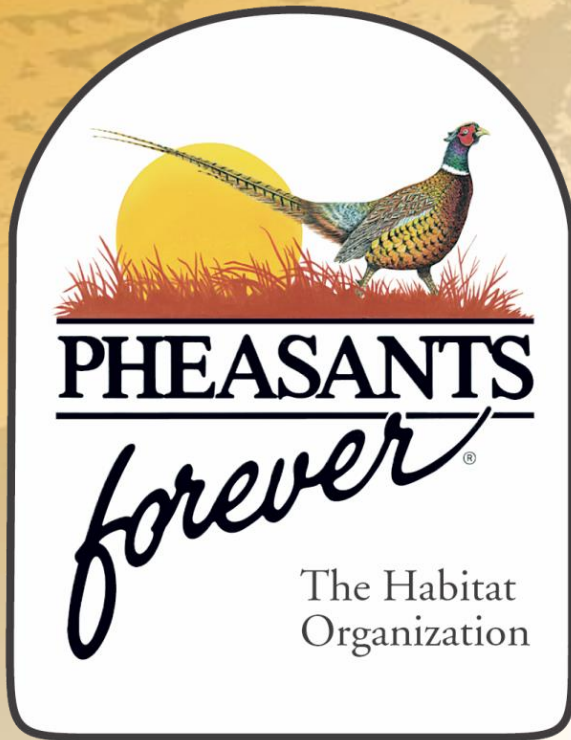


Now! More than ever!

MacFarlane International Pheasant
Management Seminar

March 8, 2010

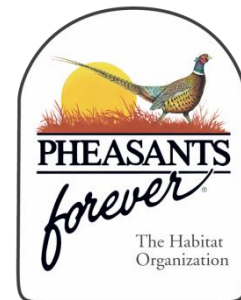


Greg Emerick
Director of Sales and
Corporate Sponsorships

Our Mission

*National Conservation Leadership
Providing Local Habitat Results*

Mission Statement: *Pheasants Forever is dedicated to the conservation of pheasants, quail and other wildlife through habitat improvements, public awareness, education and land management policies and programs.*



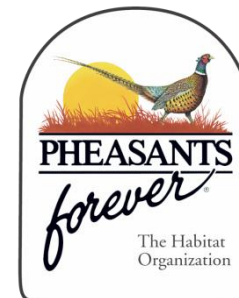
Our Model

- Unique grassroots system of fundraising
- One chapter per county
- Local chapter determines how to spend 100% of funds
- Chapter volunteers reap the fruits of their labor locally while belonging to a national organization.
- Local voice on Federal and State policy

