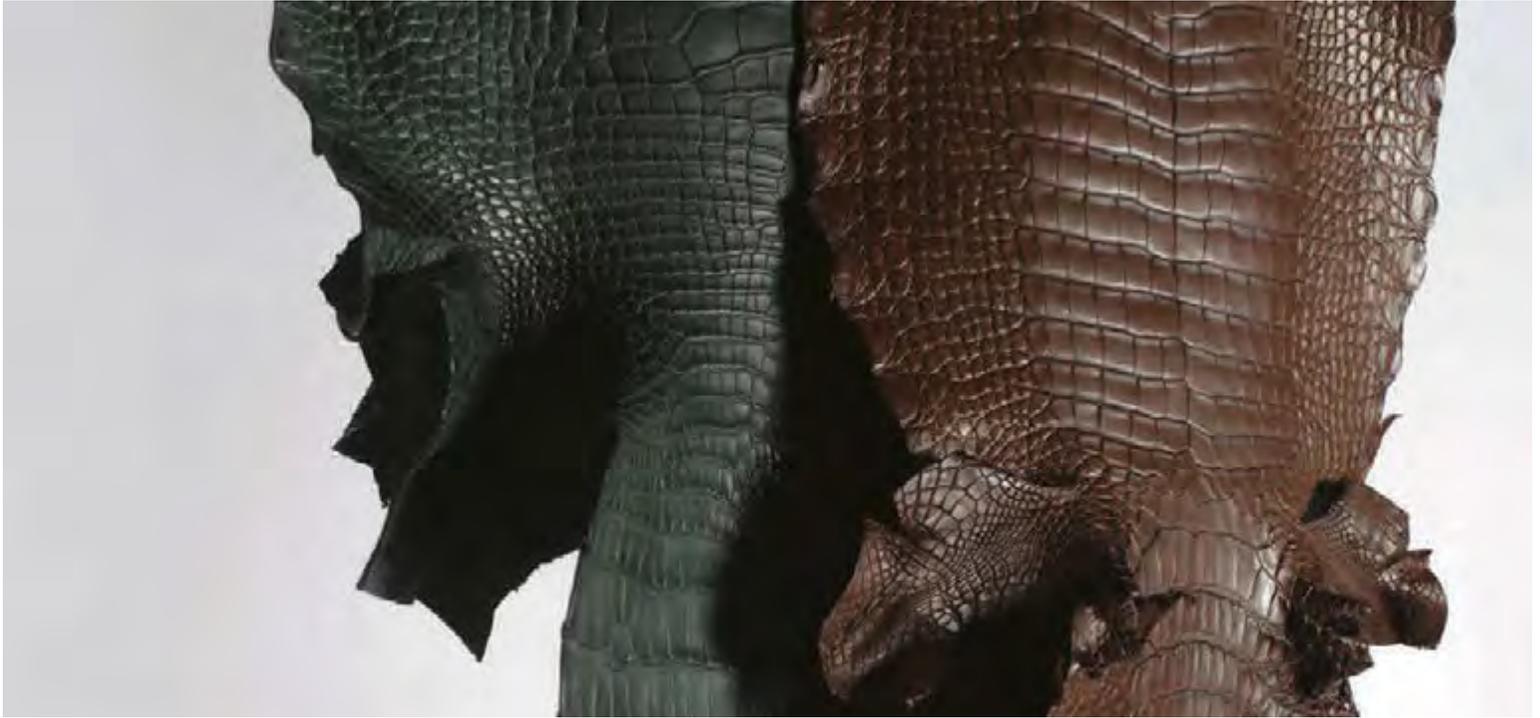




**Monarch Marketing, LLC**  
**December 2018 - Quarterly Report**  
**PO# 2000340734**  
**Alligator Marketing and Technical Representation**



Mr. Jeb Linscombe, LDWF Biologist Program Manager  
LA Department of Wildlife & Fisheries  
P.O. Box 98000  
Baton Rouge, LA 70898



Delivered via E-Mail to [jlinscombe@wlf.la.gov](mailto:jlinscombe@wlf.la.gov)

Dear Mr. Linscombe,

Date 12/31/2018

Monarch Marketing, LLC is pleased to present the December 2018 Quarterly Report for the Louisiana Department of Wildlife and Fisheries as it relates to our work.

Pages 1 of 1

Ref. PO #2000340734

During our third quarter of working for the AAC, we have been working on some specific marketing goals and objectives for promoting wild alligator domestically through direct interaction with leather goods industry members as well as through social media and outreach.

We attended the CITES Standing Committee Meeting in October 2018 in Sochi, Russia and began working closely with the CSG for several action items for long term CITES strategy.

Our efforts for October-December 2018 are detailed in the attached report which include:

- Prepare for and attend the 70th CITES Standing Committee Meeting in Sochi Russia from October 1-5, 2018
- Attended SEAFWA meeting in Mobile, Alabama on October 22nd and presented Universal Tagging Formatting to all state alligator management persons. Suggested tagging format consistency for all states, including requesting Texas moving to a single tag sequence for 2020.
- Secured Louisiana Alligator Sustainability speaking engagement with the AQC, the Swiss luxury watch bracelet association for February 2019.
- Assisted Matt Grey with sending out industry wide correspondence for California Penal Code 653o.
- Continue to promote Louisiana Alligator through targeted marketing, multiple social media channels, and direct communication. Began planning for Leather Symposium and YouTube video tutorials.
- Continue to expand database for industry communication
- Attended and presented at AAC meeting in December 2018
- Developed "Government's Role in Supply Chain" position

Thank you for the opportunity to serve the Louisiana Department of Wildlife and Fisheries and the Alligator Advisory Council. Please feel free to ask any questions for clarification in this report.

Sincerely,

Christy Plott  
Monarch Marketing, LLC



## **DETAILED ACTIVITY REPORTS:**

### **Technical Representation:**

#### **Prepare for and attend the 70th Standing Committee Meeting of CITES:**

Christy Plott attended the 70th Standing Committee of CITES which was held in Sochi, Russia from October 1-5, 2018. There were over 450 individuals in attendance including those from member countries, NGOs, and the private sector.

Many of the NGOs in attendance were supporters of non-use of fauna and flora, including the Humane Society International, Born Free Foundation, and Defenders of Wildlife. NGOs in attendance which support sustainable use of wildlife included The European Federation of Associations for Hunting & Conservation, Safari Club International, and Zoological Society of San Diego. Some unlikely but important allies of Louisiana Alligator's objectives included the League of American Orchestras, Fédération des Entreprises de la Beauté and Fender Guitar Company, who were advocates of less descriptive wording for traceability definitions in CITES.

A key issue for Louisiana discussed at CITES was the establishment of a Traceability Working Group at the previous Animals Committee Meeting in 2017. While the Louisiana Alligator Advisory Committee was unable to secure a voice within the working group, we attended all working group meetings and voiced our position privately with members of the group, including the US delegation.

The establishment of a definition of "Traceability" within CITES was seen as a dangerous entry point for additional regulation and documentation which could place a burden on the trade of alligators by requiring tedious, unnecessary and burdensome documentation of traceability from the egg to the finished product. It also could have opened the door for governments worldwide to define and establish certain standards, for example, of precisely how many leather goods or belts could be produced from one skin, limiting the international permitting and commerce of alligator skins and products made from alligator skins.

The AAC had significant support from the scientific community (IUCN, Crocodile Specialist Group) and USFWS on a more limited definition of the term "Traceability" in order that governments may have a more limited range in which to impose traceability within CITES in the future.

During the SC70 Meeting, the working group meetings were held, and it was agreed that the final definition put forth to plenary would be as follows:

"Traceability is the ability to access information on specimens and events in a cites supply chain."

The footnote below was included.

"this information should be carried, on a case by case basis, from as close to the point of harvest as practicable and needed, to the point at which the information facilitates the verification of legal acquisition and non-detrimental findings and helps prevent laundering of illegal products."

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**70th Standing Committee Meeting (Continued):**

During plenary, the definition of Traceability was accepted without any major interventions. The issue of creating a new resolution was not raised by any party country. Overall, we would consider the definition that passed as a win for Louisiana since there was no push for expansion of traceability within CITES.

**Planned CITES Strategy with CSG:**

Monarch Marketing has begun working with Grahame Webb of the CSG to develop the SWATCH resolution. Please see the attached first draft development of the resolution. We will work closely with LDWF leadership in order to achieve these goals and maintain the Louisiana Alligator Advisory Council's good relations with USFWS, CSG, and CITES.

