

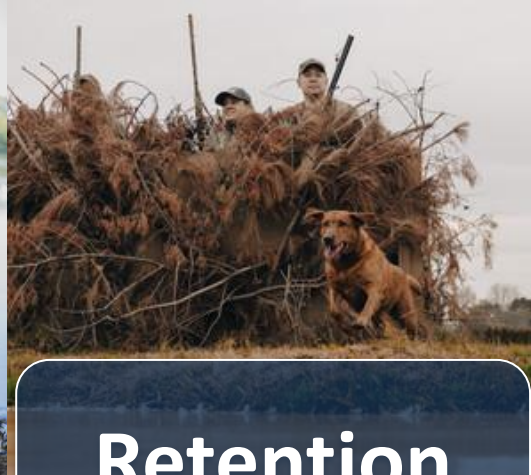
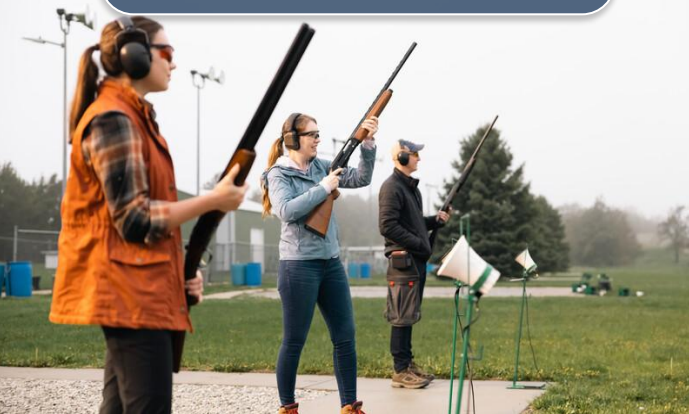


MASS**W**ILDLIFE

What is R-3 and Why it Matters



Recruitment



Retention



Reactivation



Why is R3 Important?

Funding for Fish and Wildlife agencies

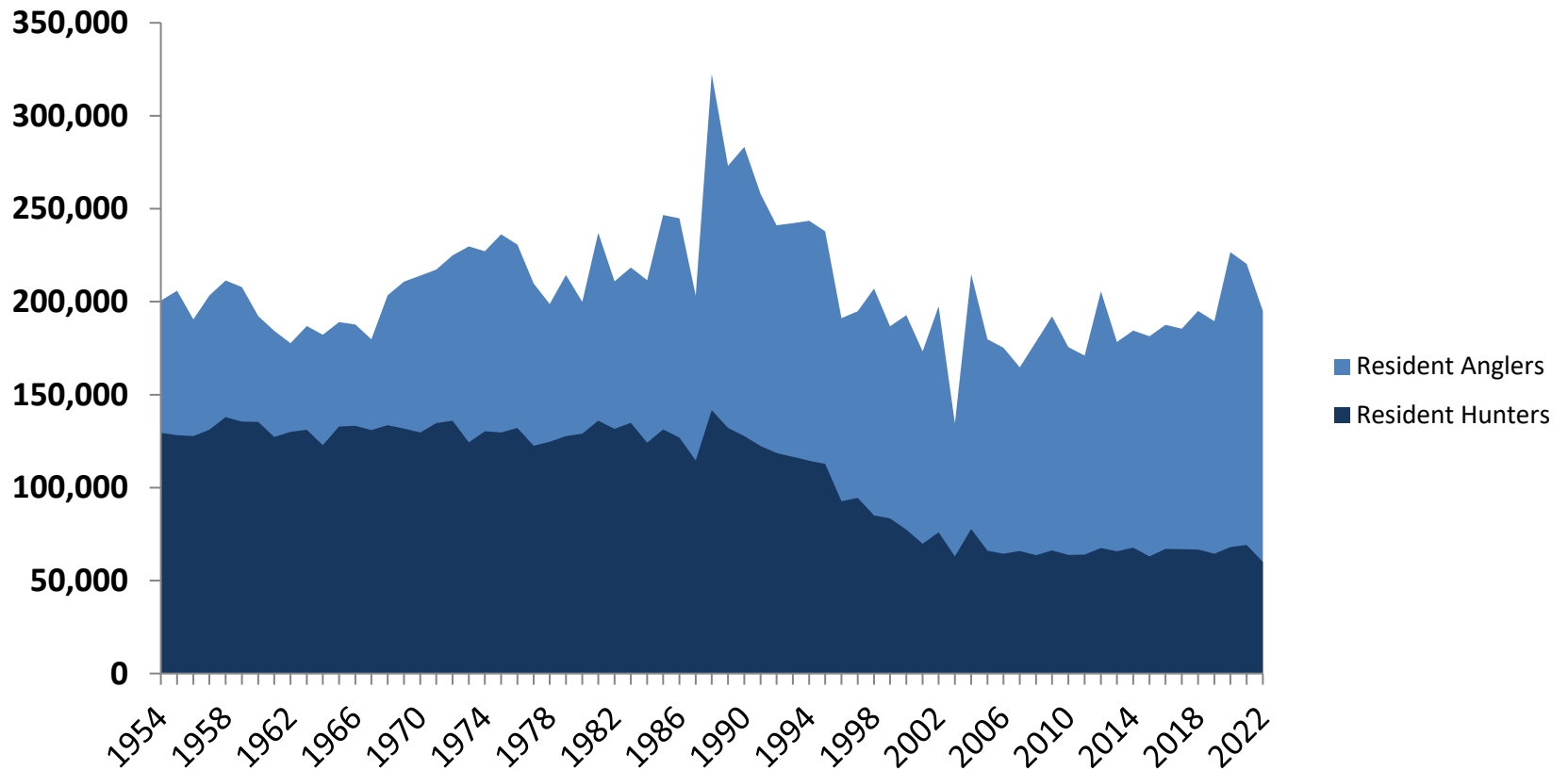
Fish and wildlife conservation and management

