



Families Afield NM

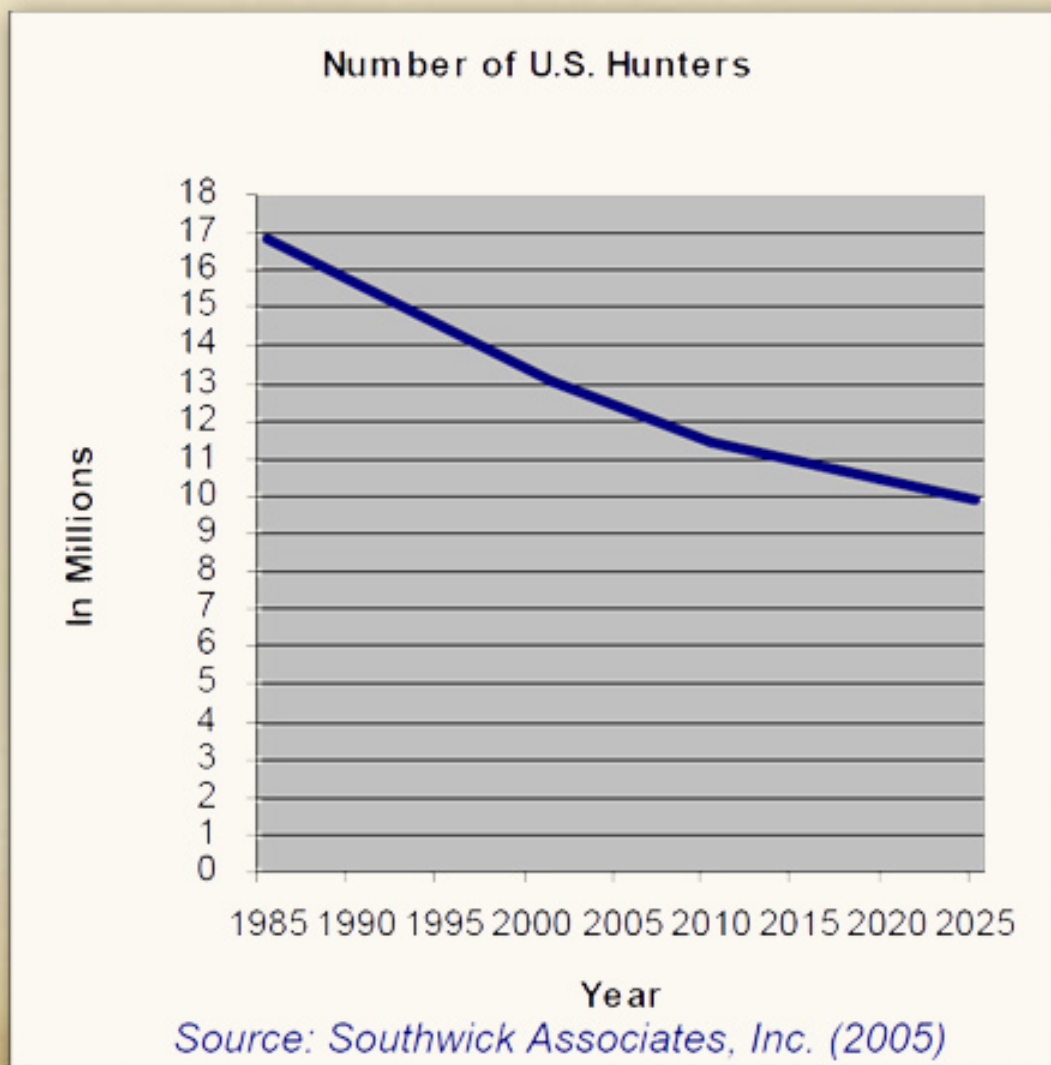
A proven initiative for the future of hunting





Hunter Numbers Declining

- The overall hunter population peaked in the mid 1980s with 16.8 million in 1985. By 2001, hunter populations had dropped 23 percent.
- By 2025 numbers are expected to drop another 24 percent to 9.9 million.
- For every **100 adult hunters** today, only **69 youth hunters** are coming up to take their place.
- If allowed to continue, economic projections indicate funding for wildlife conservation could drop 25 percent by 2025. This decline could cause a 24 percent drop in revenue for the hunting industry.