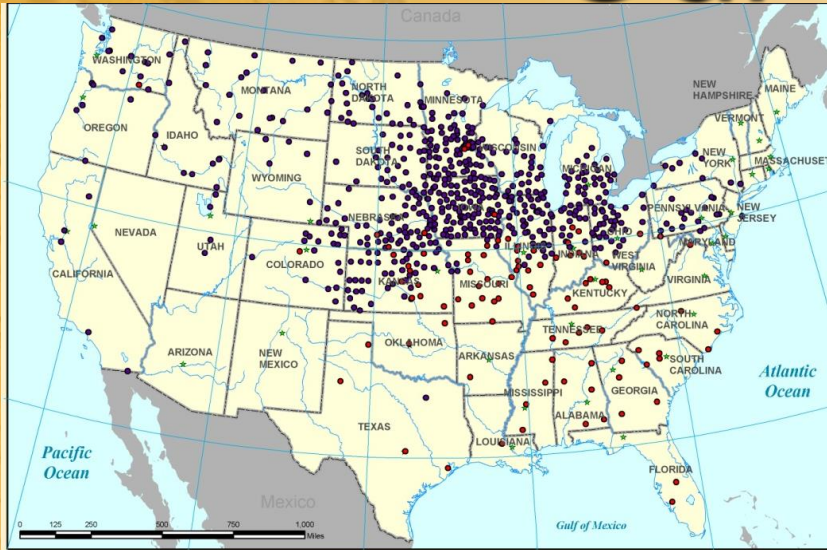


Our Members

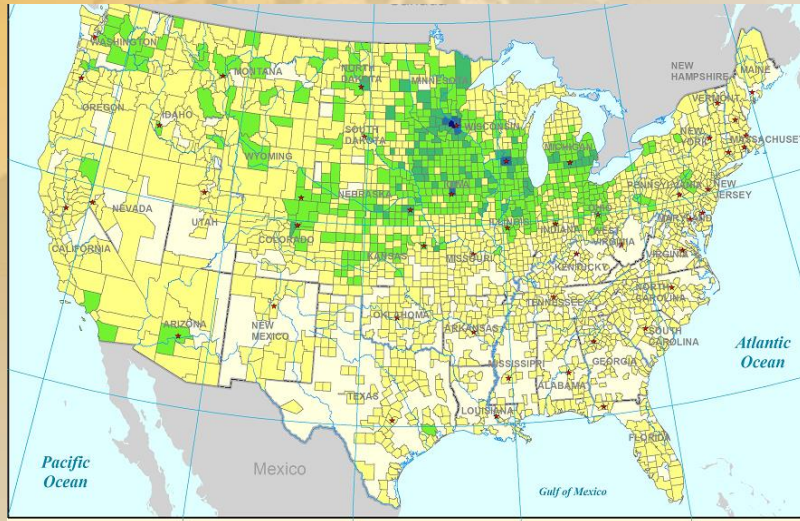
- Hunters
- Non-hunters
- Farmers
- Ranchers
- Dog Owners
- Landowners
- Conservation Enthusiasts
- Wildlife Officials
- Dog Trainers
- Volunteers focused on creating a difference for wildlife by creating habitat, restoring wetlands and protecting prairies.



Our Chapters



- Pheasants Forever (1982)
 - 600 Chapters
 - 120,000 Members



- Quail Forever (2005)
 - 100 Chapters
 - 6,000 Members

Our members own greater than 90,000 Sporting Dogs



Our Work

■ Habitat Projects

- Over 20,000 projects per year
- Since 1982 more than 5.3 million acres in habitat projects
- 1,193 different land acquisitions totaling 144,973 acres (\$50MM)

■ Legislative Action

- Farm Bill, CRP, WRP,
- Federal farm conservation programs allow us to manage nearly 50 million acres for wildlife habitat.

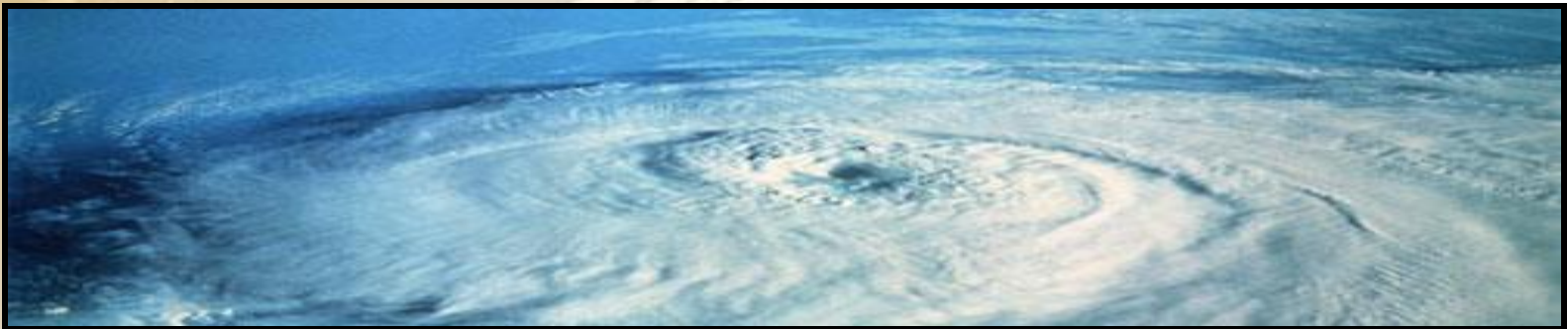
■ Outreach and Education

- Promote education and public awareness
- Ringnecks and Whistlers youth programs
- Leopold Education Project