**Attend SEAFWA Meeting:**

We attended the SEAFWA meeting in Mobile, Alabama on October 22, 2018. We met with each alligator program director in attendance and presented a strategy for universal CITES tagging formats including bar codes. Currently each state has a different format, creating confusion and inconsistency for Alligator Mississippiensis tags. We presented photos and examples of how the tags have changed over the years and suggested a universal format which would match Louisiana's current format. All states accepted and agreed it would be best for tags to be formatted in the same manner, and going forward in 2020, all states will use the format Louisiana has adopted. See attached tagging document and suggestions.

**Monarch Marketing, LLC**  
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**Alligator Marketing and Technical Representation**



**Marketing Representation:**  
**AQC / Swiss Watchstrap Association Presentation**

We met with Angelika Duckenfield twice (July and September) to discuss how Louisiana can build a stronger relationship and alliance with the members of the AQC. The AQC is the largest association of Swiss watch bracelet manufacturers. She expressed interest in learning more about the standards which exist within Louisiana in order to build trust amongst the strap manufacturers in Europe.

Angelika has invited Louisiana to participate in a Multi Stakeholder Meeting to invite all those involved in the strap market to learn all about our program and see that Louisiana alligators are legal, sustainable, and the world leader in the luxury exotic skin market. The meeting will be held on February 19th in Milan, Italy, and we will present the following:

- Government's Role in Supply Chain Sustainability
- Traceability and Verification for American Alligators LWD
- Crocodile Specialist Group Op Ed article from the Business of Fashion
- Supply Chain Transparency in the Alligator & Crocodile Industry

**Support for California Penal Code Contractor:**

We worked closely with Matt Grey of Advocacy Consulting and LDWF to send out industry wide correspondence for California Penal Code 653o. Please see attached emails and survey sent using our Constant Contact program and database.

**Monarch Marketing, LLC**  
**December 2018 - Quarterly Report**  
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**Alligator Marketing and Technical Representation**



**Promote Louisiana Alligator through Targeted Marketing and Social Media:**  
**Facebook / Instagram / Twitter:**

Louisiana Alligator is currently being promoted on multiple social media channels. We will use these outlets to promote alligator to the general public, tanners, shoe and leather goods manufacturers, and brands. Currently our follower counts are as follows:

Instagram: @louisianaalligators / 103 posts / 731 Followers

Twitter: @louisianagators / 24 Followers

Facebook: @louisianaalligator / 172 Followers

We continue to promote both wild and farm raised alligator skins and products to the public and work to educate them on the sustainable use program. We have seen an increase in many USA and foreign based brands that choose to promote WILD alligator including the following companies:

Loyal Stricklin  
Southern Trapper  
Lucas Coffield  
Icon 4x4  
Birdstrap Leather  
Mettique  
Jason Stalvey

**Monarch Marketing, LLC**  
**December 2018 - Quarterly Report**  
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**Alligator Marketing and Technical Representation**



**Leather Symposium Planning:**

The Louisiana Alligator Leather Symposium is tentatively planned for 2019. The venue is TBD, and we are exploring options which will allow us to have as many people as possible to attend. We had originally hoped to hold it on April 2019, however, we will likely plan it for later in the year.

We will also plan to develop a YouTube Channel of videos and tutorials showing leather goods crafters how to use Louisiana alligator.

**Database Development:**

We continue to work and develop the database of industry participants to include CITES contacts, governmental affairs persons, farmers, traders, tanners, and potential customers for alligator leather, meat, and byproducts.

We currently have over 1,600 contacts in the database, and we have purchased a list of over 20,000 attendees for Lineapelle Fair in Milan. We will only add those companies who are currently using Louisiana alligator or could use Louisiana alligator our database. We will receive the database in February 2019, and it will be an ongoing effort to filter the list.

**Monarch Marketing, LLC**  
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**Promote Louisiana Alligator with AQC:**

Monarch Marketing attended and presented at the AAC meeting held on December 11, 2019. We distributed our monthly and quarterly reports to the attendees and presented a detailed update on all of our activities as related to both marketing and technical work. Overall, the feedback received at the meeting and afterwards was positive, and we will continue to work closely with both LDWF and the trade to give regular updates on our work.

**Government's Role in Supply Chain:**

On December 4, 2018, a major international luxury brand, Chanel, cut all exotic leathers from their line of accessories and garments. Chanel cited reasons for the "exotic ban" as "being unable to ethically source skins." Chanel had previously used American alligator in their collections, and their statement sent a shockwave of disappointment throughout the trade.

Monarch Marketing, in response, worked to develop a letter which could be sent and used to defend the role that LDWF plays in the supply chain for alligator. We also developed an industry letter and worked closely with all major players in the market to develop a positive public relations response to the ban. Please see attached documents.

**Georgia Education Curriculum:**

We are actively working with Georgia legislator, David Knight, to begin changing 4th grade curriculum to include the North American model for wildlife conservation, including the Louisiana model for American alligator. He will introduce a bill in 2019 which will seek to change state curriculum. See attached letter.

## Trade in crocodilian leather samples

DRAFT 1 (12 December 2018)

RECOGNISING that when the Convention came into force in 1975, wild populations of commercially valuable crocodilian species were depleted throughout their global range, due mainly to widespread unregulated and excessive harvest for international trade, and that species extinction at national and international levels was considered likely.

ACCEPTING that the generic listing of all crocodilians on Appendix I and Appendix II agreed to by the Parties in 1975, due to status concerns and regulatory difficulties identifying leather to species in accordance with Article II para 2(b), was justified based on current knowledge.

ACCEPTING FURTHER that this trade restriction was highly effective in reducing illegal international trade, and stimulated research by Party range states into sustainable production options for crocodilians consistent with the Convention, which included wild harvest based on quotas (Resolution Conf ....), ranching (Resolution Conf .....), closed cycle captive breeding in accordance with Article VII para 4, and various combinations thereof

AWARE that that the Parties have accepted that many of these programs have met with success, in terms of the recovery of depleted wild populations, their sustainable use in accordance with the non-detriment provisions of Article IV para 2(a), and production through closed-cycle captive breeding in accordance with Article VII para 4, and that they Parties have consistently transferred species from Appendix I to Appendix II to allow commercial trade.

WELCOMING that despite the guidance these successful programs provide, the Parties have intervened in some national programs with commercially valuable species, where compliance with CITES has failed or not been adequately demonstrated.

RECOGNISING that many of the successful programs, examples of which were documented at the CITES Workshop on Trade and Livelihoods (Guangzhou .....), have resulted in improved conservation and economic development opportunities for Indigenous and Rural Communities, providing the livelihood benefits Parties aspired to through Resolution Conf. 16.6, despite increasing Human-Crocodile Conflict linked to population recovery.

RECOGNISING FURTHER that the industry collaborated with the Parties to implement a *Universal tagging system for the identification of crocodilian skins* (Resolution Conf. 11.12 (Rev. CoP15), a pioneering contribution to improved traceability well before the recent focus on this issue (Doc. 17.152 to 17.155).

CONCERNED that the successful conservation efforts of the Parties with many wild populations of crocodilians ultimately depends on commercial incentives, from a highly sophisticated, competitive, international industry, that converts crocodile skins to a range of specialised leathers, traded internationally, and then manufactured into a diversity of products, ultimately re-exported for retail sale globally.

EQUALLY CONCERNED that despite trade in the primary products of whole skins, which are readily recognizable [Article 1 para b (ii)], being strictly regulated, their export and re-export regulated in accordance with the Convention, trade in tertiary products becomes increasingly problematic for the Parties. As the size of a piece of skin in trade is reduced, abundance of specimens increases, and the ability to recognise them to species is lost. Thus as the conservation significance of regulating trade declines exponentially, the transaction costs to the Parties increases exponentially. This has proved a difficult dilemma for the parties to resolve.

RECOGNISING that just as the universal tagging is aimed at transactions between the producers and tanners, a fundamental element of the process of the commercial crocodilian leather industry, are transactions between between tanners and manufacturers. These involve the continual exchange of small samples of tanned and finished leather swatches, comprised of small pieces of legally obtained skins, of different textures, colours, finishes and species. Regulation of non-commercial trade in swatches exchange by post or carried as personal products are particularly difficult to regulate as specimens, and no conservation advantages are achieved by doing so.

