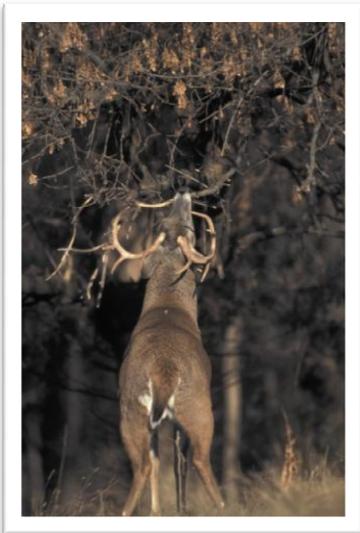


YOUR LICENSE DOLLARS, YOUR LEGACY

THE FUTURE OF HUNTING, FISHING AND TRAPPING IN IOWA

Roger Lande, Director | Iowa Department of Natural Resources



Executive Summary

Nearly 400 people helped shape the future of hunting, fishing and trapping in Iowa by attending 16 public forums and the state Pheasants Forever Convention. These forums provided a method for the Department of Natural Resources' (DNR) Fisheries, Wildlife and Law Enforcement Bureaus to gather participant's perceptions, opinions and feelings about hunting, fishing and trapping in Iowa. These forums were not intended to gather specific quantitative or statistical data sets, but rather to start a conversation with the users of Iowa's natural resources regarding their thoughts and ideas on current hunting, fishing and trapping recreational opportunities and the direction those opportunities should be moving into the future.

Overall, many services provided by the DNR are currently viewed positively by our customers such as a world class fishery, variety of species and opportunities for hunting and trapping, importance of habitat both on public and private lands, and youth and disabled education programs. Forum participants, however, expressed high interest in the need to increase or enhance efforts in youth education, public and private lands access, habitat improvement and increased partnerships.

There are however, many roadblocks that the DNR and its partners currently face and will continue to face in our attempt to provide and enhance services for our customers. These roadblocks are loss of habitat, lack of funding, urban sprawl, poor water quality and recruitment and retention of youth to these recreational pursuits. Additionally discussed by participants is the need for improved communication and marketing from the DNR.

In the next 12 months, the DNR will continue to assess the information provided by the participants and determine what further data, through surveys or additional focus groups, is needed in order to help make the decisions to move forward. With the initial success of these forums, the DNR will continue to conduct similar public events into the future.

Methodology

In October 2010, DNR staff identified 16 locations for conducting hunting, fishing and trapping public forums. Forums were distributed around the state in both rural and urban locations. The following are locations for the 16 forums that took place from November 3-30, 2010.

- Ames
- Atlantic
- Burlington
- Cedar Rapids
- Clear Lake
- Council Bluffs
- Creston
- Decorah
- Des Moines
- Dubuque
- Fort Dodge
- Marshalltown
- Ottumwa
- Sioux City
- Spirit Lake
- Waterloo

In order to capture the most public input, a variety of methods were used to invite participants to the forum including letters to local stakeholders and multiple press releases. In addition, invitation letters were also sent to 100 randomly selected sportsmen and women per location who purchased

hunting, fishing or trapping licenses at least once in the last 5 years. All invitational materials asked participants to come and participate and provide feedback on future concerns and opportunities and determine the priorities for outdoor recreation.

“How do you want your license dollars invested? How do we convince more hunters and anglers to take to the field? Where will our state be in 20 years? They are your license dollars and your legacy. You can help determine the future of this rich tradition.”

