

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

**Project Name:** Taber Pheasant Festival

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**Project Leader:** Julie Landry-DeBoer

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**Partnerships**

4H	Gateway Livestock Marketing Inc.	Pivot Spirits
A1 Fabrication	Gatorz Eyewear	Power Fuelz
Alberta Hunter Education Instructors' Association	GC Custom Metal Fabrication Ltd.	Pronghorn Controls
Alberta Sugar Beet Growers	Heritage Inn Taber	Royal Hotel
Benchmade	High Caliber Products/CTR	Sharptail Ranch Ltd.
Beretta/Benelli/Sako/Sitka	Home Hardware	St. Mary River Irrigation District
Bluewave Energy	IGA Taber	Steven Brewster
Brad Fenson	Jamie Calvert	Superior Water
Cabela's Bass Pro	Johnson's Drugs	Taber & District Chamber of Commerce
Canadian Tire N+S Lethbridge	Kershaw	Taber Fire Department
Can West Legacy Inc.	Korth Group Ltd.	Taber Organizing Committee
Chinook Arms Ltd.	Landowners and culinary chefs	Taber Shooting Complex
Cooper Equipment Rentals	Lethbridge College Students	Town of Taber
Corn Seeds	MacFarlane Pheasants, Inc.	United Farmers of Alberta Co-operative Ltd.
Crawford Dental	Medicine Hat Brew Company	Vortex Optics
Cycle Works Calgary	Mulnar's Taber Corn	
Dogtra	Municipal District of Taber	
Final Approach	NAPA Taber	
	Perlich Bros. Auction Market Ltd.	

## Key Findings

- The Taber Pheasant Festival is the biggest hunting festival in Canada and celebrated its 14<sup>th</sup> anniversary in 2024.
- Since 2011, roughly 9,335 participants have hunted at the festival, many of which have been coming for several years.
- In 2024, 651 hunters participated in the drawn hunts and made up 184 different hunting parties.
- Attendees came from four Canadian provinces and one territory including 765 locations across Alberta, 14 locations in British Columbia, two locations in Saskatchewan, as well as one location each in Ontario, and two in the United States.
- The Novice Shoot provided an opportunity for hunters of all ages to gain experience with shooting and pheasants. This year the youngest participant was ten while the eldest was 77, for a total of 102 people engaging in these activities.
- Through Alberta Conservation Association and Harvest Your Own, we promoted the festival with posts on Facebook (38), Instagram (185), LinkedIn (27), X (25), YouTube (3 videos) reaching 158,344 people and 3,592 engagements (i.e., likes, comments, shares, saves, etc.).
- Seventy-five individuals/companies/organizations were sponsors of the festival in one of four categories: *Friend*, *Bronze*, *Silver*, and *Gold*.

## Details

The Taber Pheasant Festival has been an annual fixture in the town of Taber since 2011, with sponsors, partners, volunteers, and supportive landholders bringing the event to life each year. The festival celebrates Alberta's diverse hunting heritage, with focus on one of the most recognizable game birds in Alberta, the ring-necked pheasant. Since its inception, the festival has been hosted by the Town of Taber and has fostered a strong sense of community among hunters and other festival participants. Other benefits of the festival include positive economic contributions to the community through hunters supporting locally owned restaurants, lodging, and many other businesses with their travel dollars. We released pheasant roosters daily at 40 predetermined hunting sites spread across the municipal district, with many locations provided

by private landowners. During the festival, we also hosted a Novice Shoot training event in collaboration with Alberta Hunter Education Instructors' Association. The Novice Shoot is designed for those who are either brand new to hunting or interested in furthering their game bird hunting experience with practice and instruction in a supportive setting; 102 novice hunters participated in this year's training event.

An important aspect of the festival is promoting local habitat stewardship. We often engage in low-key discussions with landholders and festival participants and highlight the habitat needs of pheasants and other wildlife. The festival showcases a field-to-plate concept that promotes the values of hunting to the broader community. Each year, the festival hosts extra events such as culinary tastings and a banquet, which provides hunters and supporters of the festival to meet.

**Photos**



Photo 1. Alberta Conservation Association partners with local 4H clubs. Photo: Lana Caldwell