

Emerging Trend and Urgent Need – Training Adults to Hunt Great Opportunities



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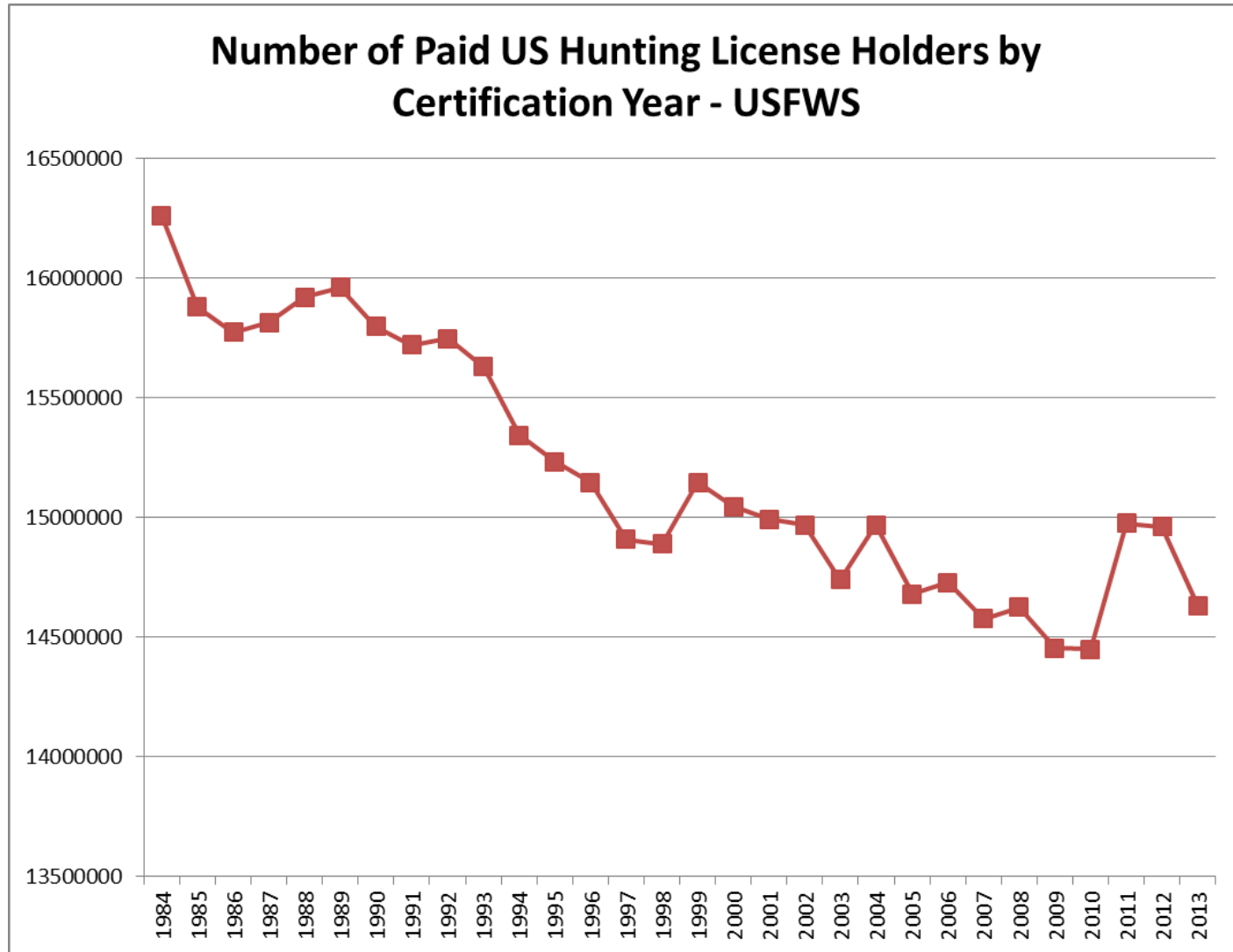


MAFWA Directors Meeting, June 30 2015, Duluth, MN





Emerging Trend



Great Opportunities Missed



Time for change?



