

Why Care About Birds?

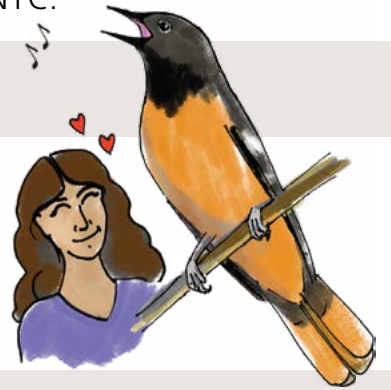
Bird Habitat Supports Clean Water



Protecting waterways and their surrounding watersheds protects bird habitat and clean water. **More than 60% of drinking water comes from rivers and streams.** For example, research shows that protecting forested land in upstate New York watersheds is the most cost-effective way to provide clean water in NYC.

Birds and Their Habitat Support Your Health

Experiencing nature can improve physical health and decrease stress, with benefits for recovery after surgery, test-taking performance, and workplace satisfaction. In fact, listening to bird songs and calls can help improve a person's mood and attention.



Birds are Good for the Economy

Birdwatching generates almost **\$100 billion in economic impacts, and more than 45 million people in the U.S. watch birds.** Certain bird species can make a big impact on local economies. For example, Northern Pintails generate \$100 million annually from bird watchers and hunters spending on hotels, sporting goods stores, gas stations, and other local businesses.



Birds Benefit Your Beverages

Insect-eating birds protect farm crops, including the **key ingredients in coffee and wine!** A single bird can save up to 24 pounds of coffee beans per acre each year from pest damage. On vineyards, birds respond quickly to pest outbreaks by eating insect larvae and protecting grapes.

Bird Habitat Boosts Property Values

Parks and wildlife refuges can be good for birds and property values. One study showed that the presence of birds and green space can increase property values by up to \$32,000!



To learn more about the science behind the facts presented here, visit 3billionbirds.org/why-birds-matter.

Helping Birds Helps YOU...
...and Birds Need Your Help!

Visit 3BillionBirds.org to learn more about bird conservation, including the [7 Simple Actions to Help Birds](#).