The Parties at the 18th Conference of the Parties to CITES agree to regulating international trade in swatches subject to the following conditions:

1. Crocodilian swatches will be considered as specimens and subject to normal regulatory controls by the Convention.
2. An exception will be made if swatches conform to the following criteria, which makes it essentially impossible for the swatches to be used for making products:
  - a. They are square and less than 64 cm<sup>2</sup> (eg 80 mm x 80 mm).
  - b. They are cut with serrated edges 5+ mm high.
  - c. They have a centrally situated punch mark 5+ mm in diameter in the middle.
  - d. They have a unique number stamped on the back of each swatch indicating the year and registration number of the registered tanner or manufacturer which will be renewed annually.
  - e. The exporter maintains a register of exported swatches
3. The register of companies exchanging swatches to be maintained by the Secretariat, subject to funding by industry and from annual registration fees.
4. Funds received in excess of costs to be invested in programs involving sustainable use of crocodilians that generate livelihood benefits to Indigenous and Rural Communities.

Current Georgia Tag Format:

GA MIS GAM17-12345

5 digits after State and Year / Has Dash

EXTRA M in State Year

Scans: GAM18-12345

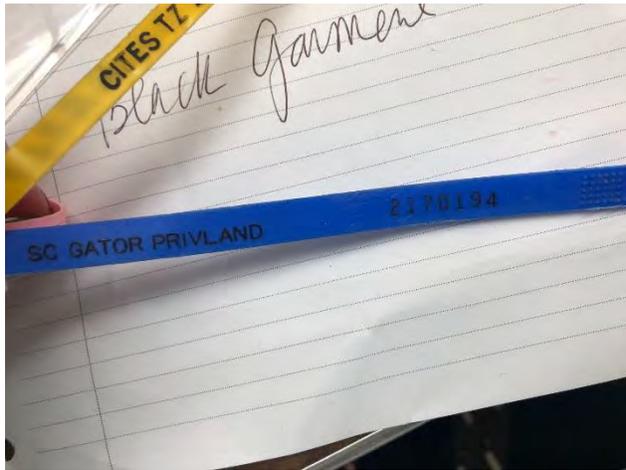


Current South Carolina Tag Format:

STATE TAGS (Not CITES Tags)

Some have a year.... Some do not.

Note the color change from the blue tag before and after tanning process.



Current South Carolina Tag Format:

SC MIS 17-1234

4 Digits after State and Year / Has Dash

Does not scan.

2018 Tag: Year and Tag number very far apart / on opposite sides of the tag when looped and fastened



Current Mississippi Tag Format:

MS MIS 1612345

State and Tag number combined

5 digits after State and Year / No Dash

Does not scan



Current Texas Tag Format:

TX MIS 16-12345

TX MIS SPRING 16-12345

TX MIS MGMT 16-12344

TX NO SALE 12345 (HAS NO YEAR)

State and Tag number combined

5 digits after State and Year / Has Dash

TX Spring Tags / TX MGMT Tags (formatted the same as a REGULAR tag... except those numbers repeat...

Example, sometimes we get TX Spring 17 tags and TX 17 tags that are both with the same numbers)

Does not scan



Current Florida Tag Format:

FL MIS FLM17-12345

5 digits after State and Year / Has Dash

EXTRA M in State Year

Scans: FLM18-12345



Current Louisiana Tag Format:

LA MIS LA17-123456

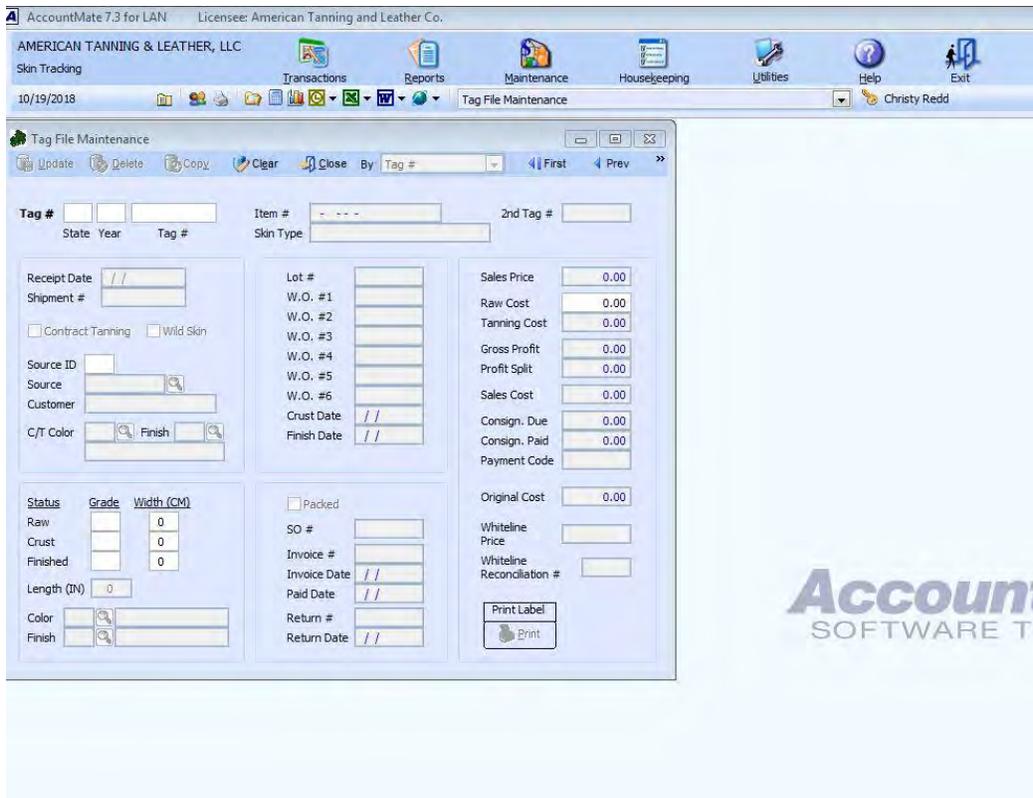
6 digits after State and Year / Has Dash

Scans: LA16-123456



Tag Issues: New “double wall” font does not hold up in tanning process. The tags from 2010-2014 are great. After 2015, we had bad results, with the worst results in 2017. See bottom photos.





AMTAN System (and most other tanneries) have build custom software to handle and manage tags.

Ours and many others' has a spot for YEAR STATE TAG.

Our tag format allows for 7 digits in the tag number, because Louisiana used to have 7 digits:

LA 07 7012345. They changed the format, and our system default table in the database still has 7 digits. Louisiana has so many tag numbers, and there is no room on the tag for the M as Florida and Georgia use. We suggest FL, GA, and AL remove the M... and that way all of the barcodes will scan the same way.

When we export skins for a shipment to a customer, it creates problems because we have to manually change tags to match the exact tag format. We must add the M to Florida and Georgia tags after 2009. Due to the fact that each state has a different number of digits on the tag, it creates problems.

It would be useful if every state could have the maximum 6 digits. Insert "0" in front of the extra digits. This is because Louisiana needs over 300,000 tags per year... so they need 6 digits. Suggestion:

LA MIS LA19-123456	FL MIS FL19-012345	GA MIS GA19-012345
SC MIS SC19-001234	MS MIS MS19-012345	AL MIS AL19-0000123
TX MIS TX19-112345 (SPRING)	TX MIS TX19-212345 (FALL)	TX MIS TX19-312345 (REG)
TX MIS TX19-412345 (MGMT)	TX MIS TX19-512345 (NO SALE)	

Tag File Maintenance

Update Delete Copy Clear Close By Tag # << First < Prev >>

Tag # **GA 17 0069468** Item # **AB-7579-3-WH-C** 2nd Tag #   
 State Year Tag # Skin Type **ALLIGATOR BELLY**

Receipt Date **06/08/2018** Lot # **AB2639** Sales Price   
 Shipment # **18069** W.O. #1 **AB-1-1842** Raw Cost   
 Contract Tanning  Wild Skin W.O. #2 **AB-1-1801** Tanning Cost   
 Source ID **C** W.O. #3 **AB-3-1869** Gross Profit   
 Source **9-RH28** W.O. #4  W.O. #5  Profit Split   
 Customer **ROBERT HOMLAR** W.O. #6  Sales Cost   
 C/T Color **1Q** Finish **D** Crust Date **10/18/2018** Consign. Due   
**CHOCOLATE** Finish Date **//** Consign. Paid   
 Payment Code

Status **Raw** Grade **3** Width (CM) **75**  Packed Original Cost   
 Crust Grade **3** Width (CM) **75** SO #  Whiteline Price   
 Finished Grade **3** Width (CM) **75** Invoice #  Whiteline Reconciliation #   
 Length (IN) **120** Invoice Date **//**   
 Color **WH** **WHITE** Paid Date **//**   
 Finish **C** **Crust** Return #  Return Date **//**

Tag File Maintenance

Update Delete Copy Clear Close By Tag # << First < Prev >>

Tag # **SC 18 0000108** Item # **AB-6569-3-XX-3** 2nd Tag #   
 State Year Tag # Skin Type **ALLIGATOR BELLY**

