

# LOCATORE .GUIDE

NOURISHING INTEREST IN HUNTING AND ANGLING

Every day more and more Americans are making the choice to eat more sustainably. They shop at farmer's markets, garden, and forage to eat local, sustainable food. Many of these locavores would also like to hunt or fish but they simply don't know where to start. That's where you and Locavore.Guide come in.

Locavore.Guide is a collection of resources to help hunting and angling educators plan, organize, and market programs to food-motivated, novice, adult hunters and anglers.

We interviewed the developers of 14 locavore pilot programs, surveyed their recent graduates and conducted focus groups with leaders in the local food movement and locavores themselves. Combining all that research with latest R3 knowledge and theory resulted in Locavore.Guide - over 175 pages of custom content, 500 resources (books, articles, handouts, images and more) and more than 500 videos.

## Locavore.Guide has everything you need to turn a locavore into a hunter or angler

### Program Planning

- Assessing needs and setting objectives
- Funding
- Staffing and partners
- Post-training & post-season assessments

### Understanding Your Target Market

- Food motivated new hunters/anglers
- Experience-motivated new hunters/anglers
- Concerns of new adult hunters/anglers
- Millennials
- Women as hunters and anglers

### Marketing Your Program

- Branding
- Media strategy
- Message development
- Using events as a marketing tool

### Curriculum Development

- Developing your syllabus
- Hunting/angling content
- Graduation hunting/fishing trip
- Next Steps



#### Partners:

SEAFWA Hunting, Fishing & Wildlife Recreation Participation Committee  
MAFWA Recruitment & Retention Committee  
National Shooting Sports Foundation  
Archery Trade Association  
Wildlife Management Institute  
Kentucky Fish & Wildlife Foundation  
Responsive Management  
Southwick Associates  
DJ Case & Associates (and Bob Byrne Consulting)

#### Steering Committee:

Walter Lane, Georgia DNR-Wildlife Resources Division (grant manager)  
Brian Clark, Kentucky Dept. of Fish & Wildlife Resources (project manager)  
Barb Gigar, Iowa DNR (fishing R3 expert)  
Keith Warnke, Wisconsin DNR (hunting R3 expert)  
Brian Blank, Kentucky Dept. of Fish & Wildlife Resources (marketing expert)

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Steering Committee agencies  
Pilot state fish & wildlife agencies (AR, IA, KY, SD & WI)  
Local partner

