

AN ANNOUNCEMENT FROM THE NEW ZEALAND DEPARTMENT OF CONSERVATION:

NEW ZEALAND JUST BECAME THE MOST POPULATED COUNTRY ON EARTH.

In New Zealand, nature looks different.

We have mountains that make your stomach drop, trees that heal wounds and a national bird that doesn't fly - and we love it even more for that.

Here, nature gives us everything we have. Our weekends, our lives and identity. Our economy relies on it more than almost anywhere else in the world. We count on nature, but we weren't counting it.

That's on us - humans had the bright idea to count a population, but stopped at 5.33 million (ourselves). We missed the birds that pollinate as they fly. The eels that can climb waterfalls. And that naughty little kea who broke into a ski lodge looking for snacks.

Nature isn't just scenery. It's a society. One we with live with, work with; one that fuels our industry and way of life.

So today, we recount the population. New Zealand isn't home to 5 million people. It's a living system of 695 billion beings. Well, 695 billion-ish (bugs and microbes are very small and suck at filling in forms).

So, yes, nature has always looked different here. By updating our count, it will be seen differently too. As a neighbour, a friend, a therapist, an engineer, a helper. Here, we don't live in nature. We live with it. And everything we do in it, is naturing.

To the rest of the world: if you count on nature, maybe it's time you count it too.

Ngā mihi,

Department of Conservation.
Always Be Naturing.



**ALWAYS BE
→ NATURING**