

Research Issues

- Decline in Hunting Participation.
- Threat to Wildlife Conservation and sustainability
- Increased Human-Wildlife conflict.
- Decline in revenue from sales of hunting licenses.



Study Objectives

- Unravel the perceptions of big game meat among hunters
- Identify the values and food-related motivations of the less committed hunting group.



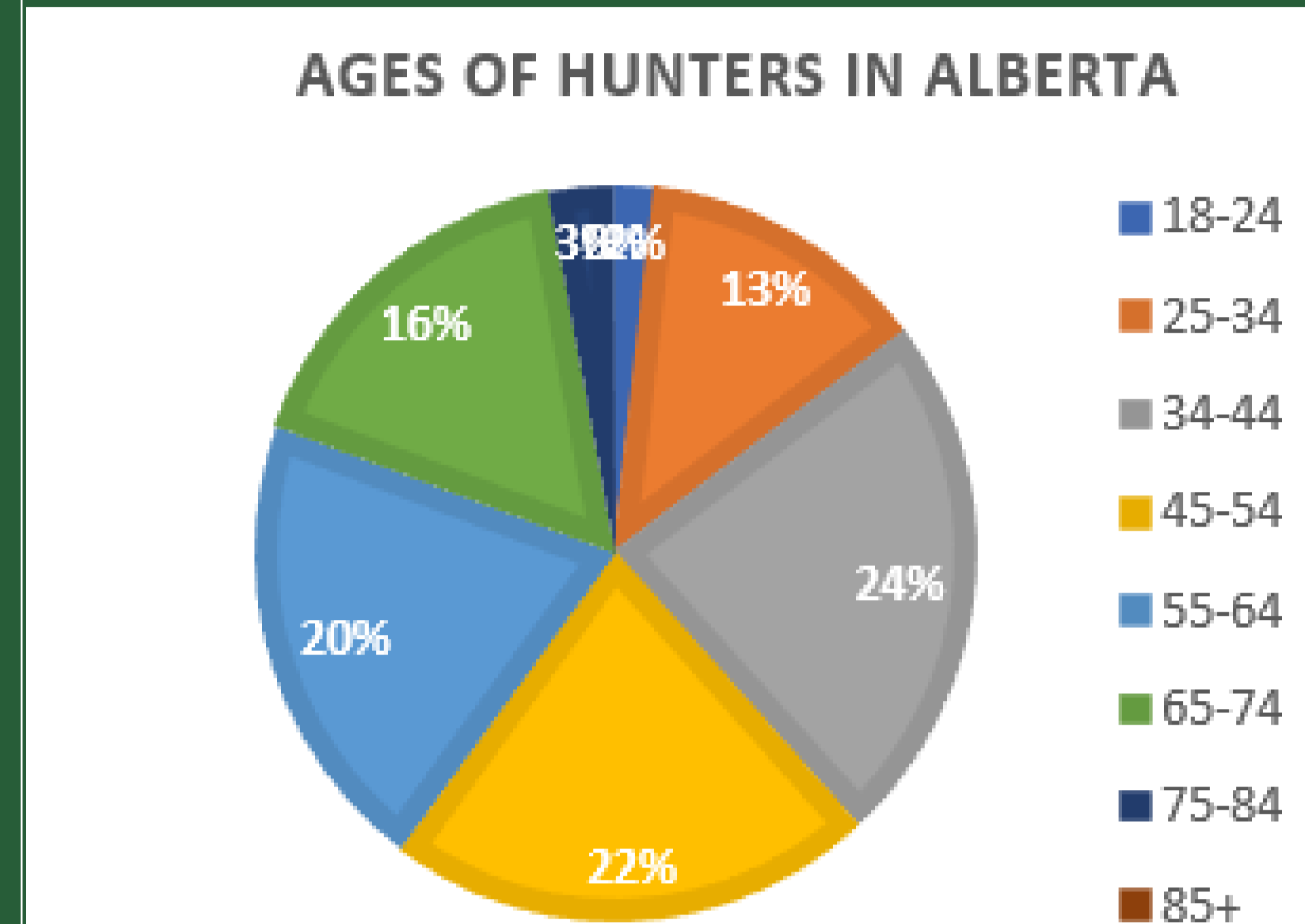
Data & Methods

- Study conducted in collaboration with Alberta Conservation Association (ACA)
- Online survey of N= 6,000 of AB Wildlife Certificate holders.
- Best-Worst scaling experiment of factors in game meat consumption.
- Free- Word Association (FWA) of game meat perceptions among hunters.
- Survey design to obtain food-related motivations of hunters :

