

**Alberta Conservation Association  
2024/25 Project Summary Report**

**Project Name:** Harvest Your Own

**Information, Education, and Communications Program Manager:** Tara Holmwood

**Project Leader:** Todd Zimmerling

**Primary ACA Staff on Project:** Charmaine Brunes, Colin Eyo, Amanda Gill, Cassandra Hewitt, and Tara Holmwood

**Partnerships (advertisers)**

High Caliber

Korth Group

**Key Findings**

- 1,045 new audience members across all platforms.
- 86,682 page views on the harvestyourown.ca website.
- Four paid advertising campaigns.
- Three contests.
- Harvest Your Own provides new or aspiring hunters in Alberta with timely and relevant resources and content so they can work toward success in the field and in the kitchen.
- The target audience skews younger (under 45), including Alberta men and women who are new to or interested in hunting. The secondary audience is existing hunters looking to expand and share their knowledge and experience with other Alberta hunters.

**Details**

Alberta is one of the few jurisdictions in North America seeing a growth in the number of hunters. This increase is often attributed to an interest in organic and local food, and hunting as an empowering way to actively and ethically source your own protein. The gap is that new hunters, particularly those 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. This ultimately will help make harvesting, preparing, and enjoying wild game more socially acceptable amongst Albertans—particularly in the urban population under the age of 45—and contribute to a steady increase in the number of hunters in our province.

Harvest Your Own is a multi-platform media property managed and delivered by the Information, Education, and Communications Program. 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 calendar that identifies seasonal subject areas and general timing of content by week and month (e.g., article, video, contest, experience), which is then used to create the social media and podcast schedules.

In 2024/25, Harvest Your Own continued to expand its online presence by increasing its post frequency on social media, increasing the number of podcast episodes, and hosting four contests: Get into the Wilderness (March 13–April 10, 2024); Smokin’ Cool (May 22–June 5, 2024); and Fill the Freezer (September 11–October 9, 2024). We had planned on hosting a fourth contest (Pheasant Mentor Hunt: July 17–August 14, 2025) but could not secure the prize in time to launch.

Harvest Your Own increased its digital audience as follows:

- 86,682 page views on the harvestyourown.ca website
- 3,918 (+150) Facebook followers
- 2,410 (+499) Instagram followers
- 255 (+13) X (Twitter) followers
- 300 Threads followers (new this year)
- 270 (+83) YouTube subscribers
- all-time podcast downloads of 27,969 (+6,521)
- 2,757 (+722) e-newsletter subscribers
- TikTok is no longer an active platform for Harvest Your Own

In 2024/25, the overall social media audience grew by 1,045, which is gradual and sustainable year by year. We are pleased to see engagement and questions from new hunters, and comments from experienced hunters sharing their expertise.

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

**Photos**



Photo 1. Harvest Your Own website header for Get into the Wilderness Contest (March 13–April 10, 2024). Photo: ACA



Photo 2. Harvest Your Own website header for Smokin' Cool Contest (May 22–June 5, 2024). Photo: ACA



Photo 3. Harvest Your Own website header for Time to Fill the Freezer Contest (September 11–October 9, 2024). Photo: ACA



Photo 4. Advertisement placed in *Savour Magazine*'s summer "wild game" edition.

Photo: ACA