Each forum was kicked off with a video entitled “Fish and Wildlife Trust Fund – A Living Legacy” and a power point presentation delivered by DNR staff on the current state of the Fish and Wildlife Trust Fund (FWTF). The presentation highlighted the services provided to recreational users with local success stories tailored to the location of the forum in the areas of wildlife, fisheries and law enforcement (this information can be found on the DNR’s website at <http://www.iowadnr.gov/legacy.html>). At the conclusion of the DNR led presentation, the participants were divided up into smaller groups, where feasible, in order to facilitate small group discussion allowing for the greatest individual participation. DNR staff facilitated these discussions with all comments from participants initially captured on paper and then transferred to electronic format for evaluation and comparison. Three questions were asked of each small group:

1. What is currently going well for fishing, hunting and trapping in Iowa?
2. What do you perceive as the roadblocks/threats to the future of hunting, fishing and trapping in Iowa, today as well as 5-10 years and beyond?
3. What, if anything, do you think the DNR in partnership with hunting, fishing, and trapping recreational users and conservation groups should be doing to grow participation and conservation of natural resources in the next 5-10 years and beyond?

After all forums were completed, comments were analyzed and similar statements organized into thematic categories (Appendix A). On the following pages, categories mentioned in at least five or more forums are listed for each question that was asked of participants. Following each thematic statement in parentheses is the exact number of forums in which the comments were received.

At the conclusion of the hunting, fishing and trapping forums in November, the Department was contacted by Pheasants Forever (PF) and asked to conduct a forum specifically for their members at the State Pheasants Forever Convention in January. Sixty PF members attended the forum which was conducted in the same manner as all public forums. Comments received from this forum were also tabulated, analyzed and developed into theme statements located in Appendix B. Pheasants Forever comments follow the public comments in the results section.

Results

Information gathered through the hunting, fishing and trapping forums in Iowa were qualitative in nature gathering the participant's perceptions, opinions and feelings. As such, the information collected was not analyzed quantitatively as it is not reflective of an accurate sample size as related to population size, age and diversity of Iowa citizenry. Below are the public comments received which have been categorized into thematic statements that best represent like comments.

Public Forum Themes

1. What is currently going well for fishing, hunting and trapping in Iowa?
 - Good deer hunting and populations (10)
 - Good turkey hunting and populations (10)
 - Fishing opportunities and better fishing for all species (8)
 - Land acquisition (8)
 - Youth and disabled programs (8)
 - Good Canada goose hunting and populations (7)
 - Lake restoration (7)
 - Otter and bobcat reintroduction and trapping opportunities (7)
 - Urban trout program (5)
 - Youth shooting , archery, fishing activities through schools (5)

2. What do you perceive as the roadblocks/threats to the future of hunting, fishing and trapping in Iowa, today as well as 5-10 years and beyond?
 - Access to public and private areas to hunt (14)
 - Loss of habitat (13)
 - Animal rights groups, anti-hunting, gun rights (10)
 - Lack of funding (10)
 - Urban sprawl (10)
 - Water quality (8)
 - Lack of communication and education from the DNR (8)
 - Invasive species (8)
 - Lack of youth involvement/recruitment (8)
 - Agriculture specifically the rising crop value reducing enrollment in CRP, land prices (7)
 - Too many predators (7)
 - Politicians making the decisions (7)
 - Competition with other activities (7)
 - Leased land (6)
 - Farming practices. Specifically marginal lands are now cropped (5)
 - Low pheasant numbers (5)
 - Loss of overall recruitment and tradition (5)

3. What, if anything, do you think the DNR in partnership with hunting, fishing, and trapping recreational users and conservation groups should be doing to grow participation and conservation of natural resources in the next 5-10 years and beyond?

- Youth Education/Programs including mentored hunts, getting into the schools working specifically with middle school and FFA, more clinics, and archery, fishing and shooting sports (14)
- Landowner incentives to increase hunting opportunities (10)
- Dove season (10)
- Market what DNR does and benefits to the economy and public (10)
- Better public and private land access (9)
- Creative license structure. Look at youth license fees, couples licenses, non-resident fees and license opportunities, pheasant stamps, education stamp (8)
- More shooting ranges (8)
- Improve pheasant habitat and populations including raising pheasants and restocking (7)
- Improve the website and have a better user interface (6)
- Communicate with partner groups and NGO's (6)
- Adult education and mentoring including teacher mentoring (5)
- Landowner education (5)

Pheasants Forever Themes

1. What is currently going well for fishing, hunting and trapping in Iowa?

- Good Fishing Opportunities
- Youth camps, mentoring and shooting sports opportunities
- Private lands programs
- Bobcat populations increasing with trapping seasons
- Deer populations managed well with a variety of hunting opportunities
- Many urban recreational opportunities (deer and goose hunting and trout fishing)
- Goose hunting opportunities
- Water quality improvements
- Land acquisition

2. What do you perceive as the roadblocks/threats to the future of hunting, fishing and trapping in Iowa, today as well as 5-10 years and beyond?