Creating the next generation of conservationists

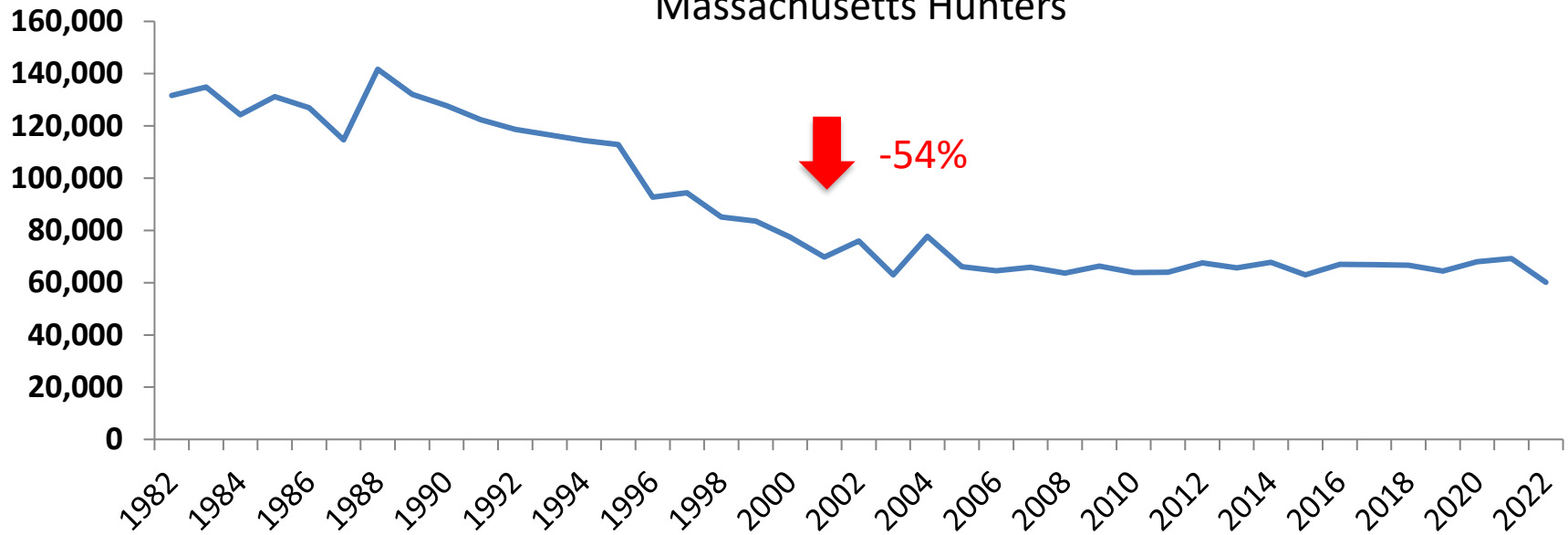


Resident Hunting & Fishing

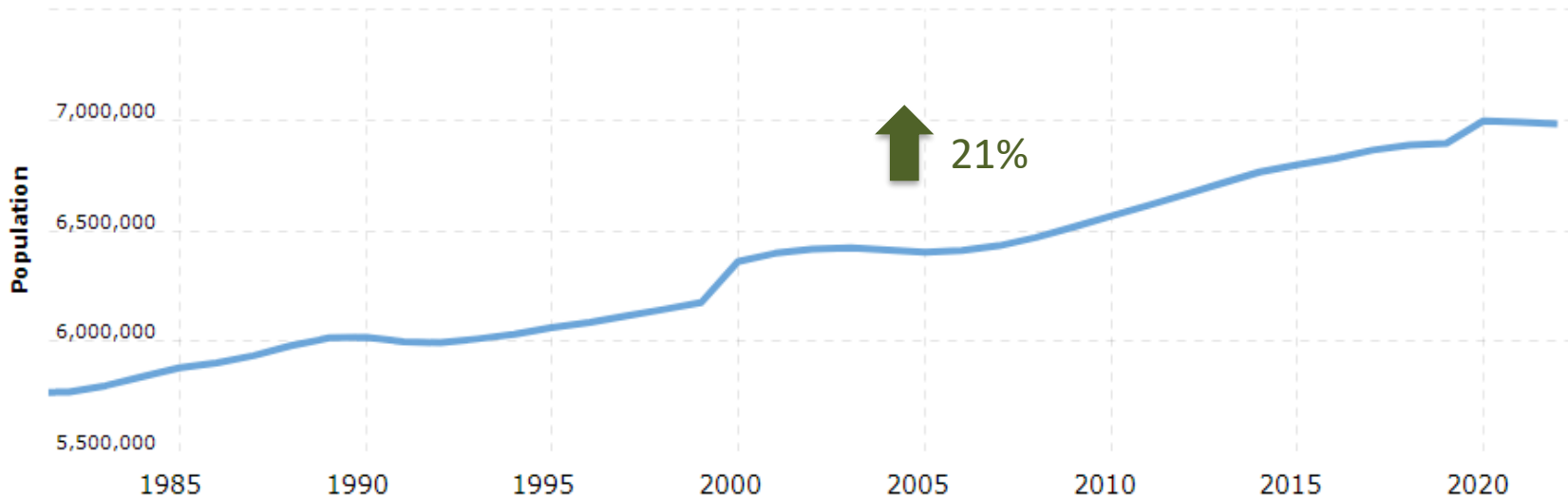
FY 1954 - 2022



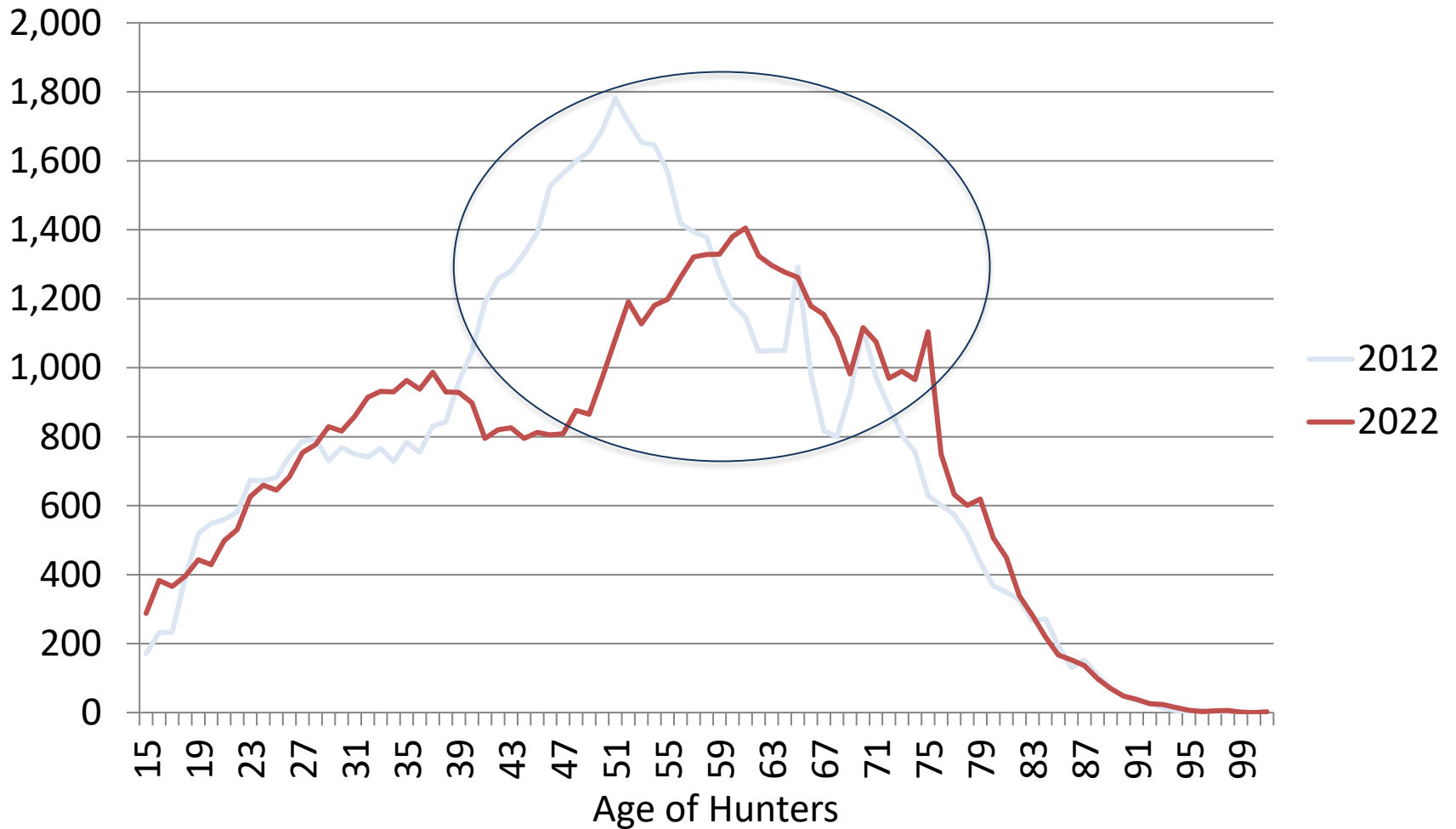
Massachusetts Hunters



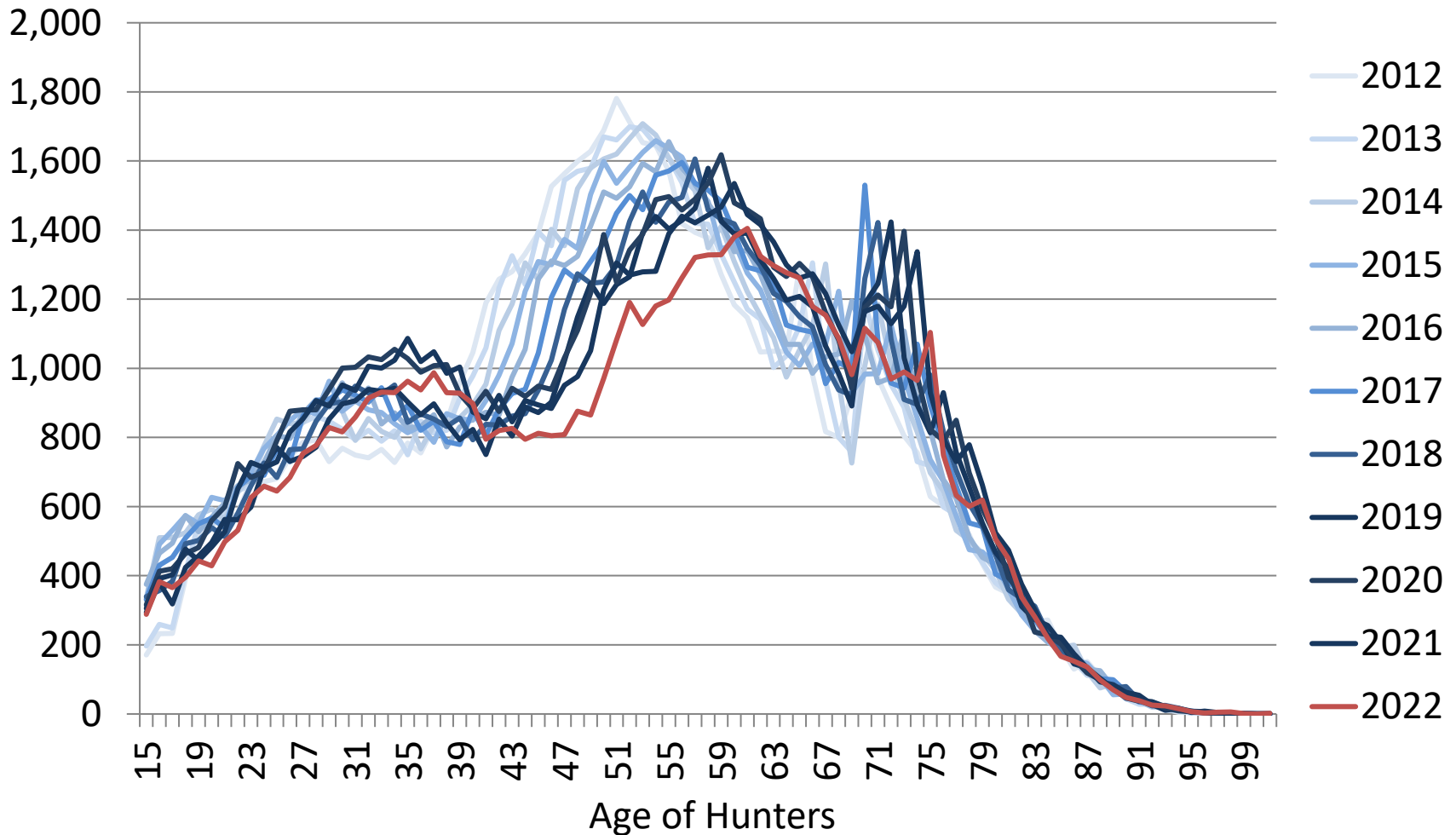
Massachusetts General Population



Aging Demographic



Aging Demographic



58% of hunters and 50% of anglers are 50 years of age or older

Massachusetts Hunters & Anglers?

Hunters	Anglers	General Population
95% Male	87% Male	49% Male
Average age is 52	Average age is 49	Average age is 40
91-97% White*	87-89% White*	70% White

*Data from USFWS 2016 Report, MassWildlife Angler Survey, MassWildlife Deer Survey

License Growth 2020-2022

- 2020
 - Growth in all license types
 - Highest growth in **new** and **reactivated** participants
- 2021
 - Growth in all license types
 - Highest growth in **new** participants
- 2022
 - Growth with **new** participants

