



QUARTERLY UPDATE
•
SEPTEMBER 2020



*We Warmly Welcome the
Alaska Wild Sheep
Foundation to the Wild
Harvest Initiative®
Partnership Alliance!*

Survey results from Texas reveal exciting findings regarding hunters' wild meat sharing and consumption habits

Texas Wild Meat Sharing and Consumption Index Survey

Findings from the Texas Wild Meat Sharing and Consumption Index Survey reveal that the hunting community regularly shares a large portion of their wild harvested meat with others.

In fact, the survey found that an overwhelming 97.7% of successful hunters share their wild harvested meat, sharing an estimated 42.9% of their total harvest with individuals outside of their household.

Harvested meat, it was found, is shared with an average of 5.8 million people across the state of Texas each year. This includes 2.1 million individuals living within hunters' immediate households and 3.7 million individuals living outside of their

households. Considering the fact that approximately 1 in 7 people in Texas (4 million people total) are experiencing food insecurity – a number that is expected to rise in light of COVID-19 – these findings are indeed impactful.

Looking at hunters' motivations, survey respondents reported being primarily motivated to share wild meat outside of their household because either they had more than they could consume in their household (27.3% of respondents) or

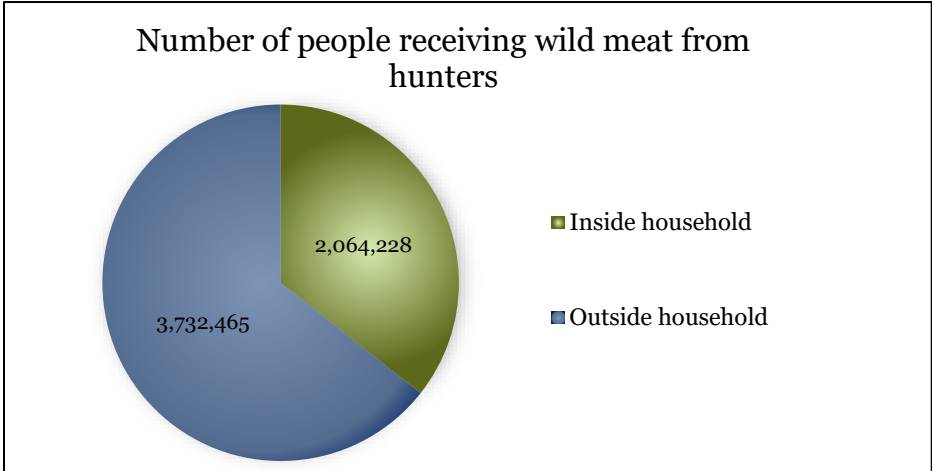


Figure 1: Number of people receiving wild meat from hunters in Texas

they wanted to help family and friends with food stocks (24.2%).

Looking at trends in hunting participation more generally, the most commonly cited motivation for engaging in hunting activities was reportedly to spend time with family and friends (52.2%). The most

common obstacle to hunting was a lack of free time (30.7%).

The survey findings clearly illustrate the fact that recreational hunting has a ripple effect extending far beyond the small percentage of the population that actually engages in these activities. Indeed, responses suggest that

hunting is viewed as a community activity and that the rituals around this tradition serve to build and strengthen community networks. This may explain the reason that hunting for meat continues to benefit from majority support by citizens in both the US and Canada.