- Less habitat or loss of habitat
- Lack of access
- Agricultural changes
- Urbanization
- Lack of funding
- Declining participation of youth and not enough youth education
- Fewer science-based decisions more decisions made by politics
- Negative DNR and hunting/fishing perception
- Poor Water Quality

3. What, if anything, do you think the DNR in partnership with hunting, fishing, and trapping recreational users and conservation groups should be doing to grow participation and conservation of natural resources in the next 5-10 years and beyond?

- Pay more for licenses or add more types of licenses/fees
- Work more with private lands
- Increase the use of federal programs to get more work on private lands
- Work closer with the legislature
- Increase access
- Increase youth and public activities and educational offerings
- Develop more partnerships
- Improve communications and share the good stories

Conclusions

Forums held across the state lasted about 2 hours with at least 1- 1.5 hours dedicated to public participation through small group discussions. The general outcome of these forums was very positive and the DNR received many comments encouraging the Department to continue with more forums in the future and seek additional public input. Three major categories, communication and marketing, education, and conservation management encompassed the majority of themes identified at both the public and P F forums.

Communication and Marketing

The presentations provided at the onset of each meeting were very general in nature and many hunters, anglers, and trappers were not aware of how their license dollars were used by the Department for the conservation of the resource and for their recreational pursuits. The major knowledge garnered by the Department through these forums was the misconceptions or the lack of awareness about the services that the DNR provides. This information was specifically gathered both from question 2 about threats and/or roadblocks as well as question 3 asking how the DNR in partnership with others can grow participation and conservation in natural resources. Both in the public and PF forums, lack of communication and education from the DNR as well as a negative Department perception by users was noted. Public forum and PF participants stated that in order to move forward in the next 5-10 years the Department needs to focus efforts on communicating to lowans and marketing what they do. These efforts should include success stories and resource benefits to the economy and the public as well as building additional relationships with partners and working closer with the legislature.

Additionally, there were many themes identified through question 3 that the DNR has been working on over the last 12 months to improve services that will positively impact hunting, fishing and trapping opportunities that the participants were unaware of. Themes such as better private land access, looking at creative license structures and improving the DNR website are examples of active projects that have already been undertaken by various bureaus within the Department. As the Department continues to move forward on each of these initiatives, comments provided by the forum participants will be reviewed and considered especially those dealing with potential roadblocks or threats identified that might delay or hinder an initiative moving forward. The details of these initiatives and their progress will be conveyed through a variety of communication and marketing efforts to let lowans know what new services the Department is providing for them.

Education

Nationally the number of active participants in hunting, fishing and trapping has declined over the last 10 years. This topic was discussed at length during the forums as it related to threats to the future of these activities from competition with other activities as well as a lack of youth involvement and recruitment. At 14

out of 16 forums, concerned participants discussed the need to enhance existing or add more youth education programs including, but not limited to, mentored hunts and school presence and skills clinics (i.e., archery, fishing, shooting sports programs) in order to grow participation and natural resource conservation etiquette. Additionally, related to the youth education component is the desire from 8 forums to increase or enhance adult education and mentoring including teachers. These two themes must go hand in hand as the DNR and partners work to get more Iowans outdoors and actively engaged in natural resources. If today's children grow up without outdoor experiences and strong connections to natural resources, it will create future generations of youth who have an even greater disconnection with Iowa's resources and their importance to the quality of life. This is an area where to truly succeed the DNR, partners and current recreational users all have to contribute and get people excited about the resource and get outside – no entity alone can bridge the gap that has been created.