Receipt Date **06/05/2018** Lot # **AB2639** Sales Price   
 Shipment # **18068** W.O. #1 **AB-1-1843** Raw Cost   
 Contract Tanning  Wild Skin W.O. #2 **AB-1-1842** Tanning Cost   
 Source ID **C** W.O. #3 **AB-1-1801** Gross Profit   
 Source **9-DC03** W.O. #4 **AB-3-1869** W.O. #5  W.O. #6  Profit Split   
 Customer **DERICK CLOSE** Crust Date **//** Sales Cost   
 C/T Color **00** Finish **G** Finish Date **//** Consign. Due   
**BLACK** Consign. Paid   
 Payment Code

Status **Raw** Grade **3** Width (CM) **65**  Packed Original Cost   
 Crust Grade **3** Width (CM) **65** SO #  Whiteline Price   
 Finished Grade **3** Width (CM) **65** Invoice #  Whiteline Reconciliation #   
 Length (IN) **104** Invoice Date **//**   
 Color **XX** **RAW** Paid Date **//**   
 Finish **3** Return #  Return Date **//**

Tag File Maintenance

Update Delete Copy Clear Close By Tag # << First < Prev >>

Tag # **LA 17 0012999** Item # **AB-7074-3-XX-3** 2nd Tag #   
 State Year Tag # Skin Type **ALLIGATOR BELLY**

Receipt Date **01/29/2018** Lot # **AB2639** Sales Price   
 Shipment # **18009** W.O. #1 **AB-1-1843** Raw Cost   
 Contract Tanning  Wild Skin W.O. #2 **AB-1-1842** Tanning Cost   
 Source ID **C** W.O. #3 **AB-1-1801** Gross Profit   
 Source **MS03** W.O. #4 **AB-3-1869** W.O. #5  W.O. #6  Profit Split   
 Customer **MARK STATON** Crust Date **//** Sales Cost   
 C/T Color **1Q** Finish **D** Finish Date **//** Consign. Due   
**CHOCOLATE** Consign. Paid   
 Payment Code

Status **Raw** Grade **3** Width (CM) **71**  Packed Original Cost   
 Crust Grade **3** Width (CM) **71** SO #  Whiteline Price   
 Finished Grade **3** Width (CM) **71** Invoice #  Whiteline Reconciliation #   
 Length (IN) **103** Invoice Date **//**   
 Color **XX** **RAW** Paid Date **//**   
 Finish **3** Return #  Return Date **//**

Tag Formatting for Each State

2020      2021

Louisiana		LA MIS LA20-123456	Yellow	White
Florida		FL MIS FL20-012345	White	Yellow
Georgia		GA MIS GA20-012345	Pink	White
South Carolina		SC MIS SC20-001234	Yellow	White
Mississippi		MS MIS MS20-001234	Yellow	White
Arkansas		AR MIS AR20-000123	Yellow	White
Alabama		AL MIS AL20-001234	Yellow	White
Texas	Regular Harvest	TX MIS TX20-101234	Pink	Pink
Texas	Spring Harvest	TX MIS TX20-201234	Yellow	Yellow
Texas	No Sale	TX MIS TX20-901234	White	White
Texas	Management	TX MIS TX20-501234	White	White
Texas	Fall Harvest	TX MIS TX20-301234	Pink	Pink



ASSOCIATION POUR L'ASSURANCE QUALITÉ  
DES FABRICANTS DE BRACELETS CUIR

AQC invites all stakeholders of the

## ALLIGATOR MISSISSIPPIENSIS WATCH BRACELETS SUPPLY CHAIN to MILAN on FEBRUARY 19th, 2019

Let's define together a recognized standard for traceability

in term of Animal welfare, chemical compliance and all other aspects within the supply chain like transportation, working conditions, ...

Participants: Representatives of each stakeholder group

- Watch Brands
- Bracelet Manufacturers (open to AQC and non-AQC bracelet manufacturers)
- Tanners
- Chemical Suppliers
- Farmers + Land Owners
- Associations and Governmental Organizations



Agenda:

### 13.00 – 15.30 Alligator Mississippiensis Watch Bracelets Supply Chain Multi-Stakeholder Meeting (MSM)

- 13.00 Introduction - Let's define together a recognized standard for traceability and harmonized communication flow
- 13.10 Panel discussion: Importance of traceability for Brands and final consumers - How to instore trust?
- 13.40 ICFA - Presentation of Good Operative Practices on Crocodilians
- 14.00 ICFA - Sustainable use of wasted resources and promotion of wild alligator skins for healthy population and wildlife protection
- 14.20 Experts presentations on sustainable innovative solutions and best practices on traceability for example blockchain, DNA tracking...
- 15.00 Feedback, summarizes and next steps
- 15.10 Networking coffee break

### 15.30 – 17.00 Taskforce Kickoff: definition of the project – Who, When, How?

Representatives of each Stakeholders group: define together a recognized standard for traceability and harmonized communication.  
Please feel free to apply, if you want to be an active participant of this taskforce and if we have not yet personally contacted you!

Participation in the Multi-stakeholders meeting and taskforce is on registration only with a limited number of participants  
Cost sharing MSM : EUR 290 /pP - AQC is a non-profit association - Event sponsorships are possible.  
More information and registration available on [www.aqc-asso.ch](http://www.aqc-asso.ch)

Contact information: Aurélien Debeyer – Telephone +41 79 730 18 08 - [aurelien.debeyer@aqc-asso.ch](mailto:aurelien.debeyer@aqc-asso.ch)



## Alligator Industry Update

### *California Penal Code 653o*

---

Dear Alligator Industry Participants,

As many of you may know, California Penal Code 653o will ban the sale of alligator and crocodile skins, parts, and products in the state of California effective January 1, 2020.

For your reference, here is a copy of the code:

*California Penal Code 653o.*

*(b) (1) Commencing January 1, 2020, it shall be unlawful to import into this state for commercial purposes, to possess with intent to sell, or to sell within the state, the dead body, or any part or product thereof, of a crocodile or alligator.*

**The Louisiana Alligator Advisory Council and the Louisiana Department of Wildlife are working to preclude this law from going into effect, and we want to keep you updated on our efforts.**

Please see the email below from Mr. Jeb Linscombe, the Alligator Program Manager for the Louisiana Department of Wildlife and Fisheries and the attached legislative calendar. Feel free to forward this email to others that work in the industry, and encourage them to join our mailing list to be kept informed of this important issue.

Kind regards,

Christy Plott  
Contractor & Technical Representative  
Louisiana Alligator Advisory Council

[Join Our Email List](#)



To all Alligator Industry Participants,

The Louisiana Department of Wildlife & Fisheries, Alligator Advisory Council contractor, Mr. Matt Gray, is working with several members of the California Legislature to prepare an appropriate bill to eliminate the California Penal Code 653. He is also working with key legislators and committee researchers to prepare them for passage of the bill. Once a bill is introduced, we will supply the bill number and request assistance from the alligator industry to work with us to support the bill. Our goal is passage of a bill that will remove ALL crocodilians from the import ban. Please see attached legislative calendar provided by Mr. Gray.

Jeb Linscombe  
Fur & Alligator Program Manager  
Louisiana Department of Wildlife and Fisheries  
200 Dulles Drive  
Lafayette, Louisiana 70506

[Legislative Calendar - Click Here](#)



## Industry Update

### *California Penal Code 653o*

Dear Alligator and Crocodile Industry Participants,

The Louisiana Department of Wildlife & Fisheries, Alligator Advisory Council contractor, Mr. Matt Gray, has drafted a mock up of the amendment that he is planning to seek in the form of a bill during the next legislative session in California. Our effort will seek to remove any crocodile species which is not subject to the federal Endangered Species Act and does not interfere with any international trade treaty.

#### [CLICK HERE TO READ THE MOCK UP AMENDMENT](#)

The Louisiana Alligator Advisory Council and the Louisiana Department of Wildlife are working diligently on the California Penal Code 653o issue, and this email is an effort to keep you updated on our efforts.

For your reference, the *current* code:

*California Penal Code 653o.*

*(b) (1) Commencing January 1, 2020, it shall be unlawful to import into this state for commercial purposes, to possess with intent to sell, or to sell within the state, the dead body, or any part or product thereof, of a crocodile or alligator.*

Feel free to forward this email to others that work in the industry, and encourage them to join our mailing list to be kept informed of this important issue.