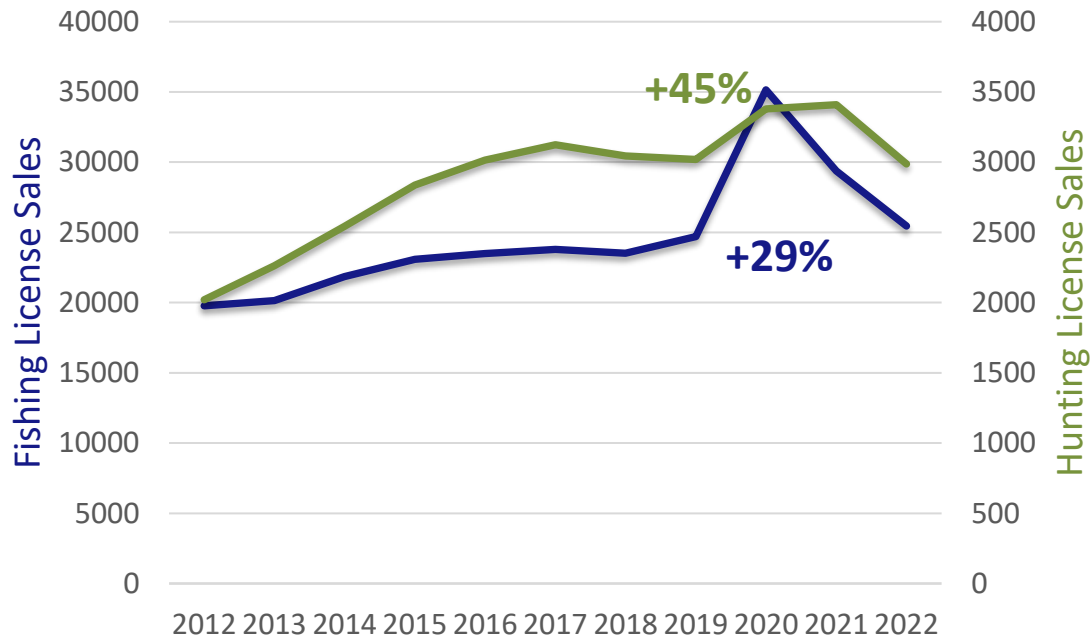


Areas of License Growth

- Women
- Suburban and Urban Residents
- Millennials & Generation Z



Female Participation

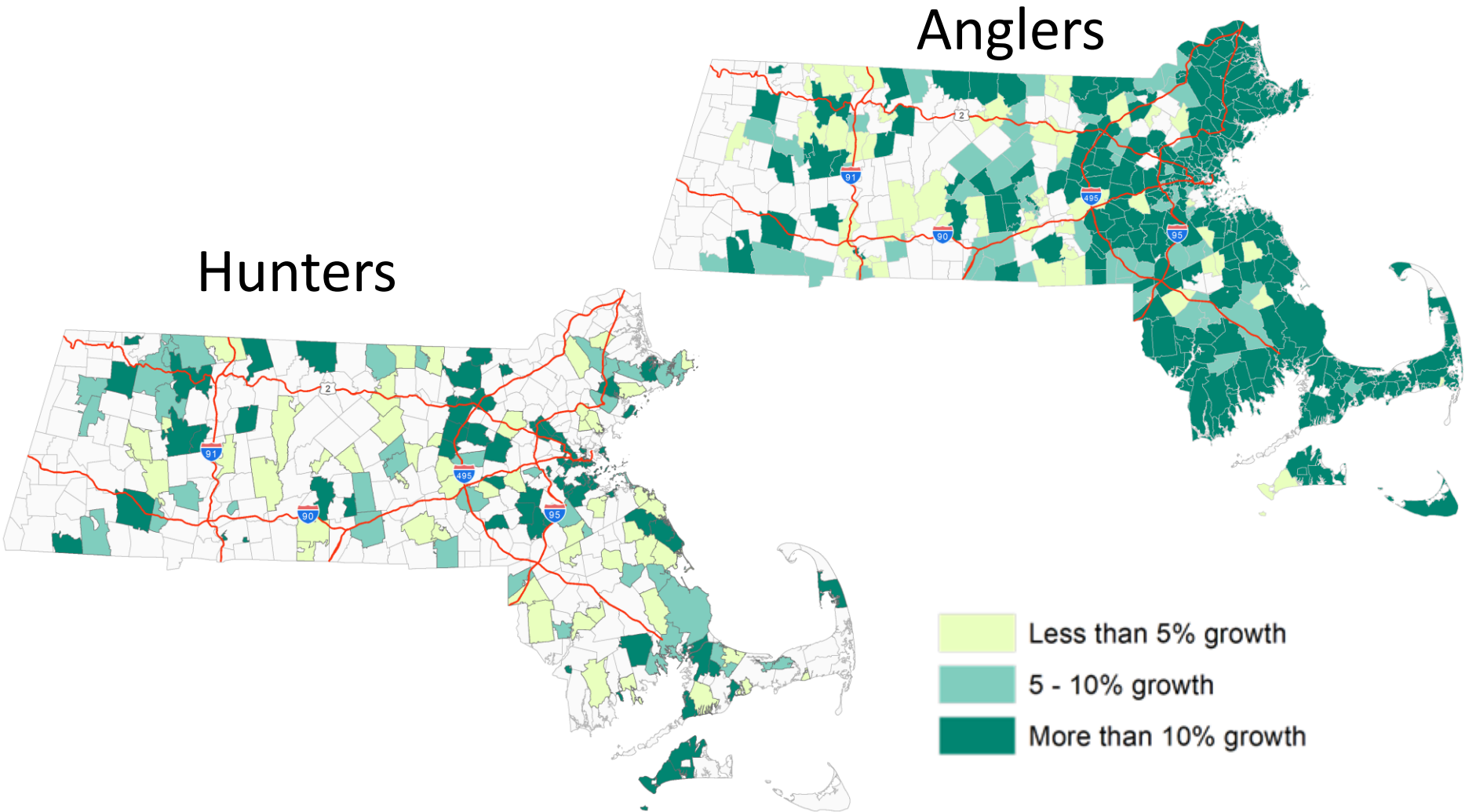


2022 Female Lapse Rates:

- 37% female hunters
- 60% female anglers



License Growth for Hunters and Anglers 2012-2022



Age of new hunters and anglers



- 34% of all new hunters and anglers are millennials
- 54% of all new hunters and 56% of all new anglers are younger than 42

What happens the Following year?

