Alberta Conservation Association
2016/17 Project Summary Report

Project Name: Marketing Campaign: "Harvest Your Own"

Information, Education and Communications Program Manager: Don Myhre

Project Leader: Don Myhre

Primary ACA staff on this project:

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Partnerships: N/A

Key Findings

- Concept media was designed, approved and distributed across media, including outdoor platforms (e.g., billboards), web, print and video.
- We aimed to capitalize on the localvore culture and the "non-hormone" wave in the media to present hunting as an alternative choice for people to get their food.

Introduction

Hunting and angling are important to Alberta Conservation Association (ACA) because licence levies help support the association and our work. Positive promotion of hunting, angling and trapping is part of our Strategic Business Plan and must be undertaken with a long-term approach. This ongoing investment in information and communications is important to continue to engage and educate non-consumers and consumers of wild game.

Methods

We use print and digital media in our marketing campaign. Creative direction was developed in-house, with contracted video from Brad Fenson.

Results

The initial campaign launch generated positive response and awareness. The campaign was expanded into fall 2016 and spring 2017 and will be ongoing.

The Harvest Your Own website (www.harvestyourown.ca) had 3,526 users and 31,896 page views. Users visited 1.91 pages per session, and the average duration of visits was 1:12 minutes.

Conclusions

Proactive advertising and consistent messaging are key to increasing ACA brand recognition, promoting hunting and angling as part of contemporary and healthy lifestyles, and supporting member groups and stakeholders in a province with growing and shifting demographics.

Communications

- Outdoor billboards
- Print media
- Digital media
- Video
- Social Media
- Television

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The Benefits   Learn to Harvest   In the Kitchen   How-to Videos   Contact Us

The Benefits

For some, it's hard to think that protein was once a living animal, and even harder to imagine being the person responsible for taking the life of the animal and converting it into the steak or turkey bacon or hotdogs you see packaged in the store. We get that, but we hope you can look past the perceived brutality and consider the benefits of harvesting your own protein. Meat procured right "from field to fork" is healthy for you, sustainably raised by Mother Nature and is treated in a humane and ethical manner.

The health benefits are numerous. Fat content is much lower than a lot of other meat sources, which affects the caloric intake as well.

Per 100 g	Energy (kCal)	Protein (g)	Fat (g)	Cholesterol (mg)
Elk (raw)	111	22.95	1.45	55
Deer (raw)	120	22.96	2.42	85
Moose (raw)	102	22.24	0.74	59
Antelope (raw)	114	22.38	2.03	95
Canada goose (breast, skinless, raw)	133	24.31	4.02	80
Pheasant (breast, skinless, raw)	133	24.37	3.25	58
Ruffed grouse (breast, skinless, raw)	112	25.94	0.88	40

*source USDA National Agriculture Library   https://ndb.nal.usda.gov/ndb/search

Harvesting your own protein allows you to connect more with where your food comes from, so you can feel good about eating locally. It also reduces costs at the grocery store, as harvesting wild protein can fill the freezer with meat for a year.

We're not interested in pointing fingers at other ways to process meat. Our only goal is to have you start thinking about why you might harvest your own protein. Walking into a grocery store is certainly more convenient and takes a lot less planning. But like buying processed fruit snacks and actual fruit is different, processing your own protein may be worth the lack of convenience.

What many non-hunters haven't experienced is the respect and gratitude that hunters feel for their game. Hunters understand what is at stake for the animal and harvest their game each season with appreciation and without waste.

Scientifically, hunting is managed by biologists who carefully monitor numbers and adjust the number of licences available annually to reflect what's happening to the animal populations in the different areas of the province. Sustainable hunting, backed by science, has long proven to be a valuable and responsible wildlife management tool.

HOW DO I HARVEST MY OWN?   STRAIGHT TO THE KITCHEN