Families Afield Program

Families Afield is an education and outreach program to help states create hunting opportunities for youth, so that more families may enjoy America's greatest outdoor tradition together.

The Research-Based Core Values of Families Afield Are:

- Safety first, always.
- Hunting instills traditional values, connectivity with nature and healthy, active lifestyles.
- Parents, not politics, should decide an appropriate hunting age for their children.
- When introducing youths into hunting, earlier is better.
- Youths experience hunting with an adult mentor, then attend a hunter education class.





Four Key Principals

Four Key Principles of a Families Afield Program

1. Parents know best when their sons and daughters are ready to begin hunting.
2. Permitting people to learn and experience hunting first hand from a mentor before taking hunter education results in better recruitment numbers and ultimately more hunter education graduates.
3. Access to big-game hunting should be considered to improving hunting numbers.
4. In general, increased youth restrictions on hunting result in lower participation.

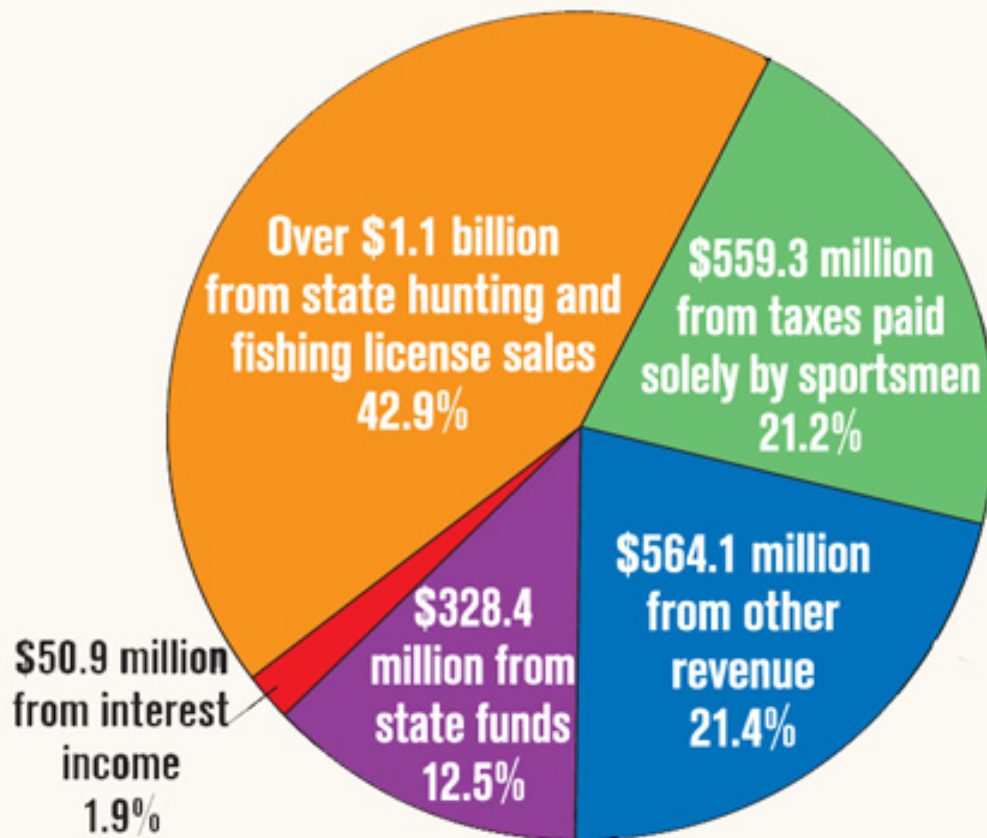




Hunting Is Important

- Hunters pump more than \$30 billion per year into the American economy.
- About a million jobs in America are supported by hunters.
- In the last 40 years, hunters have spent \$13.4 billion purchasing hunting licenses, tags and permits.
- America's recreational hunters and shooters have paid more than **\$5 billion in excise taxes** since 1937 to support wildlife conservation and education.