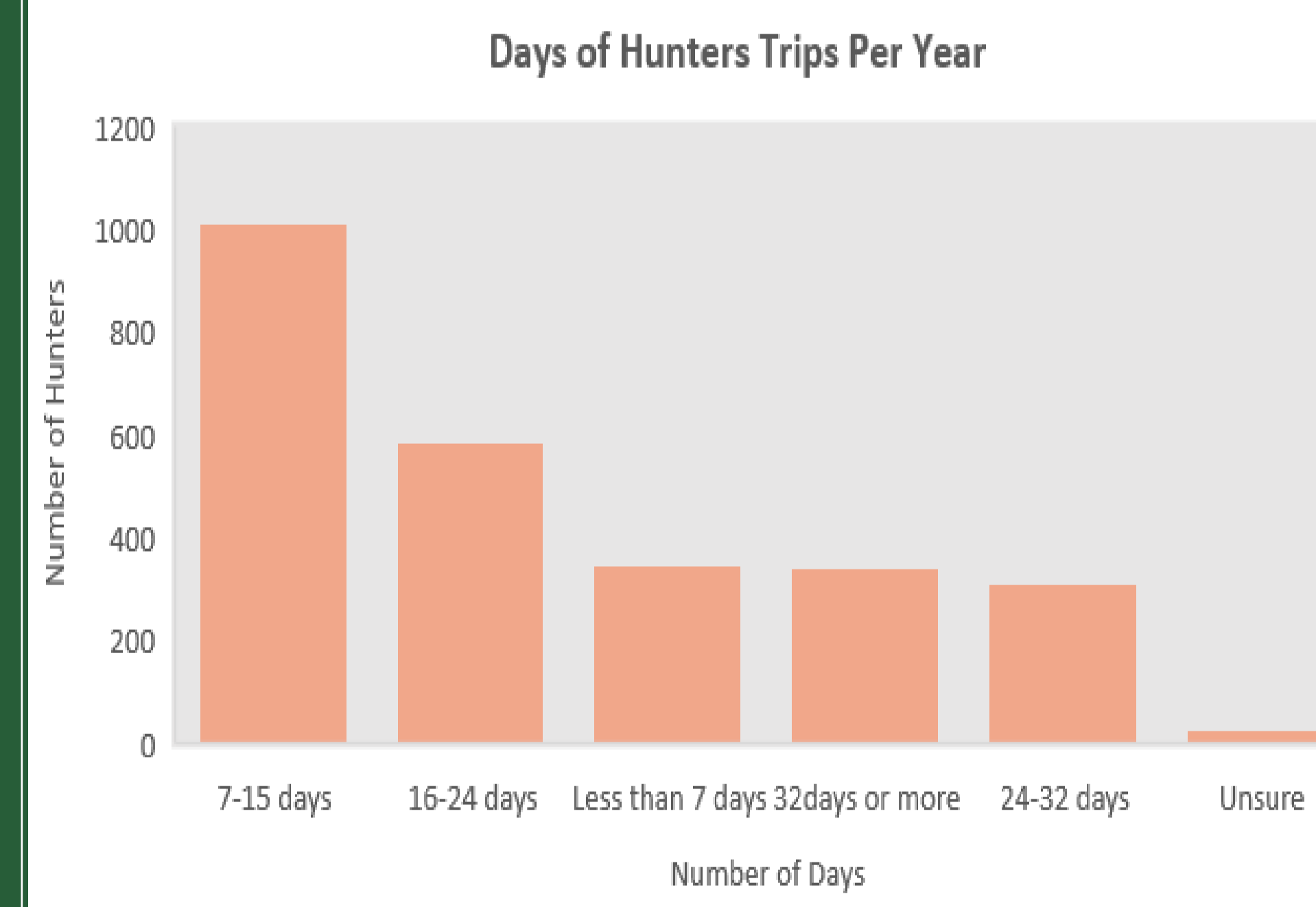


Preliminary Results

Distribution of Hunters Age



Days of Hunting Trips per year

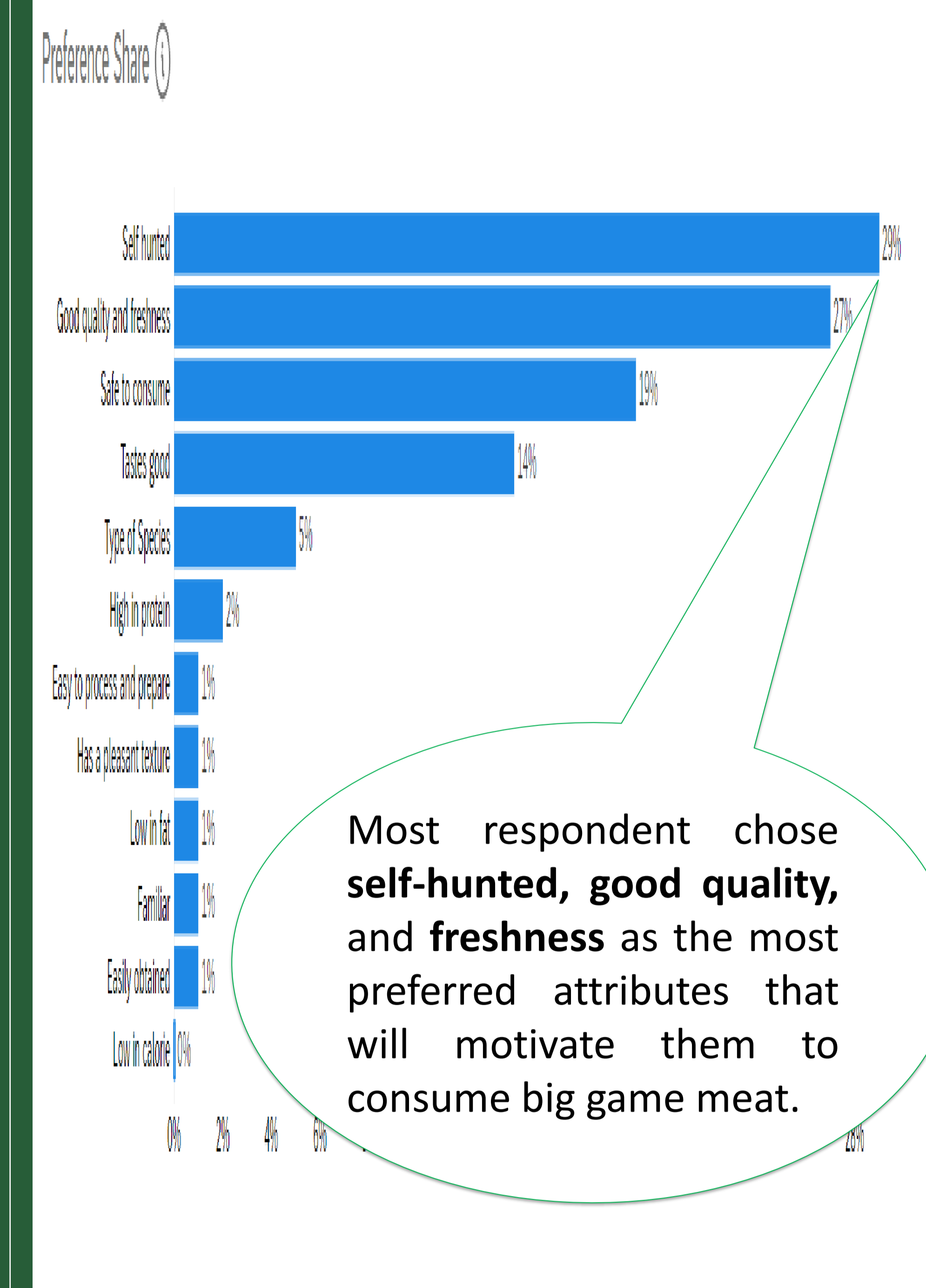


Results from FWA



Best- Worst Scaling Experiment

Freq of Best mentioned game meat attribute by Hunters



Most respondent chose **self-hunted, good quality, and freshness** as the most preferred attributes that will motivate them to consume big game meat.

Key Messages

- Most hunters are interested in hunting the meat they consume themselves.
- Hunters perceive game meat to be a Healthier dietary option with high nutritional value.
- 20% of the hunters consume game meat as part of their regular diet one to three times per month while 1% never consume game meat.

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