[Join Our Email List to Stay Informed](#)



**URGENT**  
**Survey for California Legislative Efforts**  
*California Penal Code 653o*

Dear Alligator and Crocodile Industry Participants,

Thank you for taking this brief but important survey. Your feedback may be shared privately with California lawmakers who will be called upon to vote on the 2019 legislation to continue allowing the purchase and sale of alligator and crocodile products in the state. The survey takes less than 2 minutes to complete but will provide our lobbyist with important data to use in discussions with lawmakers in California to promote positive legislation for our industry.

**[CLICK HERE TO TAKE SURVEY](#)**

For your reference, the *current* code:

*California Penal Code 653o.*

*(b) (1) Commencing January 1, 2020, it shall be unlawful to import into this state for commercial purposes, to possess with intent to sell, or to sell within the state, the dead body, or any part or product thereof, of a crocodile or alligator.*

Feel free to forward this email to others that work in the industry, and encourage them to join our mailing list to be kept informed of this important issue.

**Join Our Email List to Stay Informed**

OP ED

## Op-Ed | Why Chanel's Exotic Skins Ban Is Wrong

BY DANIEL NATUSCH, ROSIE COONEY, TOMAS WALLER AND GRAHAME WEBB

DECEMBER 6, 2018 05:20

While well-meaning, the French luxury house's move to stop manufacturing products made from snakes, crocodiles, lizards and other reptiles will hurt animal conservation efforts and local communities, argue Daniel Natusch, Rosie Cooney, Tomas Waller and Grahame Webb.



Luxury fashion brands save species. Fact. But the recent announcement by Chanel that it will no longer use reptile skins, will not save species. In our opinion, as leaders within the world's largest and oldest conservation organisation, the decision may be well-meaning, but it is wrong. It will adversely affect the conservation of wild animals and the livelihoods of the people who live with and depend on that wildlife.

We understand [Chanel's announcement](#) is motivated by concerns regarding animal welfare and traceability, increasingly highlighted by media campaigns opposed to them using animals. We strongly support efforts to ensure high standards of animal welfare in all industries, and salute the efforts of companies exercising leadership in this regard. But stopping the use of these animals raises other serious problems.

Globally, there are urgent and growing threats to the conservation of wild species and habitats, with some wild populations declining due to poaching and their habitats being lost to agriculture. With reptiles, the luxury goods companies sourcing wild skins have empowered people to engage in excellent conservation programs, in many countries. These programs are thrown into jeopardy by the new measures, particularly if it sets a precedent for others.

It was only last month that CITES — the Convention on International Trade in Endangered Species of Wild Fauna and Flora, the major UN body safeguarding wild species in trade — provided tangible examples. It showcased conservation projects from around the world in which wild species were being used sustainably, supporting indigenous and local livelihoods, and motivating people to protect and conserve species and their habitats.

It is distressing for us to even consider that such outstanding examples of conservation, many of which involve sustainable and careful use of reptiles for skins, may collapse because of this well-intentioned but misdirected decision.

It is widely acknowledged in conservation policy — most recently at the London Illegal Wildlife Trade Conference, and by Prince William — that indigenous and local communities who live with wildlife need to gain meaningful benefits from it to support and actively engaging in conservation and protection. Well-managed and sustainable trade in wildlife has proved to be an effective incentive to conserve, and the consequences of removing the incentives are serious and disturbing.

There are so many positive examples of reptiles, in particular, benefiting from sustainable use. Trade in skins from lizards (Yacare Caimans) from Bolivia has supported healthcare and food for the Tacana People, and other indigenous South American tribes, for over thirty years. It helped support effective management and protection of forest and wildlife on ancestral lands.

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In Australia, indigenous Aborigines gain income from royalty payments for saltwater crocodile eggs collected from their lands. The income improves people's lives and motivates initiatives to protect wetlands, through combating invasive plants, like the giant sensitive trees taking over floodplains, and animals like feral wild pigs, that have devastated freshwater turtle populations in the swamps.

In Indonesia, 150,000 people benefit from harvest and trade in reticulated pythons, which the science confirms is sustainable. The ability to harvest natural resources confers significant livelihood resilience on people, especially in times of economic volatility.

Nile crocodile eggs from the Tana River in Kenya provide income to local people, only because farms export skins. Morelet's crocodile from Mexico is used commercially and, in Quintana Roo state alone, 4686 hectares of wetland, with 100 other threatened species living in it, is conserved. The list of positive conservation and livelihood case histories is too long to elaborate here.

Apparently, many millennials prefer to buy products that are "ethically sourced." But the irony is that the economic use of wild animals is far more ecologically sustainable (i.e. ethical) than domestic animal production. Bovine leather is sourced from cattle, now grown on monocultures of grass, which were once natural forests. Wetlands are drained for agriculture. Massive amounts of fertiliser and herbicide are integral parts of cattle production, but at the cost of damaging wild plants and animals. Then there are erosion and carbon emissions; both linked to agriculture.

Yet wild reptiles are a natural renewable resource, that need original habitats to survive. The more value they have, the greater the incentives to protect rather than destroy natural landscapes. Unlike domestic animals, the ecological footprint of reptiles is zero. These animals are meant to be there. And in an ironic twist, their sustainable utilisation for skins keeps them there.

Brands like Chanel were driving forces behind conservation around the world through purchasing animal products. Now they are boycotting the species, livelihoods and the conservation agenda. This is not to imply there were no adverse issues with the sourcing of skins. There undoubtedly were and still are. But the problems are trivial against the backdrop of the conservation and livelihood benefits that the fashion industry has made possible. No industry is perfect from the outset. But instead of working to make improvements, Chanel has decided to take the lazy option. Yet we should not let the perfect be the enemy of the good — the result is large-scale harm, for both people and planet.

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Sadly, it appears that those with a vested interest in preventing any use of animals by people, who embellish problems, have influenced this decision. If only those people understood or cared about the irony of their interests — the problems they have created for conservation and livelihoods.

In the face of growing environmental pressures on wildlife, and increasing social pressures on fashion companies aimed at creating moral outrage, the need for calm, analytical, informed and evidence-based approaches to decision-making is becoming stronger and stronger. There is no other way to truly ensure resource use on our planet becomes more and more sustainable.

As leaders within the world's largest and oldest conservation organisation, we urge other fashion companies to better inform themselves about the broader benefits their industry creates, and about the consequences of taking rash decisions that undermine them. We stand in solidarity with the fashion industry, its sustainable use of wildlife species and the benefits they are generating. We hope that others will do the same. Ultimately, the fate of many species — including vulnerable members of our own — depends on it.

**About the authors:**

**Dr. Rosie Cooney** is the Chair of the IUCN Species Survival Commission's (SSC) Sustainable Use and Livelihoods Specialist Group.

**Mr. Tomas Waller** is the Chair of the IUCN SSC Boa and Python Specialist Group.

**Prof. Grahame Webb** is the Chair of the IUCN SSC Crocodile Specialist Group

**Dr. Daniel Natusch** is a member of all of the above groups.

*The views expressed in Op-Ed pieces are those of the author(s) and do not necessarily reflect the views of [The Business of Fashion](#).*

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## ***Government's Role in Supply Chain Transparency and Verification for American Alligators***

### **Background and History:**

The Louisiana Department of Wildlife and Fisheries (LDWF) manages the American Alligator (*Alligator mississippiensis*) as a commercial, renewable natural resource. LWDF's sustained use program is one of the world's most recognizable examples of a wildlife conservation success story. Louisiana's program has been used as a model for managing various crocodylian species throughout the world.

### **Our Legal Authority:**

Global Oversight: The Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) is an international treaty amongst over 180 countries regulating cross border trade in protected species. Its aim is to ensure that international trade in specimens of wild animals and plants does not threaten their survival.

Federal Oversight: The U.S. Fish and Wildlife Service (USFWS) administers CITES requirements and controls for the United States. The federal government requires each state to comply with federal regulations in order to be granted export approval for harvested alligator skins and products. The most critical of those requirements are:

- Louisiana must scientifically prove, annually, that the harvest program of eggs and wild alligators will not be detrimental to the species and submit a report to the USFWS.
- The management program must provide for a meticulously controlled harvest to include serialized tagging for each alligator harvested and strict accountability for each tag allocated.

State Oversight: In 1970, the Louisiana State Legislature (Act 550) gave the Department of Wildlife and Fisheries full authority to regulate the alligator season in Louisiana.