Our Chance to Right History





Opportunity Is Staring Us In The Face...In The Form of Young Adults

Number of Hunters by Year and Generation - Wisconsin





Millennial Generation

- **Largest generation in America**
- Most diverse generation
- Care about social issues – **like where their food comes from!**
- Networked
- Quality of life is a primary focus
- TIME OFF FOR RECREATION
- Many are interested in hunting ...



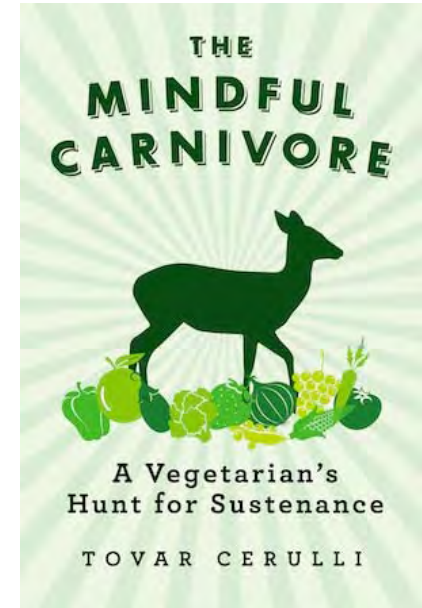
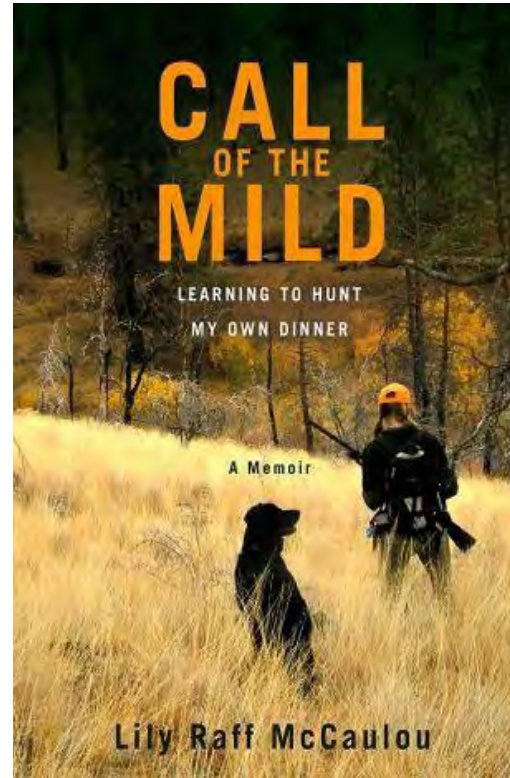
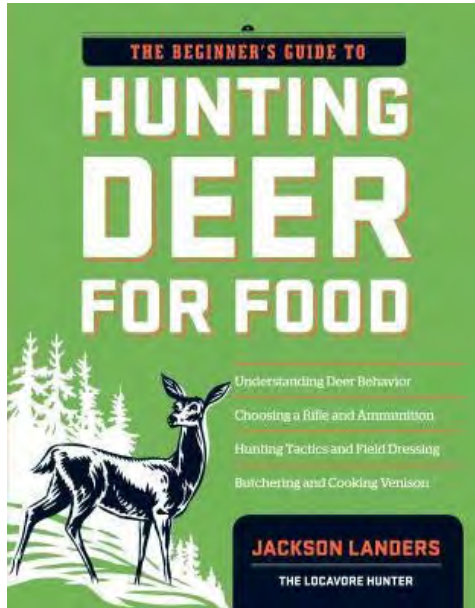


Why Adults?

- Interest from someone new to hunting
- Authority
- Money
- Food
- Identity – Social Habitat
- **KIDS**

Amount invested and the potential return

Why Food?



Read these books.

Check out these web sites: www.modern-hunters.com
www.honest-food.net
www.modcarn.com
www.devinbrewer.com



What do adults need?

A mentor



A place
to hunt



Some equipment to borrow





Take Aways

1. Work with your staff to change the R3 culture in your agencies/organizations from youth-based to adult-based
2. Require R3 programs or initiatives to have goals, learning objectives, and evaluations that prove goals are met and show R3 OUTCOMES
3. Work to Align agency R3 efforts to focus on the National R3 Plan action items



Thank you!



Arrival in Cobh - Formerly Queenstown

RMS Titanic 1912