Conservation Management

Over the last 50 years, the makeup of Iowa's landscape has changed dramatically. Urban sprawl and changing agricultural practices have greatly contributed to the loss of habitat while an alphabet soup of federal programs (e.g., WRP, CREP, CRP) have worked to try and slow that decline. Habitat loss was discussed in 13 of the 16 forums in conjunction with the pressures of urban sprawl, water quality, invasive species and agricultural practices that contribute to habitat loss. In order to move forward in the next 5-10 years, public participants specifically noted that there has to be an improvement in pheasant habitat and that landowners need to be educated in available farm programs and habitat opportunities. Pheasants Forever participants also suggested that the DNR should develop additional partnerships and work more with private landowners in order to increase the use of federal programs on those lands, since most of the Iowa landscape is in private and not public ownership. As with education, the work of improving Iowa's natural resources does not solely rest on the DNR. Good conservation management ultimately leading to habitat improvements (upland, woodland, and wetland) will take all of the partner organizations, legislature, recreational users, private landowners and the Department working together.

Appendix A

YOUR LICENSE DOLLARS, YOUR LEGACY

STATEWIDE, IA

RECAP

What is currently going well for fishing, hunting and trapping in Iowa?

- Good access for upland and waterfowl
- Restored wetlands
- Shallow lakes management/restoration– also listed Jemmerson Slough and Dan Greene Slough
- Walleye slot limit 17-22”
- Panfish bag limit (25 fish)
- Urban trout program
- Buffer strips along streams
- Habitat (where we have it)
- Perch (Spirit Lake)
- Habitat Improvement Projects
- Lost Island
- River walleye stocking
- Mapping resources online
- Partnerships with CCB’s
- Watershed initiatives
- Availability of public land in northwest Iowa
- Deer hunting
- Opportunities for fishing, hunting and trapping
- Marked increase in turkey hunting
- Fishing better for all species
- Stocking of fish including trout
- Facilities (docks, ramps, etc.) – getting better – infrastructure
- Great value
- Technology, DNR website
- Shooting sports – clays and archery
- Coyote hunting is good
- Great turkey numbers

- Walleye numbers
- Water quality
- Deer numbers are satisfactory
- Expansion in public land and in core complexes
- Waterfowl refugees
- Native grass restoration
- Raccoon and overall furbearers numbers are up
- Improvement to management of existing properties
- Youth and disabled programs (including special seasons and safety programs)
- Passage of IWILL
- Otter and bobcat reintroduction
- DNR's participation with NGOs
- Wildlife watching
- Timing of gun seasons to avoid the rut
- Private Lands Program and Habitat incentives
- Split shotgun seasons (creates more opportunities)
- Land Acquisition
- Conservation Officers
- ESLSI II
- Conservation Camps
- Increase in ice angling opportunities
- Spring and fall stream fishing
- Trout fishing
- Allowance of trapping with tools other states do not allow
- Good Canada goose populations
- New lakes
- Catfish fishing on the Mississippi River
- Fish hatcheries
- Habitat Stamp funds
- Asking public input
- Fines and enforcement
- Invasive species signs
- On-line hunter education

What do you perceive as the roadblocks/threats to the future of hunting, fishing and trapping in Iowa, today as well as 5-10 years and beyond?

- Over-harvest of the deer herd
- Animal rights people (PETA for one)
- Too little law enforcement
- Too few shelterbelts for pheasants
- Stop removal of trees on state wildlife areas (mismanagement)
- Invasive species
- Corporate farming/limited access
- Lack of public lands for access

