

Alberta Conservation Association
2019/20 Project Summary Report

Project Name: Harvest Your Own

Information, Education and Communications Program Manager: Don Myhre

Project Leader: Sheila Campbell/Todd Zimmerling

Primary ACA staff on this project: Budd Erickson, Colin Eyo, Tara Holmwood, Don Myhre, Kelley Stark, and Rhianna Wrubleski

Partnerships: N/A

Key Findings

- Harvest Your Own provides new hunters with timely and relevant content on hunting in Alberta so they can enjoy success in the field and in the kitchen.
- The target audience is younger (under 45) and urban Alberta men and women who are new to or interested in getting into hunting. The secondary audience is existing hunters looking to expand and share their knowledge and experience with other Alberta hunters.
- Harvest Your Own is a multi-platform media property. This year's focus was to expand our digital audiences by enhancing the website and post frequency and engagement on Facebook, Instagram, and Twitter.

Abstract

Alberta is one of the few jurisdictions in North American seeing a growth in the number of hunters. This increase is often attributed to an interest in organic and local food, and hunting as a way to actively and ethically source your own protein. New hunters, in particular men, women and youth from urban areas, may not have a network of family and friends to help them learn to hunt. Harvest Your Own aims to provide new hunters with timely and relevant content that will help them get started and have success in the field and kitchen. In 2019/20, Harvest your own

increased its social media audience to 2,985 (+320) Facebook followers, 696 (+263) Instagram followers, and 255 (+63) Twitter followers.

Introduction

Alberta is one of the few jurisdictions in North American seeing a growth in the number of hunters. This increase is often attributed to an interest in organic and local food, and hunting as a way to actively and ethically source your own protein. New hunters, in particular men, women, and youth from urban areas, may not have a network of family and friends to help them learn to hunt. Harvest Your Own aims to provide new hunters with timely and relevant content that will help them get started and have success in the field and kitchen.

Methods

Harvest Your Own is managed and delivered by ACA Communications. Project staff develop content for multiple platforms, and subject matter experts and writers are contracted to contribute content. Content is guided by a high-level content calendar that identifies seasonal subject area and general timing of content by month and week (e.g., article, video, contest, experience). The content calendar is used to create the web and social media schedule, which outlines weekly and daily posts for Facebook, Instagram, and Twitter.

Results

Harvest Your Own increased its web and social media presence and audience in 2019/20 to:

- 2,985 Facebook followers
- 696 Instagram followers
- 255 Twitter followers

The increase in overall audience is gradual and we are pleased to see comments from new hunters, and from experienced hunters sharing their expertise. Towards the end of 2019/20, the project and goals were reviewed and the approach and audiences re-identified. Moving forward the primary target audience is female (18–35). A secondary audience is existing hunters looking to expand their knowledge. The primary approach will be food-focused.

Conclusions

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

Communications

- We reached new hunters with unique contests on Facebook, Twitter, and Instagram.
- We reached new audiences with print and digital ads in culinary magazines.
- We sent the Harvest Your Own e-newsletter to subscribers every 4–6 weeks.
- We reached out to outdoor retailers and manufacturers to support Harvest Your Own with contest donations and advertising opportunities.



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