Massachusetts Lapse Rates

Percent of Participants that purchase the following year

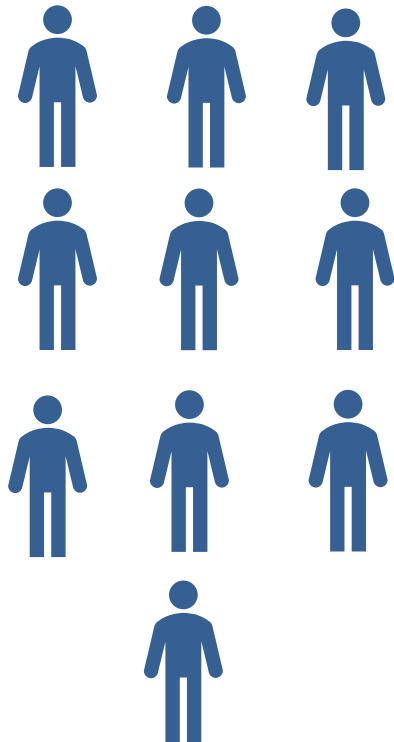
74% of hunters

55% of anglers

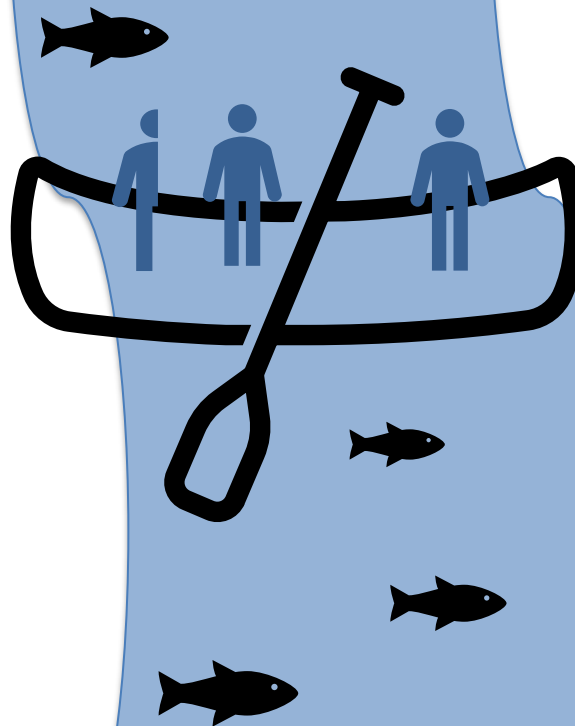
41% of new hunters

26% of new anglers

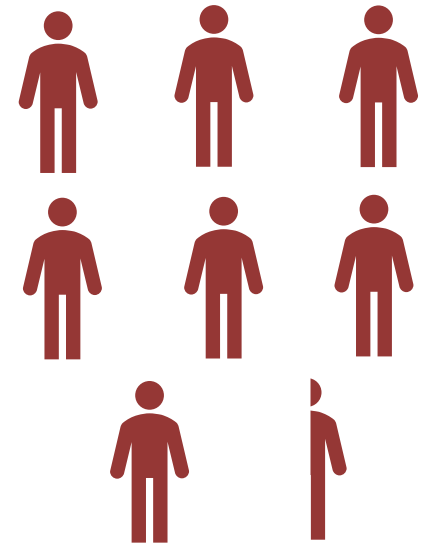
Recruited



Retained



Lapsed



Key Takeaways

- Long-term decline in hunting and fishing
