



DEPARTMENT of the INTERIOR

news release

FISH AND WILDLIFE SERVICE

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DUCK STAMP ISN'T JUST A STAMP ANYMORE;
NEW PROVISIONS ALLOW IMAGE ON RETAIL PRODUCTS,
FISH AND WILDLIFE SERVICE ANNOUNCES

Duck Stamps buy wetlands for wildlife.

Now they can earn money for conservation-minded manufacturers because of a new provision allowing the colorful Duck Stamp image to be reproduced on retail items.

Under recently approved federal legislation, the Interior Department's U.S. Fish and Wildlife Service can now grant special licenses to private companies and individuals to feature the national waterfowl stamp on collectible items such as posters and artwork, commemorative medallions, and buckles and patches.

In return, those reproducing the Duck Stamp's image must pay approximately 10 percent of the retail purchase price of their Duck Stamp products to the Migratory Bird Conservation Fund. This money will be used by the Fish and Wildlife Service to acquire vital wetlands for addition to the National Wildlife Refuge System.

Sale of the \$7.50 Migratory Bird Hunting and Conservation Stamp is used as a way of generating funds from sportsmen and other conservationists for waterfowl conservation. Over 91 million stamps have been sold, raising nearly \$300 million to buy 3.5 million acres of wildlife habitat since the program first started in 1934.

The recent change allows the Duck Stamp image to be printed under restrictions that specify reproduction size and that require advance approval from the Fish and Wildlife Service.

"In return for the right to collect a royalty from anyone who reproduces the Duck Stamp for profit, we offer a way for manufacturers and retailers to feature the stamp's appealing and distinctive image," says Robert Jantzen, director of the Fish and Wildlife Service. "Those companies can, in turn, tell their customers that part of the purchase price goes directly to saving habitat for wildlife -- a unique marketing feature for an increasingly conservation-conscious public."

Copies of the new reproduction guidelines and license agreement for the Duck Stamp are available from the Duck Stamp Office, U.S. Fish and Wildlife Service, Department of the Interior, Washington, D.C. 20240.