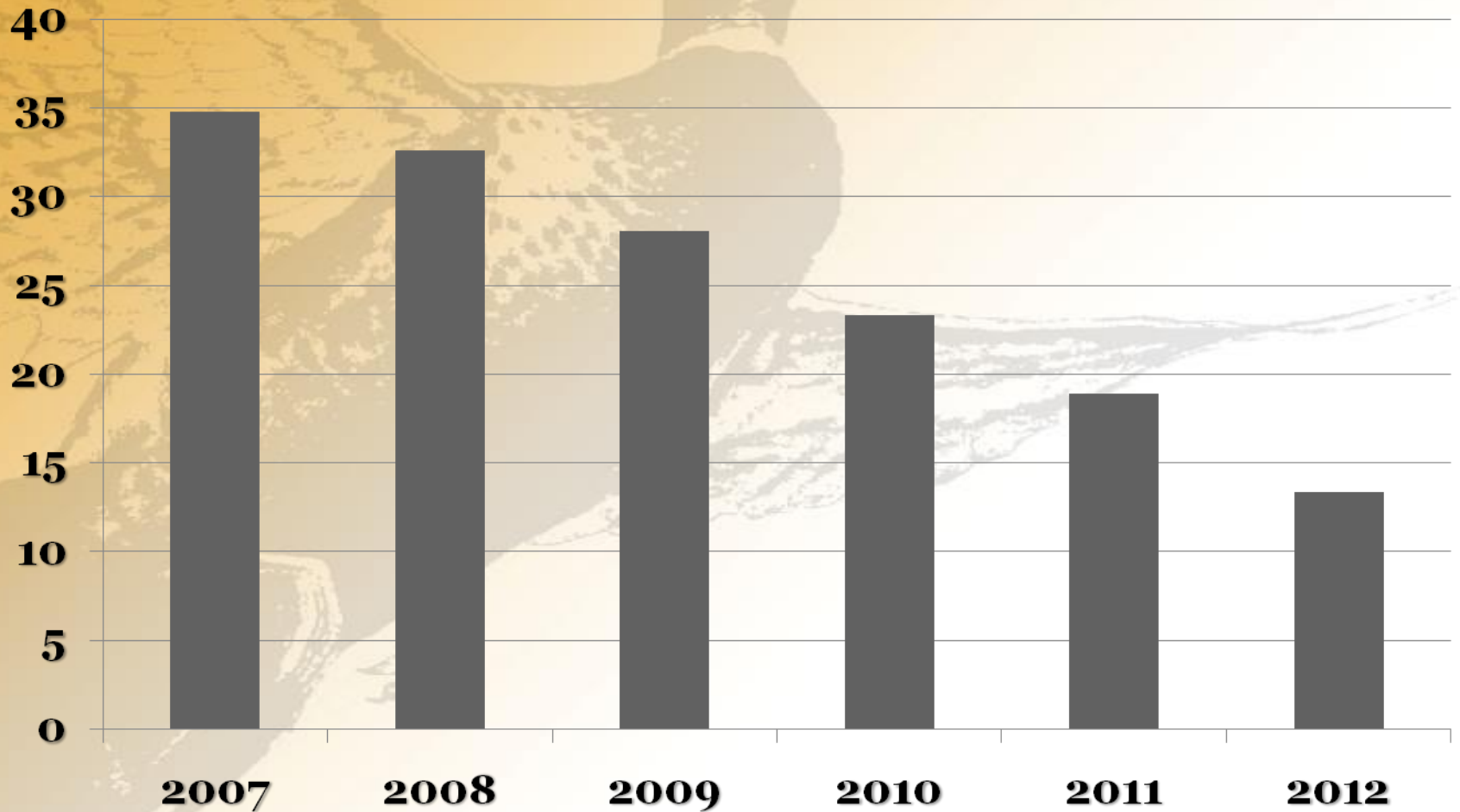
Today's Perfect Storm

- CRP expirations, no general sign-up
- **Land pressures – Energy, Food, Bio-Fuels**
- Economic uncertainty
- **High land values and cash rents**
- Intense competition for local fundraising dollars
- **Uncertain commodity prices/demand**
- Changing agriculture practices
- **Fewer hunters joining the ranks**



