



QUARTERLY UPDATE

•
SEPTEMBER 2017



Since the last update, we have made important strides in hunting data quality assurance and analyses. We've also taken the first steps to acquire fish data, and have begun work on the social sharing index.



WE'VE MADE SIGNIFICANT PROGRESS IN DATA ACQUISITION, QUALITY ASSURANCE, & ANALYSES

WILD HARVEST INITIATIVE® DATABASE

Hunting Data Quality Assurance

In late July, we finished cleaning and verifying hunting harvest data for the period of 2014-2016. We were able to acquire hunting harvest data reports for 63 American/Canadian jurisdictions in total, for this time period.

Jurisdictional Harvest Verification Forms

To ensure the completeness of hunting harvest data acquisition, we will administer a detailed questionnaire to each

reporting jurisdiction. As detailed in the example provided in our previous update (*see June 2017, Appendix A*), these jurisdictional harvest verification forms have been custom designed to address any possible gaps or inconsistencies in our cleaned data. For efficiency, these will be processed in a step-wise fashion. State and Provincial agencies will have begun receiving requests for completed forms in late August/early September.

Hunting Data Analyses

We continue to research and compile information about species' body and

dressed weights for hunted species, and analysis has begun for estimations of harvest biomass at the jurisdictional level.

Fishing Data

In July, we engaged with Florida's Fish and Wildlife Conservation Commission and Fish and Wildlife Research Institute in preliminary discussions about acquisition and potential analyses of fish data. We identified points of contact, likely challenges, and first steps to procurement. These consultations are set to continue into the next quarter as we determine the best possible

approach for fish data collection.

Social Sharing Index

Wild foods are typically shared throughout families and social circles, as well as with charitable organizations. The benefits of wild harvested animal protein, therefore, reach not only the harvesters, but extend to many more individuals. In July, we began working on a social sharing index to quantify the number of American and Canadian citizens with whom recreational wild harvest is shared. To effectively address this large and complex task, we intend to work with State and Provincial agencies to administer surveys at the jurisdictional level. An initial survey protocol is being developed for the state of Texas and will be finalized during the next quarter. Hunter surveys will be designed to facilitate an estimation of the proportion of hunters who share game meat; to collect data regarding the species of game meat shared; to estimate the total proportion of game meat shared; to establish hunters' motivations for sharing wild game meat; and to evaluate the importance of game meat to households and livelihoods, especially in terms of food security.



ACADEMIC PROGRAM

Graduate Student Project #1

Brian Millward, the Initiative's first M.Sc. graduate student, has begun data analysis for his project. Please find below a brief description.

Mapping the Wild Harvest of Mammals Across North America

In North America, recreational wild harvest is recognized as an important tool in wildlife management; however, over-harvesting can result in the depletion, and even extirpation of large mammals. Although the dynamics of game species have been extensively studied in North America, relatively little is known about the factors that influence hunting activity across the continent. The Wild Harvest Initiative® provides a unique opportunity to analyze hunting patterns, and the factors that affect them, at a large spatial scale. The primary objective of this project is to build a biogeographic model of the wild harvest of large-mammal game species across the United States and Canada. These large-scale trends are essential to our understanding of the relationship between hunters and game species, and may be used to establish a more well-rounded



wildlife management system in North America.

PARTNERSHIP BUILDING

New Partners

Since our last update, we have continued to make progress in strengthening and diversifying the Wild Harvest Initiative's® coalition of support. We have welcomed both Texas' Parks and Wildlife Department and Global Rescue, a leader in the travel services industry, to our growing partner roster.

Pending Partners

We expect to finalize discussions with Nevada's Department of Wildlife during the next quarter. Additionally, Arizona's Fish and Game Department have indicated their intent to partner, and we will continue to work toward finalizing this commitment, as we improve capacity.

COMMUNICATIONS

Communications Plan Development

Since June, Conservation Visions has engaged with a number of professional marketing / public relations firms to explore options for development and delivery of the Initiative's communications plan, and to procure cost estimates.



We are currently reviewing select proposals in terms of budgetary requirements and potential scalability, while we have broadened our search for external resources.

Outreach

Conservation Visions continues to distribute information about the Initiative and to seek novel opportunities to engage with the media and public about wild harvest, generally, and the Initiative, specifically. Here are links to two recent podcasts that feature interviews with Shane Mahoney.

The Gritty Bowmen:

<http://www.grittybowmen.com/gritty-podcasts-blog/2017/8/18/episode-275-conservation-matters-with-shane-mahoney>

Pace Brothers – Into the Wilderness:

<http://paceproductionsuk.libsyn.com/58-shane-mahoney-north-america-model-wild-harvest-initiative-trophy-hunting-pollinators-species-survival-collaborative-working>

Here, also, are links to view the two latest press releases for the Initiative.

