECT COYOTE**  
P.O. BOX 5007,  
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**PROMOTING COEXISTENCE**  
**BETWEEN PEOPLE & WILDLIFE THROUGH**  
**EDUCATION, SCIENCE, & ADVOCACY**

## REFORMING PREDATOR MANAGEMENT

### Replacing killing with coexistence

In North America, publicly funded lethal government programs threaten native carnivores. The U.S. Department of Agriculture's "Wildlife Services" agency, for example, kills more than 100,000 predators across the nation each year—largely at the behest of ranchers and agribusinesses in the name of "livestock protection." Predators are also killed for their fur, for "sport," and in "body-count" killing contests. Federal, state and local governments, as well as private individuals, kill at least half a million coyotes each year in the United States. Taxpayers subsidize the carnage at a cost of more than \$100 million annually. Indiscriminate lethal control persists despite scientific evidence that it is misguided and ineffective. Our *Reforming Predator Management* program shifts the approach from killing to coexistence by promoting:

- 🐾 the reform of government agencies, particularly the USDA Wildlife Services;
- 🐾 a nationwide ban on predator killing contests;
- 🐾 the abolition of cruel and unethical trophy hunting, trapping, poisoning, and "penning"; and
- 🐾 strong enforcement of the Endangered Species Act for imperiled predators like grizzly bears, lynx, and wolves.

## RANCHING WITH WILDLIFE

### Promoting nonlethal solutions to reduce conflicts

Livestock losses are an unfortunate reality of ranching. While predators do kill livestock, most losses are related to disease, weather, or birthing complications. Retaliation against predators for livestock losses has led to mass killing of carnivores to the detriment of healthy ecosystems and ranches. Indiscriminate killing of predators can increase conflicts with livestock because it disrupts pack structure that regulates breeding and behavior.

Through our *Ranching with Wildlife* program, Project Coyote works with ranching and farming communities to foster coexistence among people, livestock, and wildlife; reduce conflicts with livestock with an emphasis on nonlethal methods; develop and implement proactive, long-term carnivore coexistence programs; field test predator deterrents; and promote appreciation of the key ecological role of carnivores. We work cooperatively with ranchers and farmers—with every effort made for our representative to be one of the community

within which we are working—to establish good animal husbandry practices and to employ strategic nonlethal predator control methods that considerably reduce livestock losses and meet the needs of individual operations. We also work with counties to end their contracts with USDA Wildlife Services and adopt a non-lethal program to assist ranchers with livestock-predator conflicts.

## COYOTE FRIENDLY COMMUNITIES™

### Developing coexistence programs in urban and rural communities

Conflicts with coyotes are increasing as coyotes expand their range into areas where wolves once lived and urban and rural sprawl encroach into wildlife habitat. When people intentionally or unintentionally feed wildlife, encourage a lack of fear of humans, or fail to protect domestic animals, conflicts can occur. Too often the solution to coyote conflicts is lethal and indiscriminate. Trapping, poisoning, killing pups in their den, and other lethal approaches are inhumane, ineffective, and fail to recognize the ecological value that coyotes provide to ecosystems including keeping rodent populations in check and helping to control disease transmission.

Our *Coyote Friendly Communities™* program educates and equips urban and rural audiences with the tools, resources and expertise needed to foster coexistence through education, communication, science, and behavior modification. We work in collaboration with humane societies, municipalities, research institutions, schools and wildlife agencies to provide direct assistance and advice about living with coyotes. The program emphasizes consistent messaging, agency collaboration, and community empowerment.

## SCIENCE & STEWARDSHIP

### Creating a new conservation model based on compassionate coexistence and scientific integrity

The increasing threat to North America's native carnivores requires a new approach to carnivore conservation—one built on the best available science that integrates ethics and animal welfare. Project Coyote is working to create a model that embraces these principles to help guide local, state and federal wildlife management policies and practices. Consideration of the intrinsic value and interests of the individual animal—in addition to species preservation—is fundamental to furthering wildlife conservation.

Project Coyote's Science Advisory Board includes some of the most renowned canid and conservation biologists and ecologists in the world. Our scientists are on the front lines advocating for a responsible, modern approach to carnivore conservation. We build coalitions that bridge the gap between conservation and animal protection, united by goals of environmental health and stewardship.

## KEEPING IT WILD

### Educating today's youth to care for Wild Nature and to advocate for positive change

Project Coyote's *Keeping It Wild* program educates young people about predators and coexistence, fosters respect and compassion for wildlife, and contributes to students' environmental and scientific literacy. We believe that informed, inspired and empowered students will act conscientiously on behalf of animals and the planet. Learning about apex predators, asking meaningful questions, and conducting careful investigations teaches students about broader issues including the interconnectedness of ecosystems, community and public health, and the increasing scarcity of natural resources.

We provide educators with tools to teach about the important role that predators play in ecosystem health. The coyote's presence in urban settings, for example, provides a natural opportunity to reach urban youth and to connect them with the environment in which they live. We offer a flexible instructor-guided and youth-driven model. Educators guide students to identify problems that they care about and to develop means of solving them. Our program helps students design their own community service projects to make positive change a reality.

## ARTISTS FOR WILD NATURE

### Inspiring change through the power of art

Project Coyote partners with artists raising awareness about and appreciation for keystone predators, including their role in sustaining resilient ecosystems. A catalyst for meaningful change, the power of art lies in its ability to transcend and inspire and to guide us past established realities and prevailing ideologies. Artists are instrumental in shifting attitudes, evoking emotion, engaging the senses, and deepening the connection to Wild Nature through mediums including music, painting, photography, poetry, prose, and videography. Actor, conservationist, ordained Zen Buddhist priest, and Project Coyote Advisory Board member Peter Coyote helps guide *Artists for Wild Nature*.

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