- Majority of hunters and anglers are at least 50
- 54% of all new hunters and 56% of all new anglers are younger than 42
 - 34% of all new hunters and anglers are millennials
- High growth in female participation, as well as high lapse rates
- All Rs are important



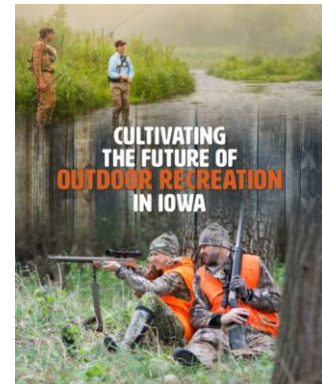
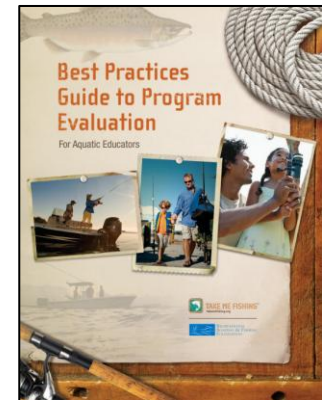
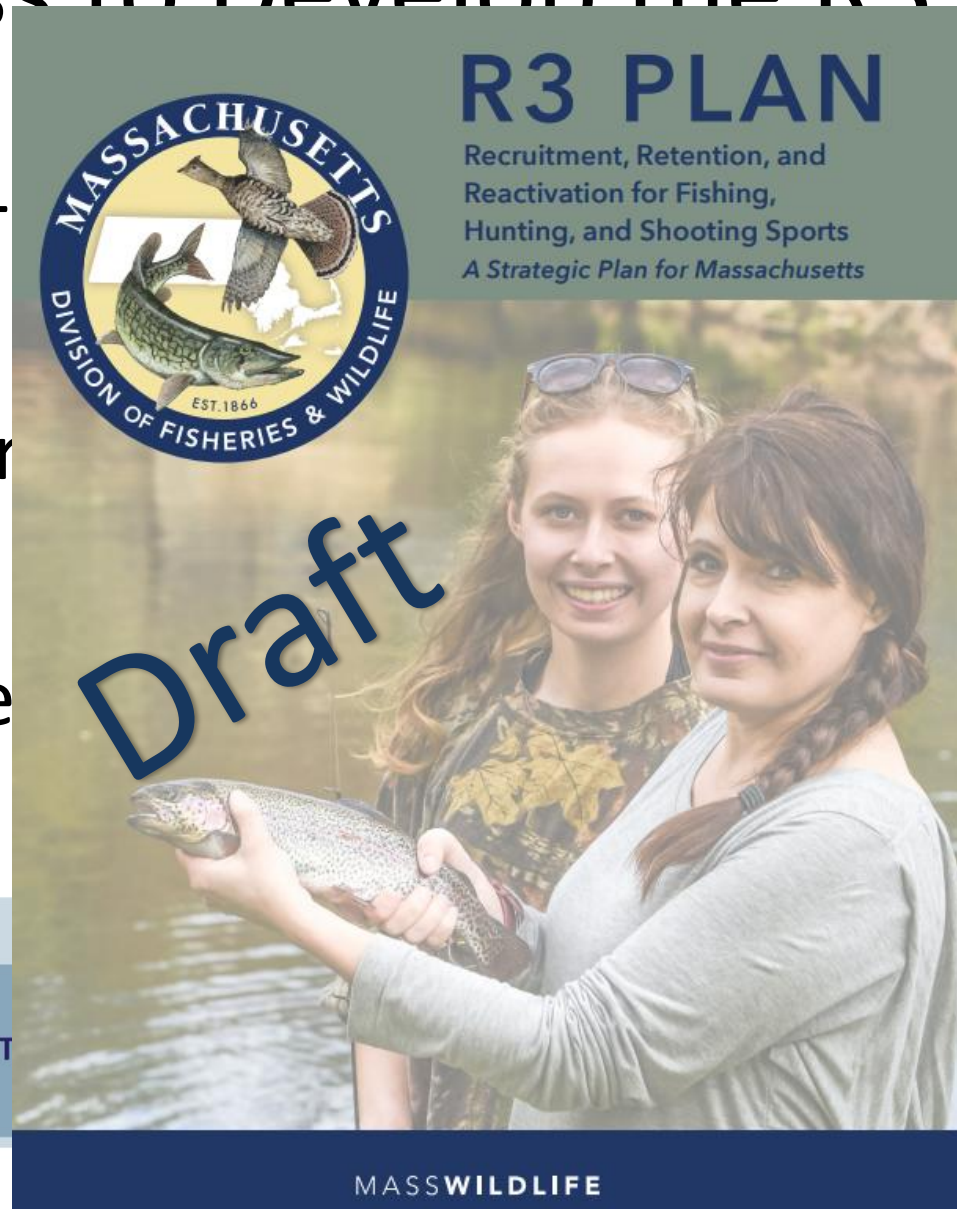