- Lack of youth involvement/recruitment
- Non-residents tying up land
- Too many non-resident deer tags
- Want/desire for non-residents to come back to OUR STATE to hunt
- Outfitters leasing land and making it difficult for lowans to hunt
- Agriculture – value of crop will reduce CRP and sell of ground for land acquisition
- Better relationship between the DNR and farmers
- Higher fees could limit participation – finding a balance
- Access to hunting areas – leased areas
- Non-residents purchasing or leasing ground
- Farming practices – marginal land cropped
- Access to lakes – expansion
- Bio-politics – making decisions based on science not politics
- Protecting ROW trapping
- Permanent protection of rights to hunt, fish, trap
- Lack of promotion in public schools
- Get hunter safety in schools
- Not paying fair share of property taxes
- Intensive farming
- Lack of CRP
- Need support from supervisors
- Lack of public ground
- Too many coyotes and hawks
- Politicians making decisions
- Lack of public shooting ranges
- Deer management
- Negative public perception
- Comp. for use of resources – (boating interference with fishing)
- Funding
- Lack of corporate support for shooting sports
- Non-consumptive users on public areas
- Facilities closed prematurely (docks, outhouses, etc.)
- Downstream or out-migration of fish in the Iowa Great Lakes
- Not cleaning up mess after removing trees from public areas
- Urban sprawl
- Land use changes
- Water quality
- Lack of communication and education from DNR
- Lack of Administrative communication
- Outside influences from private organizations as well as political forces
- Inflation
- Loss of recruitment/tradition
- Cultural changes
- Changes in agriculture
- Loss of habitat
- Too many doe tags and seasons
- Non residents with doe tags shooting bucks

- Lack of participation
- Better DNR led education of hunting and ethics and conservation
- Disrespect for landowners
- Lack of mentored hunting programs
- Poaching
- Regulations in NE Iowa don't fit
- More incentives to put in habitat
- Manage DNR lands better (less crop leasing)
- Non-huntable acres
- Low pheasant numbers
- Party hunting deer
- Trapping too early in the season doesn't allow trappers to take advantage of prime fur
- Multiple agencies not selling programs as well as they could
- FSA doesn't value CRP programs
- People working in the NR field are not conservation minded: hire trained professionals, improve communication, educate FSA
- Diseases
- Bobcats affecting small game
- Otters affecting fish in ponds
- Use of herbicides and pesticides
- Funding

What, if anything, do you think the DNR in partnership with hunting, fishing, and trapping recreational users and conservation groups should be doing to grow participation and conservation of natural resources in the next 5-10 years and beyond?

- Youth hunts – mentor hunts and positive experiences
- Early season for ducks – let the kids have the first opportunity when there are large numbers out there
- Youth pheasant – allow 3 bird harvest
- Pheasant – open until sunset
- Get into the school systems to introduce hunting, fishing and trapping – also natural resource education in the schools, get into the middle schools and go through groups like FFA for natural resource education
- Archery, trap shooting and sporting clays in the schools
- Landowners incentives to increase hunting opportunities – walk-in areas
- Open hunting ground (if not posted) – like ND
- Lazy Lagoon – restricted use for Iowa Great Lakes anglers
- Better access/ramps on sloughs and wetlands
- Also FFA groups – natural resources education
- More clinics for kids
- Get into the middle schools
- Better winter-time access to lakes – partnering with lake associations and others
- Better enforcement on boats – speed limits/noise

- Fish migration downstream from lakes
- Improve ways to generate income from non-resident boaters
- Another free fish weekend and promote free fishing opportunities
- Better awareness of boating laws by recreational boaters
- Get DNR supported by corporations
- Natural resource history
- Opportunities for hunting/fishing need to be affordable and rewarding
- Dove season
- Better land access
- Land leased by non-residents for deer hunting
- Charge \$100/gun to hunt
- Promote involvement by women
- Increase deer herd in northern Iowa
- Ponds designed for youth fishing opportunities
- Multi-use areas, i.e., kayaks, canoes
- More handicapped accessible areas
- Common sense rules to regulations
- Land acquisition
- Adult re-education so they can explain about natural resource conservation
- Improve website and more user interface
- Advertise youth education opportunities
- Advertise to adults about benefits of hunting trapping, promote sports and DNR in good light
- Landowner education
- Build public support for conservation, reduce benefits to landowners who do not practice conservation techniques and increase to farmers who do (legislation)
- Improve Pheasant habitat and populations
- Work with NGO's for a strong voice to promote laws, water quality and land use
- Youth deer season should be antlerless only
- Link Iowa DNR with Tourism
- Offer a short-term 1-3 day license for non-residents
- More interaction between DNR Staff and the field
- Free fishing weekend for non-residents
- Allow NGO's to work with wildlife bios on management of public lands
- Get youth successes
- DNR Education to non-consumptive users
- Market what DNR does and benefits to the economy and public
- Communication with NGO and partner groups
- Improve land use
- Funding (assistance for lakes and ponds)
- Partner up hunters/landowners that have over-population of deer
- More public areas for hunter education – eg shooting ranges
- Partner with CCBs to expand local education programs