### **Our Conservation Goals:**

- Manage and conserve Louisiana's alligators as part of the state's wetland ecosystem
- Provide benefits to alligators and to species of fish and wildlife associated with the wetland habitat
- Research and continually improve efforts for monitoring alligator species growth, survival and reproductive ability

## **Our Role in Ensuring Verification in Supply Chain Transparency for Alligator:**

### Population Surveys of Alligator to Ensure Non-Detriment to the Species:

- Each year since 1972, our wildlife biologists perform studies of alligator habitats to establish estimated population numbers of alligators. Our research is done by conducting aerial surveys via helicopter over public and private lands over a period of 8-10 days and mark nests with GPS coordinates.
- We analyze data with topography, weather and climate patterns, and other scientific tools to validate our findings. Only when our findings are scientifically validated and confirmed do we grant permits for egg collection and wild alligator harvests.

### Licensing, Regulation, and Oversight of Alligator Farming:

- Each alligator farm in operation must apply for licenses and be approved to operate an alligator farm. The farmer must be able to prove that he or she is able to comply with all science-based animal welfare standards established by the state and is subject to annual inspections for license operation renewal.

### Permitting of Egg Collection and Release Programs by Licensed Farmers from Approved Landowners:

- Permits for egg collections are a 3-party contract between the government, an individual land owner and a specific farm. Permits are highly regulated, and each party must have the proper licenses and letters of authorization to engage in the egg contract execution. The state must validate the egg collection and keeps detailed records of transactions in order to verify alligator inventory on farms.
- As a legally required follow up to egg collection, farmers must release 10% of alligators back onto the original land owner's property once the alligators hatch and grow to approximately four feet in length ensure LDWF's sustainable use conservation goals are met.

### Regulation and Enforcement of Wild Alligator Harvest:

- We issue trapping permission for individual landowners to be considered for harvest tag allocation. We assess the habitat quantity and quality for each parcel of land and determine the number of alligators that can be harvested by each hunter. This methodology ensures that alligators are harvested in proportion to their population levels and that the harvest will not negatively impact populations at any location. We require proof of ownership of land and permission from the land owner to harvest alligators.
- LDWF regulates and enforces all aspects of wild alligator harvests including enforcing hunting seasons, method of catch, and commercial sales of alligator skins and meat.

### Inspection and Verification of Legal Acquisition of Skins and Meat Entering the Commercial Market:

- Our staff and technicians individually check and validate (tag by tag) each alligator shipment that leaves Louisiana and enters into interstate or foreign commerce.
- Shipping permits are granted only to those companies or individuals who have a valid license (issued by LDWF) to buy or sell alligator skins or meat. The license must be kept up to date and is subject to annual renewal. Skins or meat may not leave the state of Louisiana without shipping authorization from LDWF.
- Upon inspection for shipment approval, LDWF staff records and checks tag numbers in each shipment and collects a severance tax of \$4.25 per skin.
- Tag fees are collected and deposited into a government managed Alligator Resource Fund which covers the annual expenses of the LDWF Alligator Program and the surplus funds are used for various state budgetary needs including funding education and conservation efforts. Taxpayer dollars are not used to manage the alligator program. These funds are paid completely by the commercial trade.

### **Research:**

The Louisiana Department of Wildlife and Fisheries has a long history of conducting research studies on the ecology, breeding biology, physiology, and captive propagation of the American alligator. Our department has long been considered a world leader in crocodylian research. Numerous manuscripts are published in peer-reviewed journals each year, and agency staff often host visiting researchers, both domestic and international, who work on crocodylians in their region. Over two hundred publications have been generated by LDWF staff in recent years. We have two research laboratories, a field laboratory at Rockefeller Wildlife Refuge, and a university affiliated facility at Ben Hur Aquaculture Research Station in Baton Rouge, where detailed nutrition studies are underway.

### **Conclusion:**

Alligators are a renewable natural resource. By placing an economic value on alligators, landowners are offered incentives to not only conserve wetlands but also enhance them, and ultimately increase alligator populations. Since the inception of the Department's program in 1972, over 1,000,000 wild alligators have been harvested, over 10 million alligator eggs have been collected, and over 6.4 million farm raised alligators have been sold bringing in millions of dollars of revenue to landowners, trappers and farmers. Conservative estimates have valued these resources at over 150 million dollars annually, providing significant, direct economic benefit to Louisiana. Proving that our conservation efforts are working, nest surveys show increasing numbers of alligator populations each year. We collaboratively work with the leather industry to promote the wellbeing of the alligator population. We want to build trust with those working at all levels of the supply chain and demonstrate that Louisiana alligator is the most holistically sustainable raw material available to the luxury leather market. Louisiana stands by its commitment to ensure, verify, and be accountable for the management of alligator in our state.

## **A Statement about Supply Chain Ethics and Transparency from the Alligator and Crocodile Industry**

Recently, a global luxury brand announced they would no longer use exotic leathers in their line of products. The reason cited was “being unable to ethically source exotic leathers.” As tanners, traders, dealers, manufacturers and brands, we would like to assure our friends, families, colleagues, clients, suppliers and, importantly – the public - that each and every skin or product bought, processed, and sold at our facilities is acquired in accordance with all local, state, and federal laws, and CITES regulations, protecting the sustainable use and ethical treatment of crocodilians.

Over the years, the collective trade, including farms, trappers, tanners, leather dealers and luxury brands, has poured millions of dollars into funding conservation efforts for reptiles worldwide. The industry invests heavily in wildlife biology research, veterinary medicine clinical trials and science-based animal welfare studies for reptiles. These efforts have been directly and positively impacted by the sale of leather and meat from these species. Income generated through egg sales and harvested animals provides economic incentives to land owners and local people to protect the habitat for crocodilians and many other non-commercial game species. Each year, the alligator industry contributes in excess of \$150 million to the economy in Louisiana. The Louisiana Department of Wildlife’s alligator program oversees all aspects of alligator regulation and management in the state. It is completely funded by tag fees from the sale of skins - not taxpayer dollars. As a result, the wild population of alligators in Louisiana has grown to a remarkable and abundant two million animals, up from the brink of extinction in the 1970s. Given its proven success, the Louisiana model of sustainable utilization has been rolled out effectively worldwide for other wildlife species, providing benefits and full recovery status to many other endangered animals.

Today, responsible luxury brands globally sourcing exotic leathers require independent, third-party audits of tanneries and farms with which they work, requiring full traceability and verification of transparency in their supply chain. These brands, including LVMH, Hermes, and Kering, have invested in the necessary infrastructure and partnerships with our trade in order to protect the integrity of their products and their brands. These brands also insist on the highest level of ethical behavior relating to every aspect of supply chain practices when sourcing precious leathers.

Our industry welcomes the opportunity to work with responsible brands, governments, scientists, and other experts in order to guarantee the very highest standards of ethical behavior in our supply chain. Our values are deeply important to us, and they are based on collaboration, science, respect, and compassion for nature and people. We are committed to building an industry that can deliver positive examples of sustainability, traceability and transparency around the world by pledging the following:

- Complying with all laws and regulations from local, state, federal, and international CITES bodies
- Promoting and investing in the conservation of alligators and crocodiles worldwide
- Providing traceability of skins and products which can be verified by our governments
- Creating economic opportunities for people and local communities in our supply chain
- Striving to continuously improve industry standards of science-based animal welfare
- Maintaining our own internal accountability standards for ethical business practices at all levels

When designers and brands utilize exotic leathers in their product lines, they too aid us in delivering these positive examples of ethical supply chain practices. The purchase of an alligator or crocodile bag goes much deeper than the price tag of luxury. The money derived from the sale of products ensures the long-term survival of the species and protection of their habitats. We salute those responsible brands who recognize the positive impacts that they make by using reptile leather, thereby ensuring long term benefits to the planet, the environment, and the conservation and protection of the biodiversity living in those habitats.

We want to conclude by assuring everyone that ethical and environmental considerations are not an afterthought for our industry. They are the cornerstone of our industry. By choice and by necessity, the sustainable and ethical use of reptile species goes hand-in-hand with our business, and we will continue to work endlessly to preserve these magnificent animals and the critically important habitats they occupy.



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December 13, 2018

Representative David Knight  
Georgia State Representative, District 130  
Chairman, Fish Game and Parks Committee  
228-A State Capital  
Atlanta, Georgia 30334

Dear David,

As you know, my family owns and operates one of the world's handful of exotic luxury leather tanneries. We produce alligator and crocodile leather for the ultra-high end fashion market. Our customers include companies such as Ralph Lauren, Prada, Louis Vuitton, Justin Boot, and countless other small manufactures and brands across the world.

Additionally, I am a consultant for the Louisiana Department of Wildlife and Fisheries. I represent the Alligator Advisory Council at global conservation meetings, including CITES, which is an international treaty.

