



ORCHID CONSERVATION ALLIANCE

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Greetings from the Orchid Conservation Alliance:

As an orchid grower you already know the virtues of orchids: beauty, rarity, mystique, and allure. Wherever they grow naturally, orchids are facing a struggle for survival. With the ever rising tide of humanity comes logging, deforestation, agriculture, development, pollution, and not an orchid to be seen.

It is in their native habitats that orchids will survive best. The story of the ivory billed woodpecker is instructive. It recently was seen in a protected forest in Arkansas after a 60 year absence . In the orchid world *Ponthieva brittoniae* was rediscovered in a protected forest in Florida after many years of apparent extinction. The message of these examples is that ***habitat protection works.***

Protection of native orchid habitats is the goal of the Orchid Conservation Alliance. Until now there has not been an organization focusing on orchid habitat. Many people work to save pandas, elephants, whales, and California condors, but very few work to save orchids. ***If we do not act, who will?*** Fifteen years ago, with other members of the San Diego County Orchid Society, we began selling donated orchid plants to raise money for orchid conservation. By now over \$100,000 has been raised and spent on more than 40 orchid conservation grants (see Orchids, February, 2004, and www.sdorchids.com). This program was recognized by the American Orchid Society's Conservation Award in 2003.

Where do we go from here ?

It is time for a broader, larger effort.

To this end, the directors have formed the Orchid Conservation Alliance to raise larger sums of money, strengthen support for orchid conservation, and to ***quit talking and get moving***. As orchid lovers we know the virtues and beauties of orchids and we have a special responsibility to act.

From Ecuador to Brazil, Mexico, Madagascar, Indonesia and Thailand, the story is the same: Ninety five percent of the world's finest orchid habitat has been cut, burned, paved, and destroyed. ***Our goal for 2006 is to raise at least \$10,000 to purchase 250 acres of Ecuadoran cloud forest near Baños.*** These lands will be set aside in perpetuity as protected orchid reserves. An additional benefit is that this action will protect other plants, birds, animals, and fish as well as orchids, some of which have not yet been named by science.

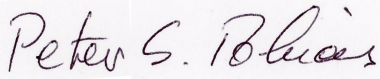
Please, go talk to your orchids. Ask them whether their ancestral homelands need help. You and I both know what the answer will be. Then join us in the Orchid Conservation Alliance.

Please join us with whatever donation you can afford.

Send your check to

The Orchid Conservation Alliance
564 Arden Drive
Encinitas, CA 92024

Sincerely



Peter S. Tobias, Ph.D.
President, The Orchid Conservation Alliance

The Orchid Conservation Alliance has been endorsed by:

The Board of Directors of *The Orchid Digest*
Mid-America Orchid Congress
Newport Orchid Society
The Odontoglossum Alliance
San Diego County Orchid Society

San Francisco Orchid Society
Orchid Conservation International
Andy Phillips, *Andy's Orchids*
Loren Batchman, *Casa de las Orquideas*
Pam Koide, *Bird Rock Tropicals*

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