Appendix B

YOUR LICENSE DOLLARS, YOUR LEGACY

Pheasants Forever Forum

RECAP

What is currently going well for fishing, hunting and trapping in Iowa?

- PPJV priority areas
- Northeast Iowa turkey population
- Lots of coyotes
- Successful use of hunting to manage deer populations
- Restoration in Loess Hills
- Fishing opportunities in central Iowa
- Additions at Muskrat Slough
- Trout stream habitat improvement in NE Iowa
- Canada goose population statewide
- Bald eagle population
- Archery in the schools – shooting sports
- Fishing improved (lake in northern Iowa – walleye and yellow bass)
- Trout fishing (NE Iowa) natural reproductions and streams
- Private lands program
- Marketability of
- Bobcat season – likes seeing them
- Increasing urban opportunities (urban deer/geese)
- Quail coming back
- Turkey hunting
- Youth camps/mentored hunting
- Increased tourism (white-tailed deer, boating, lakes/fishing)
- HUSH
- Dickinson County – amount of opportunities, destination area and improved water quality
- Recreational safety officers and safety education
- Private lands program
- Natural resources license fees
- Weather
- Bobcats increasing
- River otter increasing

- DU partnership
- Land acquisition
- Lake restoration
- Water quality improvements
- Youth involvement
- Trying to get access programs
- Deer seasons – high power rifles, state park hunts
- Urban trout
- Limited natural resource deer tags
- Wipers – new fish species
- Chichaqua / central Iowa habitat
- Stocking programs
- Limited personnel but good accomplishments
- DNR people a strength
- Trout stream stocking
- Deer hunting, goose hunting
- Water quality increasing
- Piggy backing cost share with partners
- Land acquisition
- Private lands program
- Conservation education (springbrook)
- County conservation education systems
- Help from DNR person on programs
- Getting IWILL through

What do you perceive as the roadblocks/threats to the future of hunting, fishing and trapping in Iowa, today as well as 5-10 years and beyond?

- Access – average hunter
- Changing agricultural practices – less habitat
- Lack of participation – changing interests
- Leasing hunting rights
- Potential decreases to public land acquisition
- Enough funding
- Urban sprawl – rural subdivisions
- Loss of CRP – other habitat
- Trophy deer focus
- Water quality
- Ability to manage for the resource – e.g. deer population
- Politics trumping biology
- Access
- Acceptance of hunting
- Marketability- need more bring out of state money in and Iowa money back – extended partnerships
- Habitat loss – fragmentation- marginalization quality
- Agricultural trends – large scale vs. small – lobbying influences
- Urbanization/suburbanization