MASS**WILDLIFE**

Massachusetts R3 Plan

Process to Develop the R3 Plan

- Thorough 3+
- National liter
- Agency-wide



Recruitment

Awareness

Interest

T

Reactivation

Lapse

Reactivate

SOCIAL SUPPORT

Three R3 Meetings were Held

**Fish and
Wildlife
Board**

**All Agency
Meeting**

**Partner
Meeting**

Partner List

State Partners

- National Wild Turkey Federation
- Backcountry Hunters And Anglers
- Ducks Unlimited
- Gun Owners Action League
- Trout Unlimited
- Bass Club U.S. Fish and Wildlife Service
- Boston Pink Pistols
- Gun Owners Action League
- National African American Gun Association
- Sportsmen's Council
- County Leagues
- Individual Hunters/Anglers

National Partners

- Recreational Boating and Fishing Foundation
- Archery Trade Association
- Wildlife Management Institute
- Council to Advance Hunting and Shooting Sports

Massachusetts R3 Plan

Guiding document
to help direct R3
efforts in
Massachusetts



R3 PLAN

Recruitment, Retention, and
Reactivation for Fishing,
Hunting, and Shooting Sports
A Strategic Plan for Massachusetts



Massachusetts R3 Goal



Coordination and Partnerships

Learning Resources and R3 Skills Programs

Access and Opportunity

Outreach and Customer Experience

Acceptance of Hunting, Fishing, Shooting Sports

Coordination and Partnerships

- MassWildlife Coordination
- Coordination with Partners



Massachusetts R3 Partner Survey



You have been selected to participate in a survey from the Massachusetts Division of Fisheries and Wildlife. Your response is very important.

[CLICK HERE TO TAKE SURVEY](#)

Why is MassWildlife sending out this survey?

Your answers will be used by MassWildlife staff to aid in increasing participation in fishing, hunting and shooting sports in the Commonwealth.

- 69 responses
- Majority are interested in collaboration
- 87 R3 programs

R3 Summit





Targeting northern pike through the ice

Find northern pike in shallow weedy water. Try looking for about 12 feet of water that is close to a steeper drop off. To use the [Go Fish MA! map](#) on the ice, click the My Location button to show your movements in real time.



Learning Resources and R3 Skills Programs

- Hands-on skills programs
- Self-learning programs

Urban Fishing Clinic Series

- 15 Events were held throughout the state using the fishing trailer
- “Learn to Fish” classes were promoted through fishing marketing campaign
- Follow up email sent to participants



Massachusetts Division of
Fisheries & Wildlife ✓

Sponsored · 🌐



Register for free fishing classes near you this summer! All ages and experience levels welcome. Join us to practice casting, baiting your hook, and more. Sign up today—you're guaranteed to catch some fun!



mass.gov

Free Family Fishing

Register now for classes ...

[Learn more](#)

Urban Fishing Clinic Results

- 90% of registered participants never held a fishing license in Massachusetts
- 45% of registered participants had no social support

**MASSWILDLIFE**

**Thank you for participating in
MassWildlife's Learn to Fish Class!**

We hope you learned a lot and had fun. [Please complete this 2 minute survey to tell us about your experience.](#) We appreciate your feedback!

Use the resources below to continue to sharpen your skills for a summer of great fishing.

Buy your 2022 Massachusetts freshwater fishing license
If you are 15 years of age or older, you need a license to fish. Licenses are free for Massachusetts residents 15-17 years of age, and those 70 and over.
[Go to MassFishHunt to buy online.](#)

Find a place to fish

Use MassWildlife's Go Fish MA! digital fishing map to find the perfect spot to fish near you. Select "Featured Sites" to see staff recommended waterbodies with easy access.

[Start exploring...](#)



Developing how-to videos and tips

22 Resources Developed

- 6 fishing videos
- 3 fishing tips webpages
- 6 hunting videos
- 7 hunting tips webpages

Content Engagement:

2:30 minutes: Average time spent on MassWildlife web pages

5:03 minutes: Average time spent on a self-learning webpage

9:08 minutes: Average time spent on webpage, Catch, prepare panfish



Increasing Coordination for R3 Programs



Facilitates
Volunteers
Expertise
Advertisements
Building connections



Access and Opportunity

- Land access of non-MassWildlife properties
- Land acquisition and management of MassWildlife properties
- Range access



Access and Opportunity

Land Acquisition

MassWildlife owns and manages over 230,000 acres of lands that are open to the public for fishing, hunting, trapping, and other outdoor recreation.





MassWildlife's Wayne F. McCallum Wildlife Management Area

4.4 ★★★★★ 62 reviews
Park

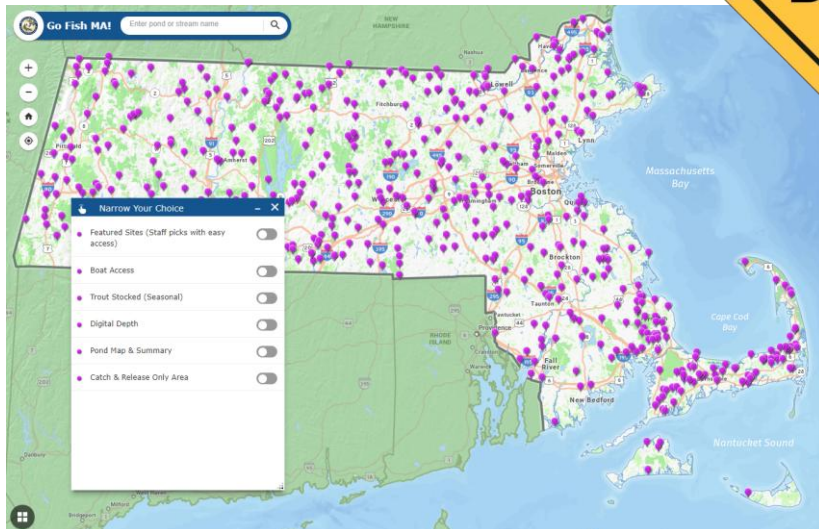
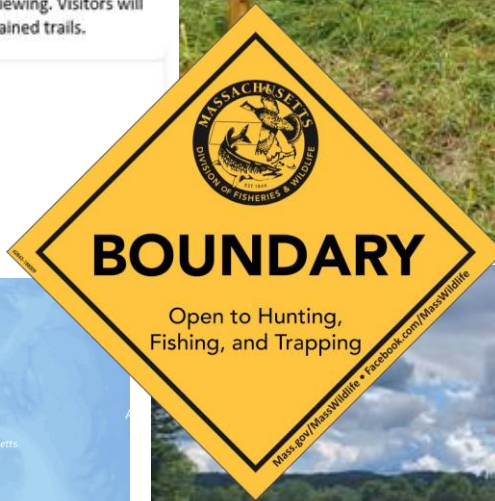


