Alternative Food Attitudes and Support for Hunting

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Lavishly illustrated this is a must-have for any novice or well-seasoned gardener, forager, hunter, natural food-foodie or for those who want to take their food sources and health into their own hands. Stacy Harris encourages eating as much from the wild as possible and gives techniques to simplify the process of making succulent, excellent meals with simple ingredients.

Here is a book of venison recipes you'll use again and again. This book features 100 favorite recipes of Scott Leysath, "The Sporting Chef." From appetizers to salads, soups and stews, stovetop dishes, great grilled venison and more, if you long for better-tasting venison then you're in for a treat.
Hunting Trends

- Long term decline in hunting participation in the U.S.
  - U.S. FHWAR survey slight increase in 2011
  - U.S. Fish and Wildlife License sales increased in 011-12
- What factors will offset the continued increases in urbanization in the future (long range)?
  - Economic recession?
  - Various minority hunters?
  - Youth hunting programs?
  - Increased public access?
  - Alt food movement?
- Preferably potential hunting targets should have some natural inclination toward hunting.

Larson et al. 2013
Alt Food and Wild Game

• Increase of meat motivations among hunters
  – Responsive Management 2013
• Food consumption positively related to support for hunting
  – Ljung, Riley, Heberlein and Ericsson 2012
• Tindball 2013
  – Despite locavores’ conscientious pursuit of healthy, local food, it is rare to find hunting and fishing, two activities steeped in ancient local food traditions, directly linked to the locavore movement.
  – The Wild Harvest Table
• Legal sale of wild game
Are alt foodies favorable to hunting, A match made in heaven?

Alt food motivations
• Local
• Healthy
• Known source of food
• Sustainable

Game manager benefits of foodies
• Younger?
• Urban?
• Women?

“Eating and drinking, the oldest and intellectually most negligible functions, can form a tie, often the only one, among very heterogeneous persons and groups.” Simmel (Wolff 1950)
Sample Methods

• Mail survey “Ohio Outdoor Recreation Survey”
  – Sample of 1200 Ohio residents
  – Sample of 1200 Ohio Hunters
• Mailing from March of through July of 2013.
• Max 1 year recall
• Mailed surveys, Dillman’s (2007) *Tailored Design Method*. 
Response Results

- Two samples
- Hunter Survey
  - 346 completed surveys
  - Adjusted cooperation rate was just under 33%
  - Confidence level of 95% with a +/- 5.27% margin of error
- “Random” Ohio residents
  - 239 responses
  - Adjusted cooperation rate was approximately 22%.
  - Confidence level of 95% and a +/- 6.08% margin of error
- Of the random respondents 37% had hunted at least once
Independent Variables

• How important to you is it to purchase foods that are...
  – Organic
  – Local
  – Seasonal
  – Non-genetically modified

• Please indicate extent of agreement with following statements...
  – Wild game is healthier than meat grown conventionally on a farm.
  – Given a choice I would rather eat wild deer meat than farm raised beef.
  – Wild game is an organic food source.
Dependent Variables

• What Types of activities should be permitted in Ohio’s Wildlife areas?
  – Hunting (5 likert scale dichotomized: 0 = strong and weak opposition; 1 = neutral, weak or strong support)

• Have you ever hunted? (0=no, 1=yes)
Support for Food Items
All Respondents

Totals include important and very important (agree/strongly agree) for all respondents

- Organic: 21%
- Local: 62%
- Seasonal: 62%
- GMO: 44%
- Healthy: 57%
- Prefer game: 36%
- Wild=organic: 58%
**PCA**

**All Respondents**

- Two factors
- Factor scores saved

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<table>
<thead>
<tr>
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<th>Component 1</th>
<th>Component 2</th>
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<tbody>
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Extraction Method: Principal Component Analysis.
Rotation Method: Oblimin with Kaiser Normalization.a

a. Rotation converged in 4 iterations.

Loadings below .2 not included
Two factors eigen values over 1 and scree plot
**Logistic Regression of Factors Predicting If Ever Hunted**

<table>
<thead>
<tr>
<th></th>
<th>B</th>
<th>S.E.</th>
<th>Exp(B)</th>
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<tbody>
<tr>
<td>Sex</td>
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<tr>
<td>Live (grew up)</td>
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<td>* .445</td>
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<tr>
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<tr>
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\[ X^2 = 221.146 \quad P < .000 \]

Cox Snell \( r^2 \) = .42

*Note 0=Never hunted, 1=Has ever hunted

* = P < .05  
** = P < .01
## Logistic Regression of Factors Predicting Support For Hunting

<table>
<thead>
<tr>
<th></th>
<th>B</th>
<th>S.E.</th>
<th>Exp(B)</th>
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<tbody>
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<td><strong>Wild game food (factor 2)</strong></td>
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\[ X^2 = 102.625 \quad P < .000 \]

Cox Snell \( r^2 = .243 \)

Note: 0=Never hunted, 1=Has ever hunted

* = \( P < .05 \)

** = \( P < .01 \)
Non-hunters vs. Hunters % Support

Non-hunters N=(146)

- Organic: 23%
- Local: 63%
- Seasonal: 63%
- GMO: 49%
- Healthy: 25%
- Prefer game: 13%
- Wild=organic: 40%

Hunters N=(398)

- Organic: 19%
- Local: 61%
- Seasonal: 60%
- GMO: 43%
- Healthy: 68%
- Prefer game: 45%
- Wild=organic: 64%

Totals include important and very important (agree/strongly agree) for all respondents
PCA Non-hunters

- Two factors
- Factor scores saved

<table>
<thead>
<tr>
<th>Principal components analysis</th>
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<tr>
<td></td>
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<tr>
<td></td>
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<tr>
<td>Organic</td>
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<tr>
<td>Local</td>
</tr>
<tr>
<td>Seasonal</td>
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<tr>
<td>Non-gmo</td>
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<tr>
<td>Wild healthier</td>
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<tr>
<td>Prefer wild</td>
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<tr>
<td>Wild = organic</td>
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Rotation Method: Oblimin with Kaiser Normalization.
Loadings under .22 suppressed
Two factors eigen values over 1 and scree plot
### Logistic Regression Predicting Support for Hunting (non-hunters)

<table>
<thead>
<tr>
<th></th>
<th>B</th>
<th>S.E.</th>
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<tbody>
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<td>Sex</td>
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X²=30.767 P=.001  
Cox Snell R²=.344

Note 0=non-supporter 1=supporter  
*  = P<.05  
** = P<.01
Could the local food movement take us where we want to go?

- Alternative food groups and wild game consumers are two different groups
- Alternative food respondents lower support for:
  - wild game as healthy
  - prefer wild over beef
  - wild as organic
- Net of other factors alternative food factor shows no significant relationship with hunting support or hunting engagement.
- Based on presented data and considering the theory of planned behavior/reasoned action alt food groups do not indicate a primed group primed to initiate hunting.
Could the local food movement take us where we want to go?

- Urban alt food motivation: social connection to producers not necessarily engagement in activity (passive provisioning).
- Rural alt food (hunters): preaching to the choir.
- Give up on alt foodies?
  - It takes a hunter to make a hunter (RM 1995)
  - Not sure alt food is a better motivation than any other
  - Non-hunting foodies not negative toward hunting
- Target experience of provisioning
  - Over 75% of hunters cook own meat (2008 hunter survey)
  - But only 33% of hunters see game meal as event
  - 52% of British men see cooking as a hobby not a chore
  - British men spend twice as much time cooking than 1960’s
Happy Hunting