Sitka Gear:

<http://www.prweb.com/releases/2017/07/prweb14536719.htm>

Whitetails Unlimited:

<http://www.theoutdoorwire.com/story/1445216936ytf9yf5hkg>

Resources for Partners

We want to encourage all Initiative Partners to continue with individual communications / promotional efforts and to engage with local media to discuss the project. Conservation Visions' staff remains available to assist with outreach efforts, including the provision of marketing materials, upon request. Here is a link to the most recent Wild Harvest Initiative short film; please share this video as your organization's channels allow.

Shane Mahoney Explains the Wild

Harvest Initiative®:

<https://www.youtube.com/watch?v=uMUsAdGxlkQ>

Podcast Version:

<http://conservationvisions.libsyn.com/the-wild-harvest-initiative-explained-by-shane-mahoney>

Here, also, is a link to download the latest version of the Wild Harvest Initiative® brochure (Appendix A), updated in late June.

https://www.dropbox.com/sh/aca20anp9pgdj5z/AADLFPOG-a5KzHJ50PZYD_oLa?dl=0

WHI Webpage Update

Recent updates to the Wild Harvest Initiative® webpage became live at the end of June. We will continue to update the page and its associated resources as we begin to develop a formal template for a stand-alone website in the next quarter. Please view the WHI webpage at:

<http://www.conservationvisions.com/wild-harvest-initiative>

If you have suggestions for improvements or additions to the Initiative's webpage, please let us know! Reach us anytime by email at insights@conservationvisions.com or by phone at +1-709-754-4780 to discuss any aspect of the project.



THE WILD HARVEST INITIATIVE'S PARTNER ROSTER





APPENDIX A

ABOUT
CONSERVATION VISIONS

Conservation Visions is a global wildlife initiative founded by internationally recognized wildlife expert and conservationist Shane Mahoney. We provide a broad scope of comprehensive services to partners and clients in the international conservation community, including industry leaders, governments, and NGOs. We offer scientific research solutions; environmental assessment; organizational management, including development and maintenance of integrated data management systems; sustainable development; media production; and a wide array of communications services. Conservation Visions remains dedicated to developing relationships that will advance conservation and the idea of stewardship in the 21st century. One natural world, one humanity, one chance... conservation matters.

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conservation VISIONS 

WILD HARVEST INITIATIVE®

PARTNERS:



"In the harvest of wild food, we engage in the circle of life as true participants, and thus learn the realities of man's place in nature."

Shane Mahoney

BACKGROUND

For many of us in modern society, access to grocery stores and restaurants has weakened our ancient connections to nature and the origins of our food.

However, there are millions of citizens in the United States and Canada who still embrace the opportunity to hunt and fish for their own protein, and in doing so, contribute to the conservation of wildlife, wild lands and waters, the economy, and to their own food security and well-being.

Wild foods are typically shared throughout families and social circles, so the benefits reach not only the harvesters, but extend to many millions more.

OBJECTIVES

By compiling and analyzing wildlife and fish harvest records for all states and provinces, the Wild Harvest Initiative® will:

1. Calculate the biomass of wild protein harvest from hunting and angling for the United States and Canada.
2. Estimate the contribution of hunting and angling harvests to overall protein consumption in North America.
3. Calculate a sharing index to estimate the numbers of citizens with whom wild protein is shared.
4. Determine fair market values for wild protein and estimate its total economic value.
5. Estimate the ecological and financial costs of replacing wild meat and fish with agricultural equivalents.

ABOUT THE WILD HARVEST INITIATIVE®

The myriad benefits of harvesting and consuming wild fish and game have never been calculated at a large scale in North America. The Wild Harvest Initiative® will change that reality and provide the first complete assessment of the significance of hunting and angling to modern American and Canadian societies, economically, socially, and ecologically.

Through aggressive outreach strategies we will widen the public discourse on hunting and angling by connecting these activities to human health and economic prosperity. By doing so we will define the totality of what we stand to lose, should our hunting and angling traditions ever disappear.

OUTCOMES

The Wild Harvest Initiative® will be relevant to people everywhere who are concerned with safe, healthy food. The Wild Harvest Initiative® will:

1. Demonstrate the biomass of wild food harvested from hunting and angling;
2. Assess the nutritional contributions of wild game and fish;
3. Enhance our understanding of the total economic, social, and ecological importance of wild harvest, thus providing leverage for conservation initiatives;
4. Showcase the environmental sustainability of hunting and angling and the North American Model of Wildlife Conservation;
5. Demonstrate the relevance of hunting and angling to the organic food and locavore movements;
6. Provide new pathways to encourage hunter and angler retention and recruitment; and
7. Strengthen our understanding of the relevance of wild harvest to indigenous cultures.