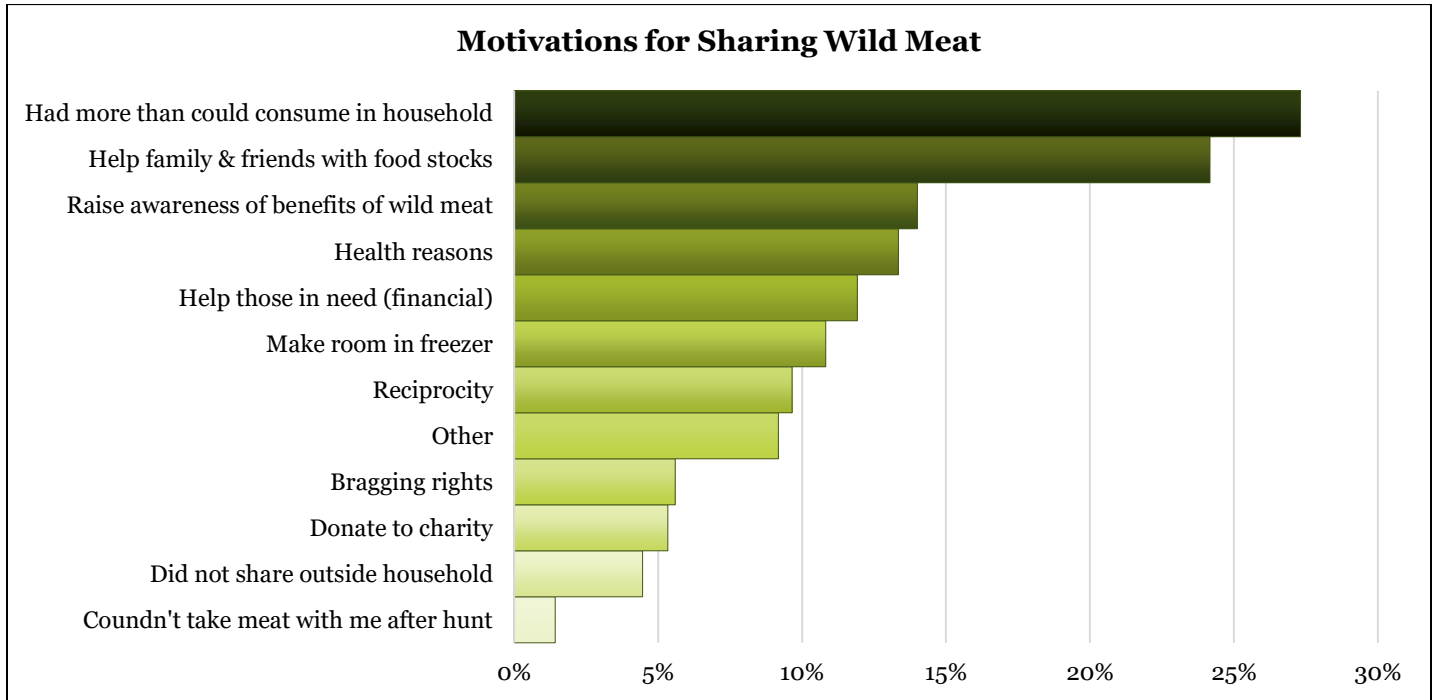


Figure 2: Reported motivations for sharing wild harvested meat in Texas

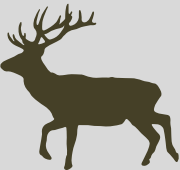



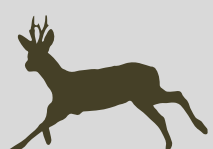
Top 5 species harvested by respondents				
				
1. White-tailed Deer	2. Dove	3. Feral Pig	4. Duck	5. Axis Deer
Percentage of respondents that hunted this species				
75.1%	17.1%	14.3%	8.3%	6.8%

Table 1: Top 5 species harvested in Texas

PROGRESS REPORTING

Wild Harvest Initiative® Database

Hunting and Angling Harvest Data Analyses

Over the last quarter, the WHI team reached out to all 63 jurisdictions in the US and Canada to gather and compile harvest records from the last three years (2016–19). We now estimate that we have complete records for 32 jurisdictions.

We will be following up with the remaining 31 jurisdictions over the course of the next few months. Once all records have been gathered, the data will be incorporated into the WHI database and the team will then undertake quality assurance testing to ensure the data is captured accurately.

Economic Valuation

A commercial equivalent value is currently being determined for wild harvest meat using market-available substitutes. The database has been equipped with a field to enable the incorporation of this value to facilitate data queries related to economic valuations in the future.

Database Updates

Conservation Visions is hiring a new short-term staff member with a background and expertise in Computer Sciences. This individual will be responsible, among other things, to apply updates to the WHI database and to be available for any necessary maintenance and/or troubleshooting.

Wild Meat Sharing and Consumption Index

The Texas Wild Meat Sharing and Consumption Index Survey Report was finalized this quarter and was officially released to the public in a joint press release statement with the

Texas Parks and Wildlife Department on September 3rd, 2020. The statement has received a strong positive response to date. It can be found here:

<https://www.newswire.ca/news-releases/the-wild-harvest-initiative-r-texas-parks-and-wildlife-department-release-results-wild-food-sharing-survey-861693137.html>

Based on our experience with the initial Texas survey, as well as feedback solicited from survey respondents, the WHI team has slightly modified several sections of the survey questionnaire. This revised survey questionnaire and the survey methodology more broadly is now being discussed with Arizona, Nevada and Alaska. This is the first step in kicking off the next round of surveys for the Wild Meat Sharing and Consumption Index.

Wild Harvest Initiative® Partnership Alliance

Welcoming New Partners

We are delighted to welcome the Alaska Wild Sheep Foundation to the Wild Harvest Initiative® Partnership Alliance!

Communications

Food for Thought: Wild Harvest and COVID-19

Conservation Visions developed a short video this quarter, which highlighted the critical food security implications of wild harvesting activities, particularly in light of the present COVID-19 pandemic. This video pointed viewers to the Wild Harvest Initiative® in its messaging and the video successfully reached over two million viewers.

Partners that wish to co-brand this or other videos in the future in order to

enable easier sharing on their respective platforms are welcome to discuss this with Conservation Visions at any time.

Alaska Department of Fish and Game joint press release

In order to publicly welcome the Alaska Department of Fish and Game to the Wild Harvest Initiative®, Conservation Visions released a joint press release with the Alaska Department of Fish and Game. This press release reached a total potential audience of over 106 million people.

Factsheets

A factsheet on white-tailed deer received a strong positive response from partners on the WHI communications call and has now been finalized based on feedback. This is the first in a series of factsheets that are expected to take the place of the previous ‘Species Profiles’ in the quarterly reports.

Articles

Michigan-out-of-doors magazine published an article written by Shane Mahoney in their summer 2020 edition, which showcased the Wild Harvest Initiative®. This article, entitled “Building Natural Allies through Wild Foods,” can be found online here:

<http://www.michiganoutdoors.com/wp-content/uploads/2020/06/Summer-2020-Reduced-Size.pdf>

Podcasts

In June, Shane spoke on the National Wildlife Federation Outdoors Podcast, discussing the topic of Climate Change. This episode, entitled “Shane Mahoney on Climate Change,” can be found here:

<https://www.nwfoutdoors.org/e/s/hane-mahoney-on-climate-change>

Other events

During the last quarter, Shane spoke at the Virtual Rendezvous for Backcountry Hunters and Anglers on

Lessons from Yellowstone and the Wild Harvest Initiative®.

Shane also presented a keynote presentation on the North American Model, COVID-19 and Wild Meat;

and, participated on a panel regarding controlling invasive species at this year's virtual conference of the Outdoor Writers Associate of America.

THE WILD HARVEST INITIATIVE® PARTNERSHIP ALLIANCE



Not pictured are Sean Olmstead and Richard A. "Dick" Corbett