Open to fishing, hunting, wildlife viewing. Visitors will find natural landscapes, not maintained trails.

📍 Athol, MA 01331

🕒 Open - Closes 10PM

📄 WMA Fact Sheet Link
📞 District Phone Number



Open to Hunting,
Fishing, and Trapping

Mass.gov/MassWildlife • Facebook.com/MassWildlife



Outreach and Customer Experience

- Communications and marketing
- Policies, regulations, and licensing



Updates to Small Game Regulations

Extended Pheasant and Quail Seasons

Expanded hunting implement use on pheasant and quail-stocked WMAs for certain game

Expanded hunting hours on pheasant and quail-stocked WMAs for certain game

Simplification and expansion of gray squirrel, cottontail rabbit, and snowshoe hare seasons

New hunting regulations for 2023

Changes impact hours and hunting implements on pheasant stocked WMAs and expand small game and pheasant hunting seasons.



Acceptance of Hunting, Fishing and Shooting Sports

- Broad public engagement and acceptance
- Hunting, fishing and shooting sports participants as R3 ambassadors



Hunting for Likes

How to kill it on social media

by Nicole McSweeney
and Astrid Huseby



Acceptance of Hunting, Fishing and Shooting Sports

“Unfollowing this immediately. Absolutely disgraceful”

“Women bear children and give life. It saddens me that they find this fun”

“Sorry, but I hate hunting...”

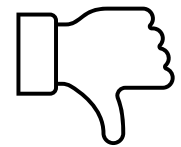
“No words....sick”



“I am okay with people who hunt.... for the meat”

“Beautiful animal murdered for sport.. disgusting”

“Poor babies”



“I have a hard time understanding how any female can kill an animal”

Acceptance of Hunting, Fishing and Shooting Sports

Hunters Share the Harvest Program

To help alleviate food insecurity in Massachusetts and provide an outlet for hunters to help their communities and promote conservation through wildlife management.



Acceptance of Hunting, Fishing and Shooting Sports

Hunters Share the Harvest

2022 Results

- 14 deer donated
- 756 lbs venison
- 1,512 meals

**Want to help families in need?
Donate venison!**

**Nearly 1/3 of adults in
MA are now facing
food insecurity.
You can help.**

**MassWildlife's new *Hunters
Share the Harvest Program*
provides an opportunity for
hunters to donate game meat.**



Mass.Gov/ShareTheHarvest

Acceptance of Hunting, Fishing and Shooting Sports


Hunters Share the Harvest

84% of Americans
approve of hunting
for meat

Boston Herald
Local News | Massachusetts deer harvest hits record high,...

LOCAL NEWS

Massachusetts deer harvest hits record high, extra venison donated to veterans' families



Southeastern towns in Mass. saw the most deer collisions last year. Now, the state hopes hunters will help clear the roads.
MassWildlife is offering hunters the ability to take an unlimited number of deer and a new program in which they can donate venison
By **Billy Baker** Globe Staff, Updated November 27, 2022, 12:00 p.m.

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NEWS

Hunters can now donate wild game meat to help feed Mass. veterans in need
Colin A. Young State House News Service
Published 2:33 p.m. ET Dec. 8, 2022

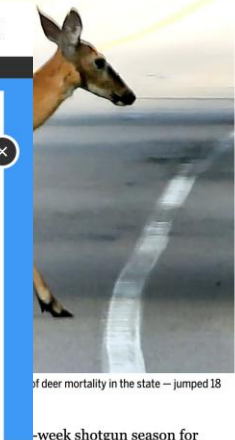
BOSTON – Acknowledging the elevated level of food insecurity in Massachusetts, the Division of Fisheries and Wildlife has launched a program that allows hunters to donate wild game meat, specifically venison, to Massachusetts residents in need.

Through the [Hunters Share the Harvest program](#), MassWildlife said hunters can donate whole deer, which will be processed into ground venison with 10% pork fat added, packaged into 2-pound portions with a MassWildlife label, and then distributed through the Massachusetts Military Support Foundation's Food 4 Vets program.

"A [recent study](#) by The Greater Boston Food Bank shows that nearly one-third of adults in Massachusetts are facing food insecurity, a number that has grown during the pandemic. Free range, organic venison is a lean, healthy protein with a low carbon footprint that already feeds thousands of licensed hunters and their families across Massachusetts each year," the agency said. "Licensed hunters play an important role in wildlife management in Massachusetts, and now successful hunters can help combat hunger and food insecurity in their communities by donating venison."



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of deer mortality in the state – jumped 18
-week shotgun season for
ials are implementing new
red high, including a pilot

ussets – the leading cause of
ed to the previous year. The
erage of one deer-related crash

More Stories

Massachusetts R3 Goal



Coordination and Partnerships

Learning Resources and R3 Skills Programs

Access and Opportunity

Outreach and Customer Experience

Acceptance of Hunting, Fishing, Shooting Sports



Thank you!



Astrid Huseby
R3 Coordinator
astrid.huseby@mass.gov