CRP Acres

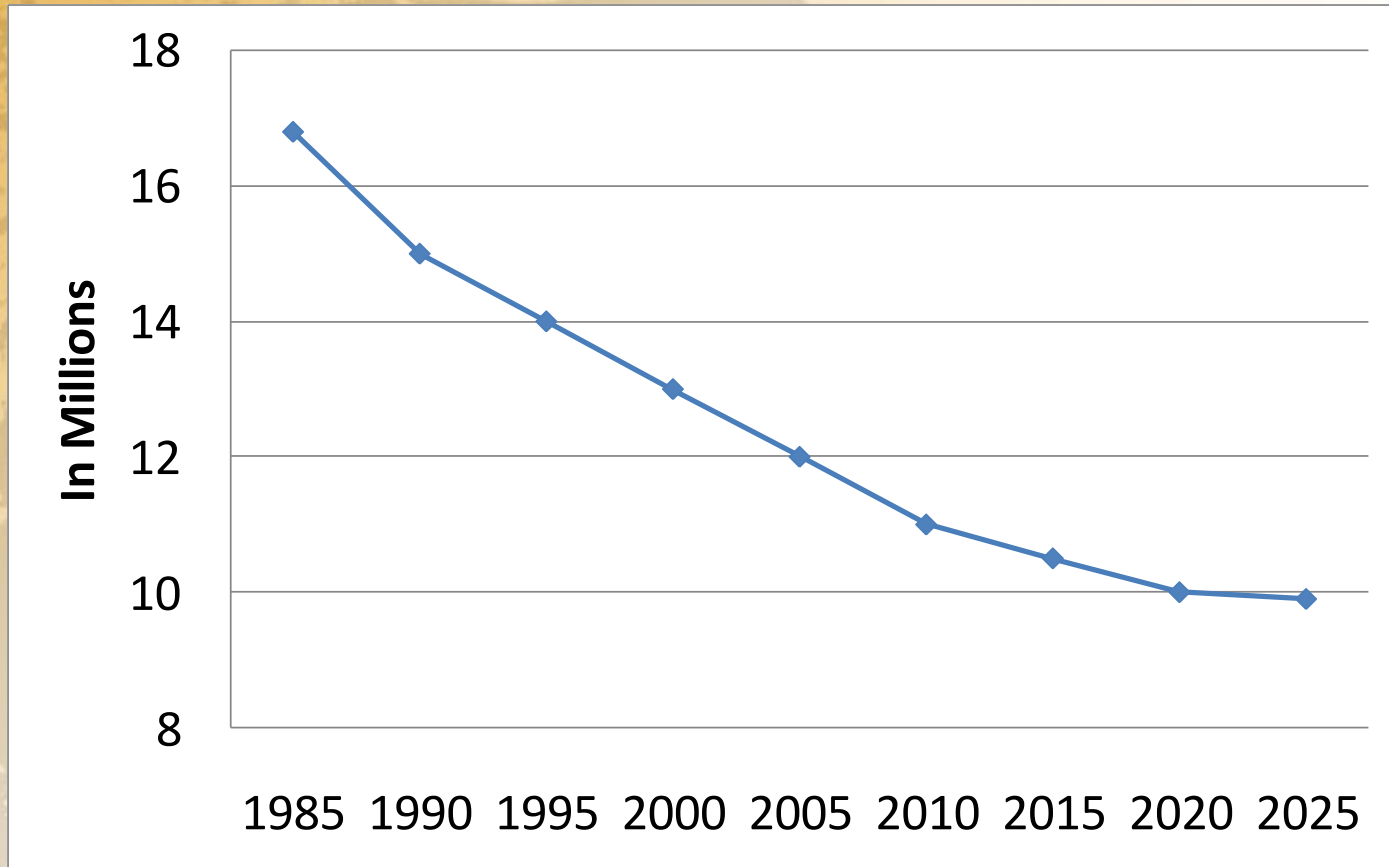
Based on expiring Contracts – Nationally
(in millions of acres)



Source: USDA-FSA, Summary of Active & Expiring CRP Acres by State, 4/25/08

Where are the hunters?

Overall hunter population peaked in 1985 with 16.8 million. By 2001, hunter populations had dropped 23 percent. By 2025 they are expected to drop to 9.9 million.



We have seen this before

- Pheasants Forever has seen many of the same issues challenging us today
- Pheasants Forever has continued to make a difference with its grassroots model.



OPPORTUNITIES!

Where do our interests overlap?

Kids – Dogs – Birds



Youth Outreach

NO CHILD LEFT INDOORS Initiative

- Youth Mentor Hunt Programs- 500 per year
- Outdoor Field Days
- Outdoor Clubs
- Scholastic and 4-H Shooting Sports
- Leopold Education Project



Canine Companions

- Develop interest - tool to introduce kids to the outdoors
- Year-around training keeps the enthusiasm for hunting and the outdoors.
- Conditioning - Keeping dogs and owners fit and ready to participate.
- Owners/Trainers need a place to run in the off season.



We need to . . . think BIGGER

- **Develop new partnerships**
- **Mentor the next generation & develop youth leaders**
- **Be smarter in how we market and promote**
- **Grow participation in the sport**
- **Ask others to get involved to make a difference!**



Pheasants Forever

Now! More than ever!

