

Talking points

1 . Increasing sales should be the top objective

Primary consideration should be the impact on the Stamp, instead of “celebrating our waterfowl hunting heritage”

We greatly appreciate the hunting community. They have provided most of the dollars to support the purchase of wetlands in America.

Even with their current unwavering support the number of stamps purchased continues to decline as the number of hunters decline.

We need to broaden the base of support to include the growing number of non-consumptive citizens who value land protection. According to the *2016 USFWS National Survey of Hunting, Fishing and Wildlife-Associated Recreation*, wildlife watching increased 20% to 86 million participants from 2011, and expenditures by wildlife watchers rose sharply from \$59.1 billion to \$75.9 billion.

Emphasis in any proposed rule should be increasing sales and growing the number (and diversity of) purchasers in order to strengthen the program

“Celebrating our waterfowl hunting heritage” as a permanent rule will not increase the number of hunters and anglers who purchase the Stamp, and limits the appeal of a purchase to those who purchase the Stamp for conservation or other reasons

Hunters already “all in” on buying stamp, with several organizations urging members to buy more than one Stamp

2. Will lead to a decline in Art Contest entries and artist participation

The temporary change in the rule for 2018-2019 led to a decline in entries

The requirement of a hunting element restricts design, leading to less room for creativity, and reduces base number of participants in the Contest

3. Less sales are detrimental

Sales are already flat. The challenge now is to increase sales of the Stamp, which are down from a high of 2,412,651 in 1970-1971 to today's 1,514,551 in 2017-2018 (numbers to be updated as final numbers come in).

Decreased sales impacts hunters unfavorably leading to less land conservation and less hunting opportunities.

Decreased sales leads to less land preservation and protection of habitat

This rule won't help reach new buyers

4. Weakens program

For the above reasons

Don't mess with success. 1.5 million stamps are sold each year and, as of 2017, Federal Duck Stamps have generated more than \$1 billion for the preservation of approximately 6 million acres of waterfowl habitat in the United States.

The Duck Stamp needs to focus on the common ground for the future of American wildlife. Wetlands should be the broader focus, rather than hunting.