Recently, I was deeply disturbed when my accountant's daughter, Anna Wellman (who is in the 4<sup>th</sup> grade at Futral Road Elementary, one of the best schools in our county) came home and told her mother, "if deer hunters keep killing deer, they will go extinct... and if you keep tanning alligators, they will go extinct." Needless to say, my accountant had to explain conservation to her child at that very moment. I am saddened and upset that the North American conservation model is being left out of public school curriculum. It seems unfair to give our children the impression that regulated, legal hunting or that sustainable use of wildlife leads to extinction.

The American alligator was once listed on the endangered species list. Now, there are over 3 million alligators in the state of Louisiana alone. The economic incentive for landowners to manage and conserve the alligator habitat has produced abundant eggs and nests. Louisiana's model has been replicated worldwide and is heralded as the best conservation management tool for crocodilians. Our industry produces jobs, conserves wildlife, and puts over \$150 million dollars each year into the Louisiana economy alone.

My deepest concern is that young people like Anna Wellman will never know the benefits of sustainable use programs. They will simply believe that use of wildlife is wrong. On December 4<sup>th</sup>, global luxury brand, Chanel, made an announcement they would no longer use alligator skins in their product line. They cited being unable to "ethically source" leather for their products. They are one of the many brands who have been swayed by the animal rights' agenda, and their views are completely based on emotion, not proven science and wildlife biology.

I have attached a little more information for you about the Chanel story. First, an article written by the CITES leadership and the IUCN SSC Crocodile Specialist Group. They are considered to be the worldwide authorities on crocodile conservation. I attached an industry letter and a letter from the Louisiana government, as well. Finally, I attached a copy of the curriculum from Anna's class.

Please take a hard look at all of this. It is all tied together. Public perception of hunting, fishing, and wildlife use (even sustainable use) is impressed at a very young age. Our children are not getting the full picture; today's world sees wildlife biology like an episode of "Animal Planet" which is far from the truth. I hope you will make an effort to discuss this important issue with your fellow legislators to see what can be done to better educate tomorrow' leaders.

Please feel free to contact me for any additional information.

Sincerely,

A handwritten signature in black ink, appearing to read 'Christy Plott'.

Christy Plott

## **Fourth Grade Science Curriculum**

The Georgia Performance Standards are designed to provide students with the knowledge and skills for proficiency in science at the fourth grade level. The Project 2061's *Benchmarks for Science Literacy* is used as the core of the curriculum to determine appropriate content and process skills for students. The GPS is also aligned to the National Research Council's *National Science Education Standards*. Technology is infused into the curriculum. The relationship between science, our environment, and our everyday world is crucial to each student's success and should be emphasized.

The performance standards should drive instruction. Hands-on, student-centered, and inquiry-based approaches should be the emphases of instruction. This curriculum is intended as a required curriculum that would show proficiency in science, and instruction should extend beyond the curriculum to meet student needs. Safety of the student should always be foremost in science instruction.

Science consists of a way of thinking and investigating, as well a growing body of knowledge about the natural world. To become literate in science, therefore, students need to acquire an understanding of both the **Characteristics of Science** and its **Content**. The Georgia Performance Standards for Science require that instruction be organized so that these are treated together. Therefore, **A CONTENT STANDARD IS NOT MET UNLESS APPLICABLE CHARACTERISTICS OF SCIENCE ARE ALSO ADDRESSED AT THE SAME TIME**. For this reason they are presented as co-requisites.

The Performance Standards include four major components. They are

**The Standards for Georgia Science Courses.** The Characteristics of Science co-requisite standards are listed first, followed by the Content co-requisite standards. Each Standard is followed by elements that indicate the specific learning goals associated with it.

**Tasks that students should be able to perform during or by the end of the course.** These are keyed to the relevant Standards. Some of these can serve as activities that will help students achieve the learning goals of the Standard. Some can be used to assess student learning, and many can serve both purposes.

**Samples of student work.** As a way of indicating what it takes to meet a Standard, examples of successful student work are provided. Many of these illustrate how student work can bridge the Content and Characteristics of Science Standards. The Georgia DOE Standards web site will continue to add samples as they are identified and teachers are encouraged to submit examples from their own classroom experiences.

**Teacher Commentary.** Teacher commentary is meant to open the pathways of communication between students and the classroom teacher. Showing students why they did or did not meet a standard enables them to take ownership of their own learning.

Georgia Performance Science Standards-- Explanation of Coding

Characteristics of Science Standards

**SKCS1**

**Science Kindergarten Characteristics of Science Standard #**1****

**S8CS2**

**Science Grade **8** Characteristics of Science Standard #**2****

**SCSh8**

**Science Characteristics of Science **h**igh school Standard #**8****

Content Standards

**S5P3**

**Science Grade **5** Physical Science Standard #**3****

**S4E2**

**Science Grade **4** Earth Science Standard #**2****

**S7L4**

**Science Grade **7** Life Science Standard #**4****

**SC1**

**Science Chemistry Standard #**1****

**SB4**

**Science Biology Standard #**4****

**SPS6**

**Science Physical Science Standard #**6****

**SP3**

**Science Physics Standard #**3****

**Fourth grade** students differentiate between observations and ideas. They speculate about observations they make. They add, subtract, multiply and divide whole numbers on paper, mentally, and with calculators. They list common materials for making simple mechanical constructions and for repairing things. Fourth graders use records, tables, or graphs to identify patterns of change. They write instructions and make sketches that allow others to carry out a scientific procedure. They determine whether or not a comparison is fair if conditions are different for each thing being compared. They question claims or statements made by people outside their field of expertise (such as “4 out of 5 dentists say....”) Fourth graders know that safety is a fundamental concern in all experimental science and adhere to rules and guidelines to show they are responsible with materials and equipment.

### **Models**

Fourth grade students gather and interpret data. They are able to construct meaningful models that allow them to gain understanding of the natural world. Fourth grade students are active learners. They do not simply read about science; they “do” science. As a result, fourth grade students are able to differentiate observations from ideas. Students engage in investigations inside and outside the classroom.

<b>Major Concepts/Skills:</b>	<b>Concepts/Skills to Maintain:</b>
Earth Science	Habits of Mind
Stars and star patterns	Asks questions that lead to investigations
Solar System	Conducts simple investigations
Weather—data and forecasting	Uses tools for collecting data
Physical Science	Uses charts and graphs
Light	Uses data to answer questions
Sound	Writes and uses instructions
Force, mass, and motion (simple machines)	Understands fairness
Effects of gravity	Justifies reasonable answers
Life Science	Identifies patterns of change
Ecosystems	Researches for information
Food web/Food chain	Understands the importance of safety concerns
Adaptation-survival/extinction	

## **Co-Requisite - Characteristics of Science**

### **Habits of the Mind**

**S4CS1. Students will be aware of the importance of curiosity, honesty, openness, and skepticism in science and will exhibit these traits in their own efforts to understand how the world works.**

- Keep records of investigations and observations and do not alter the records later.
- Carefully distinguish observations from ideas and speculation about those observations.
- Offer reasons for findings and consider reasons suggested by others.
- Take responsibility for understanding the importance of being safety conscious.

**S4CS2. Students will have the computation and estimation skills necessary for analyzing data and following scientific explanations.**

- a. Add, subtract, multiply, and divide whole numbers mentally, on paper, and with a calculator.
- b. Use fractions and decimals, and translate between decimals and commonly encountered fractions – halves, thirds, fourths, fifths, tenths, and hundredths (but not sixths, sevenths, and so on) – in scientific calculations.
- c. Judge whether measurements and computations of quantities, such as length, area, volume, weight, or time, are reasonable answers to scientific problems by comparing them to typical values.

**S4CS3. Students will use tools and instruments for observing, measuring, and manipulating objects in scientific activities utilizing safe laboratory procedures.**

- a. Choose appropriate common materials for making simple mechanical constructions and repairing things.
- b. Measure and mix dry and liquid materials in prescribed amounts, exercising reasonable safety.
- c. Use computers, cameras and recording devices for capturing information.
- d. Identify and practice accepted safety procedures in manipulating science materials and equipment.

**S4CS4. Students will use ideas of system, model, change, and scale in exploring scientific and technological matters.**

- a. Observe and describe how parts influence one another in things with many parts.
- b. Use geometric figures, number sequences, graphs, diagrams, sketches, number lines, maps, and stories to represent corresponding features of objects, events, and processes in the real world. Identify ways in which the representations do not match their original counterparts.
- c. Identify patterns of change in things—such as steady, repetitive, or irregular change—using records, tables, or graphs of measurements where appropriate.