Sportsmen pay over \$4 million each day



*Fish & Wildlife Agency Funding Survey 2001,
Wildlife Conservation Fund of America, Columbus, OH



Our Youth Are The Key

- Hunting is one of the safest recreational activities enjoyed by families in the United States.
- More youth restrictions equal less hunting by youths as well as their parents.

“By the time kids are in middle school, they’re already being pulled away by the allure of video games... or other activities.”

- USSA President, Bud Pidgeon



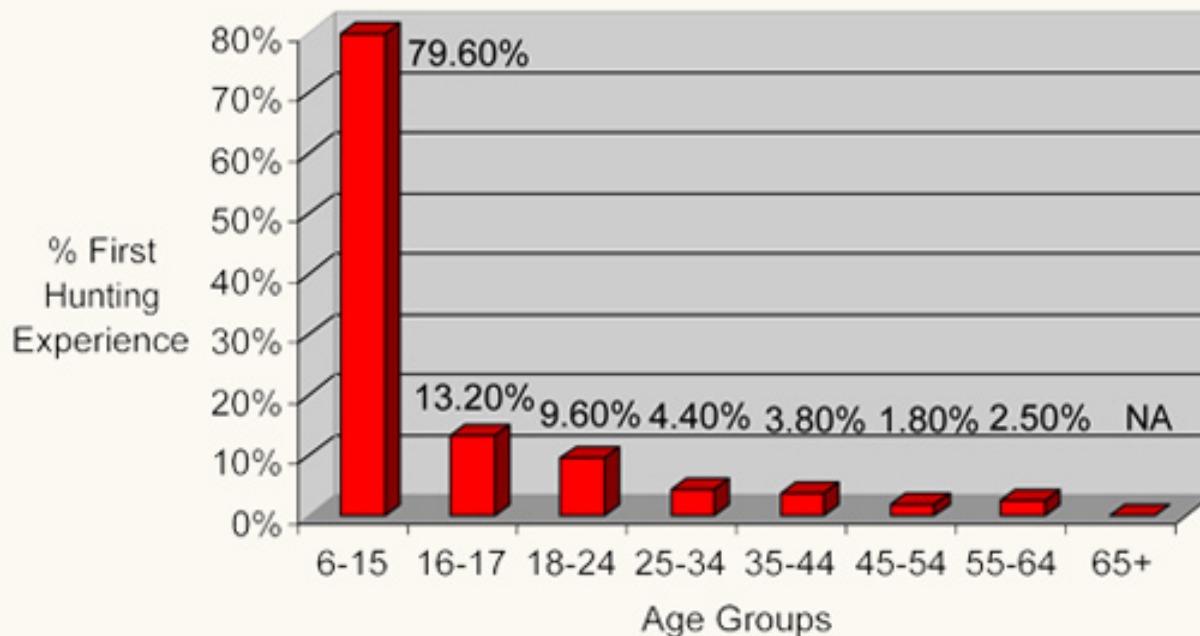

Families Afield



One Way To Recruit More Hunters Is To Focus On Our Youth

- **80 percent** of hunters indicate their first hunting experience occurred when they were young.
- The Youth Hunting Report indicates that state laws and regulations that restrict youth hunting hamper recruitment efforts.