- Lack of knowledge/more education
- Competition for time
- Traditional funding mechanisms decreasing
- Telling DNR good stories to the public (misconceptions)
- Lack of money – lack of management of public grounds
- Cost/profit from commodities
- Trophy deer leads to other issues – land access
- Social – family structures issues sometimes dysfunctional, traditions passing on
- Technical assistance for private landowners
- Declining license sales
- Youth education and participation
- Maintaining continuity of DNR leadership
- Other impacts/interference for science based decisions
- Sharing of knowledge-don't reinvent the wheel
- Urbanization
- Aging population
- Funding limited to trust fund
- Recruiting new hunters
- Growth of ethanol and commodity prices
- Law enforcement shortage
- Intensive land management – farming
- Watershed issues
- Public perception of DNR
- Public perception of hunting, fishing, guns
- Politics T.B.
- Shortage of public land
- Loss of land
- Access to private land
- Apathy
- Habitat challenges
- Water quality
- Lack of funding, cost of land
- Youth doing toher things
- Rumors of losing CRP/farm program
- Competition from commodity prices
- Anti-hunting, fishing, lobbieists
- Farmer concerns re: depredation
- Urban sprawl
- Access to hunt/fish areas
- River runoff-more tiles leading to rivers – need buffers
- National debt
- Need more pheasants and quail
- Weather
- Worldwide food demands

What, if anything, do you think the DNR in partnership with hunting, fishing, and trapping recreational users and conservation groups should be doing to grow participation and conservation of natural resources in the next 5-10 years and beyond?

- Pay more for licenses – want to be sure trust fund is protected
- Park user fees
- Trail-use fee
- Conservation paid for by all Iowans
- Expect leadership from DNR to stand up for sportsmen and natural resources
- Focus on programs that benefit Iowans (Iowa sportsmen and women)
- Equal emphasis on all game species
- Buffer strips – other conservation incentives
- Moving from incentives to regulatory framework for water quality/conservation
- Increase discussion with legislature
- Individuals talking with their legislators
- Youth activities (in schools e.g. archery)
- Access program, not at expense of public land acquisition (as added program/habitat)
- Continue large cooperative efforts like Iowa water and land legacy
- Educate youth – in-school programs
- Hands-on experiential learning
- Increased technical assistance on private lands – don't leave federal money on the table
- More opportunities for programs like WRP and EQIP
- More partnerships – improve quality of public areas; youth programs
- Greater involvement of DNR staff with partner groups
- Buffers for all natural areas (all streams- water quality, air quality improvements)
- Partner more with media – improved creative focused communication
- More programs in schools by working with educators; vocational agriculture programs, science teachers, shooting sports
- Outdoor classrooms – habitat improvement
- Increase shooting areas
- More emphasis on farm shelter belts
- CREP – all encompassing
- Predation issues – expand trapping seasons/opportunities
- Lifetime licenses for more – explore options
- Increase own conservation groups lobbying to be louder, smarter, together
- Separate ESD/CRD (DNR) – regulatory from fish/game/parks/forests/LE
- Consider LOT = antlerless only
- Market the good (DNR/CRD) stories
- Land acquisition/access
- Public awareness/education
- Education in schools
- Watershed improvement
- Mandatory buffer/land management for farmers getting USDA benefits
- NRCS red tape
- Engage public more
- DNR staff in schools

- Tax/fee for non-game users
- Expand youth programs
- Explain solutions to negatives (i.e. pheasants)
- Reload Iowa Program
- Need more federal programs to focus on conservation projects (need NRCS, FSA, etc._ do more to promote conservation and be consistent)
- Take kids (or adults) with you to hunt and fish – Mentor
- Buy more public hunting land
- Legacy land gifting program
- Tax increase – IWILL
- Increase incentive to farmers for habitat/buffers
- Require farmers to study their environmental impacts – like other businesses – all rural businesses know impacts
- Increase CRP approaches – not comprehensive
- Increase youth education – city school (rules might impact hunter ed)
- Get outdoor education publications into schools
- Naturalists into schools more (funding challenges)
- Need state support especially in smaller counties
- Access/walk-in programs
- Maximize REAP
- Let legislators know hunt/fish constituencies important
- Use IWILL's vote – 63% - keep in the forefront
- Keep messages fresh
- Without money can't increase water quality – key message
- Habitat, water quality, money, critical areas
- Work with private land owners
- Stream bank work – lots should be done
- Increase numbers in the wildlife bureau
- Increase numbers in education – more in schools