**S4CS5. Students will communicate scientific ideas and activities clearly.**

- a. Write instructions that others can follow in carrying out a scientific procedure.
- b. Make sketches to aid in explaining scientific procedures or ideas.
- c. Use numerical data in describing and comparing objects and events.
- d. Locate scientific information in reference books, back issues of newspapers and magazines, CD-ROMs, and computer databases.

**S4CS6. Students will question scientific claims and arguments effectively.**

- a. Support statements with facts found in books, articles, and databases, and identify the sources used.
- b. Identify when comparisons might not be fair because some conditions are different.

## **The Nature of Science**

### **S4CS7. Students will be familiar with the character of scientific knowledge and how it is achieved.**

Students will recognize that:

- a. Similar scientific investigations seldom produce exactly the same results, which may differ due to unexpected differences in whatever is being investigated, unrecognized differences in the methods or circumstances of the investigation, or observational uncertainties.
- b. Some scientific knowledge is very old and yet is still applicable today.

### **S4CS8. Students will understand important features of the process of scientific inquiry.**

Students will apply the following to inquiry learning practices:

- a. Scientific investigations may take many different forms, including observing what things are like or what is happening somewhere, collecting specimens for analysis, and doing experiments.
- b. Clear and active communication is an essential part of doing science. It enables scientists to inform others about their work, expose their ideas to criticism by other scientists, and stay informed about scientific discoveries around the world.
- c. Scientists use technology to increase their power to observe things and to measure and compare things accurately.
- d. Science involves many different kinds of work and engages men and women of all ages and backgrounds.

## **Co-Requisite - Content**

### **Earth Science**

#### **S4E1. Students will compare and contrast the physical attributes of stars, star patterns, and planets.**

- a. Recognize the physical attributes of stars in the night sky such as number, size, color and patterns.
- b. Compare the similarities and differences of planets to the stars in appearance, position, and number in the night sky.
- c. Explain why the pattern of stars in a constellation stays the same, but a planet can be seen in different locations at different times.
- d. Identify how technology is used to observe distant objects in the sky.

#### **S4E2. Students will model the position and motion of the earth in the solar system and will explain the role of relative position and motion in determining sequence of the phases of the moon.**

- a. Explain the day/night cycle of the earth using a model.
- b. Explain the sequence of the phases of the moon.
- c. Demonstrate the revolution of the earth around the sun and the earth's tilt to explain the seasonal changes.
- d. Demonstrate the relative size and order from the sun of the planets in the solar system.

**S4E3. Students will differentiate between the states of water and how they relate to the water cycle and weather.**

- a. Demonstrate how water changes states from solid (ice) to liquid (water) to gas (water vapor/steam) and changes from gas to liquid to solid.
- b. Identify the temperatures at which water becomes a solid and at which water becomes a gas.
- c. Investigate how clouds are formed.
- d. Explain the water cycle (evaporation, condensation, and precipitation).
- e. Investigate different forms of precipitation and sky conditions. (rain, snow, sleet, hail, clouds, and fog).

**S4E4. Students will analyze weather charts/maps and collect weather data to predict weather events and infer patterns and seasonal changes.**

- a. Identify weather instruments and explain how each is used in gathering weather data and making forecasts (thermometer, rain gauge, barometer, wind vane, anemometer).
- b. Using a weather map, identify the fronts, temperature, and precipitation and use the information to interpret the weather conditions.
- c. Use observations and records of weather conditions to predict weather patterns throughout the year.
- d. Differentiate between weather and climate.

**Physical Science**

**S4P1. Students will investigate the nature of light using tools such as mirrors, lenses, and prisms.**

- a. Identify materials that are transparent, opaque, and translucent.
- b. Investigate the reflection of light using a mirror and a light source.
- c. Identify the physical attributes of a convex lens, a concave lens, and a prism and where each is used.

**S4P2. Students will demonstrate how sound is produced by vibrating objects and how sound can be varied by changing the rate of vibration.**

- a. Investigate how sound is produced.
- b. Recognize the conditions that cause pitch to vary.

**S4P3. Students will demonstrate the relationship between the application of a force and the resulting change in position and motion on an object.**

- a. Identify simple machines and explain their uses (lever, pulley, wedge, inclined plane, screw, wheel and axle).
- b. Using different size objects, observe how force affects speed and motion.
- c. Explain what happens to the speed or direction of an object when a greater force than the initial one is applied.
- d. Demonstrate the effect of gravitational force on the motion of an object.

Teacher note: The use of mathematical formulas is not recommended in S4P3. Fourth grade students should carry out investigations to provide a foundation of concrete experience for the abstract understandings of physical science in upper grades.

**Life Science**

**S4L1. Students will describe the roles of organisms and the flow of energy within an ecosystem.**

- a. Identify the roles of producers, consumers, and decomposers in a community.
- b. Demonstrate the flow of energy through a food web/food chain beginning with sunlight and including producers, consumers, and decomposers.
- c. Predict how changes in the environment would affect a community (ecosystem) of organisms.
- d. Predict effects on a population if some of the plants or animals in the community are scarce or if there are too many.

**S4L2. Students will identify factors that affect the survival or extinction of organisms such as adaptation, variation of behaviors (hibernation), and external features (camouflage and protection).**

- a. Identify external features of organisms that allow them to survive or reproduce better than organisms that do not have these features (for example: camouflage, use of hibernation, protection, etc.).
- b. Identify factors that may have led to the extinction of some organisms.



FRIDAY

SATURDAY

Name:

Nonfiction: Inferences – Q1:5

Date:

*As you answer this week's questions, highlight your evidence in the text.*

## Tropical Rain Forests

### What Is a Tropical Rain Forest?

These forests are warm and wet, and have lots of very tall trees. It rains almost every day. Rain forests can get more than 100 inches of rain per year. (The yearly rainfall in other types of forests is only 30 – 60 inches.) Rain forests stay warm and green all year long. It rarely gets below 68° F or above 93° F. Most tropical rain forests are along the Equator. Trees can grow as tall as the Statue of Liberty, or taller.

### Tropical Rain Forest Plants and Animals

Tropical rain forests cover less than 7% of the Earth, but they contain more than 50% of all animal and plant species. There can be more species of trees in 10 square miles of rain forest land than there are in all of North America.

A wide variety of animals are found in tropical rain forests. Four square miles of rain forest can be home to:

- 125 mammal species
- 400 bird species
- 100 reptile species
- 60 amphibian species
- 150 butterfly species

Some of these animals don't live anywhere else in the world. You might have seen animals like jaguars, gorillas, toucans, and red-eyed tree frogs in zoos. In nature, tropical rain forests are their only home. Many rain forest animals are endangered.

### What Products Come from Tropical Rain Forests?

You may have some of them in your own home. The tropical rain forests provide us with cooking spices, such as ginger, nutmeg, black pepper and vanilla. They supply foods like coffee beans, nuts, and sugar cane. Bananas, mangoes, figs and many other fruits also grow there. A lot of the produce we buy comes from farms in the rain forest area. Local people have farmed there for centuries. The amount of land they clear is small. But many trees get cleared to make room for large-scale farms, cattle ranches and mining. Loggers also cut down trees to sell them.

### Protecting Our Rain Forests

About 2,000 rain forest trees are burnt or cut down every minute. Animals lose their homes. Some are at risk of becoming extinct. Plants used in drugs that fight diseases get destroyed. Rain forests shrink in size. If rain forests disappear, entire species of animals and plants may disappear with them. There are people and programs devoted to saving our rain forests. Even kids who live thousands of miles away can be part of the solution.



Nonfiction: Inferences - Q1:5

Monday	Tuesday
What is this text mainly about? <hr/>	According to the text, what is a tropical rain forest? <hr/>
Which topic will you NOT learn about in this text? A. Things that come from tropical rain forests B. The types of animals living there C. Reasons we don't need rain forests anymore.	Based on the text, what statement can you make about the number of plant and animal species living in a tropical rain forest?
The third section is mainly about... <hr/>	Why do you think the author split the text into sections? <hr/>
Do you think tropical rain forests suffer from droughts? Why or why not? <hr/>	If you enjoy warm weather, why might a tropical rain forest be a great place to visit? <hr/>
Wednesday	Thursday
Why might it be a good idea to have a farm in a tropical rain forest? <hr/>	How might plants in the rain forest being destroyed affect medicine? <hr/>
What products from a tropical rain forest have you used? <hr/>	Based on the text, what will happen if rain forests are destroyed? <hr/>
Why do you think there are NOT more large farms in a tropical rain forest? <hr/>	What is one way tropical rain forests are being saved? <hr/>
According to the fourth section, what is causing animals to lose their homes? <hr/>	Why do you think the author wrote this text? <hr/>



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