**RATE OF FIRST HUNTING EXPERIENCE
Sorted by age group**



Source: National Survey of Fishing, Hunting and Wildlife Associated Recreation. (2001)



ACTIVITY (alphabetically)	NUMBER OF PARTICIPANTS(a) 2010	TOTAL INJURIES(b) 2010	INJURIES per 100,000 PARTICIPANTS	ONE (1) INJURY FOR EVERY x PARTICIPANTS
Archery (target)	6,500,000	6,162	95	1,055
Baseball	12,500,000	162,925	1,303	77
Basketball	26,900,000	528,584	1,965	51
Bicycle Riding	39,800,000	530,551	1,333	75
Billiards / Pool	24,000,000	4,516	19	5,314
Bowling	39,000,000	24,263	62	1,607
Camping (vacation/overnight)	44,700,000	4,942	11	9,045
Cheerleading	2,900,000	36,288	1,251	80
Exercising with Equipment	55,300,000	229,977	416	240
Fishing	33,800,000	69,963	207	483
Football (tackle)	9,300,000	489,676	5,265	19
Golf	21,900,000	35,199	161	622
Gymnamstics	4,800,000	28,743	599	167
Hockey (ice)	3,300,000	19,613	594	168
Hunting with Firearms	16,300,000	8,122*	50	2,000
In-line rollerskating	7,400,000	51,956	702	142
Lacrosse	2,600,000	21,347	821	122
Mountain Biking (off road)	7,200,000	11,195	155	643
Running / Jogging	35,500,000	27,830	78	1,276
Skateboarding	7,700,000	130,627	1,696	59
Snowboarding	6,100,000	57,553	943	106
Soccer	13,500,000	226,142	1,675	60
Softball	10,800,000	119,389	1,105	90
Swimming	51,900,000	101,560	196	511
Tennis	12,300,000	22,768	185	540
Volleyball	10,600,000	58,072	548	183
Water Skiing	5,200,000	8,881	171	586
Weight Lifting	31,500,000	94,692	301	333
Wrestling	2,900,000	42,486	1,465	68

Hunting Is Safe Recreation

Hunting is one of the safest recreational activities enjoyed by families in the United States, bringing nearly 20 million men, women and youth together to spend quality time in the outdoors.

- 11 times more likely to be injured playing volleyball
- 19 times more likely to be injured snowboarding
- 25 times more likely to be injured cheerleading or bicycle riding
- 34 times more likely to be injured playing soccer or skateboarding
- 105 more times likely to be injured playing tackle football.



Mentored Youth Hunters Are The Safest Afield

- The Youth Hunting Report, which was peer reviewed for statistical validity by Triad research, shows youth hunters are the safest hunters in the woods when accompanied by an adult.
- States that allow parents to decide when their sons and daughters can begin hunting have better safety records than states with restrictions.
- Incident rates are 10 percent higher in the 19 states where the government sets a minimum hunting age.





A Track Record of Safety

Mentor Hunting: More Than 7x Safer

(More than 598,532 new hunters recruited and just 4 hunting related shooting incidents)

Mentor Hunting:

1 Incident per 150,000 Participants

General Hunting:

1 Incident per 20,000 Participants

Research has found that most youth hunter incidents occurred in the absence of an adult.





Eliminating The Barriers

Approach to eliminate barriers to youth hunting...

- Families Afield legislation seeks to remove the barriers that prevent hunters from passing on hunting traditions.
- Permitting parents to decide when youth are ready to hunt is a new concept in many states.
- Course certification processes add additional hurdles that discourage adults and youths from going on their first hunting experience.





More Restrictions = Fewer Hunters

Barriers cause many youth to lose interest in hunting and they too often settle for other activities like video games or organized sports.

Eventually, as participation trails off, hunting itself — and all its ties to conservation funding and economic importance in America — could be compromised.





Limiting Mentor Time

The goal is to create new hunters. Thus, it is recommended to extend mentoring opportunities for multiple years.

Limited mentoring periods may prevent new hunters from true learning and from adopting a hunting lifestyle because of a lack of positive experiences.



