

2021 WSFR National Virtual Federal Aid Coordinators Meeting

Questions and Answers (Q&A)

Topic/Speaker: Archery Trade Association (ATA): Dan Forster, Vice President

- 1. Tim McKinley: Dan, are there many "boutique" traditional archery (recurve, longbow) manufacturers members of ATA?**

While the market is significantly less than compound bows, ATA currently has a handful of manufacturing members that produce and sell recurve and/or longbows. Many of those manufacturing members would fit the definition of "boutique" and produce traditional archery equipment only and includes US-based and foreign-based members.

- 2. Dee Blanton: Thank you Dan! Do you think the message that "your purchase supports wildlife conservation" would be important to a customer? Maybe sway them away from the online purchase? I just think of how REI highlights the REI Foundation in their stores, on their website - and the Foundation's contribution to conservation is under \$10 million/year**

The current understanding of the FET among customers and the broader conservation community remains relatively low. As such, most educational efforts like the addition of a "conservation tag" would improve understanding. Whether or not the message sways purchasing habits is unknown and likely varies across product class, purchaser, and cost savings. Individual companies have the ability to communicate this message currently although additional messaging would come at their expense with little actual or perceived ROI to the manufacturer directly. Herein lies the difference with REI who uses a part of their marketing budget to "sell themselves" as conservationists where, absent of a national program, individual companies must use their own company's marketing dollars to sell a "national program". However, a broader, nationally implemented program that identified FET-paying companies and associated products could have long-term benefits for improved understanding.