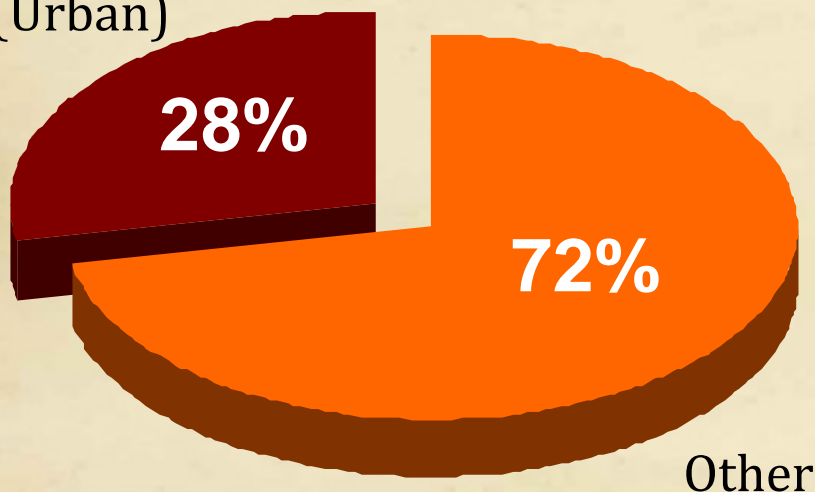


Hunter Recruitment

Successfully Recruiting Urban Hunters

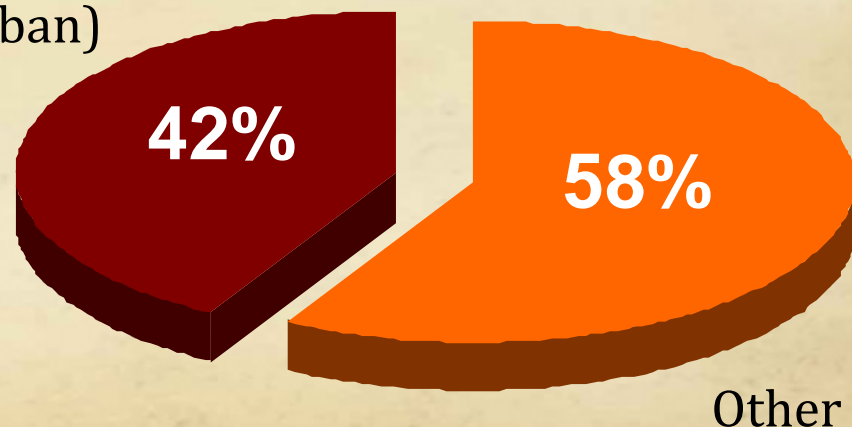
Hunters

Twin Cities
(Urban)



Mentored Hunters

Twin Cities
(Urban)





Hunter Recruitment

**Would you have hunted
without the Mentor
Program?**

No: **50%**

Not Sure: 26%





The Time to Act is Now

Statistics show the time to welcome young and novice hunters is now, while there are large numbers of adults who actively hunt and would be willing to introduce a youth to hunting if given the regulatory freedom to do so.

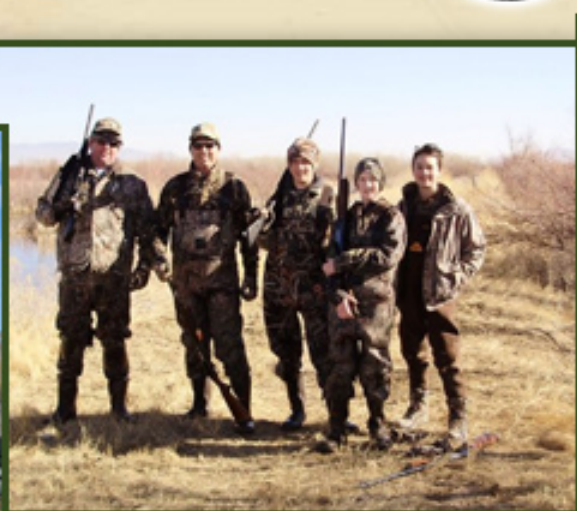




Blueprint for Success

- Receive Game Commission approval to proceed.
- Conduct meetings to allow volunteer instructors, officer associations, conservation organizations, hunters, anglers and shooting sports enthusiasts to provide input.
- Address key issues, develop program details, set agency goals and revise state statutory requirements for 2013 Legislative Session.
- Once the bill is passed, implement a public relations campaign announcing the new opportunity.






Families Afield