

Shooting Wildlife II

Who makes your binoculars, spotting scopes and optics?



An updated report by
Ethical Consumer Research Association
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ethical
consumer

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Part 1 : *Executive summary*

This report explores the debates surrounding the ethics and impacts of sport hunting, and updates the 2016 ‘Shooting wildlife?’ report, which examined how 30 optics companies approach this sensitive subject.

Part Four of this report looks at public opinion on issues raised by the first ‘Shooting Wildlife?’ report. Part Five reviews some of the literature on the global impacts of sport hunting, and Part Six looks in detail at each of the companies involved; identifying changes in practice that may have occurred since the 2016 report. Part Seven looks at some of the hunting organisations that companies are linked with.

As part of the research, we contacted all thirty optics companies featured in the 2016 report, asking for thoughts on the issues raised and requesting information about changes to company policy and practice since 2016. Three companies responded, all of which have no (Canon and Opticron) or weak (Kowa) links to hunting.

One of these companies was found to have ended all links to hunting: Opticron removed all material that marketed products to hunters from its website. The company emailed Ethical Consumer stating that the decision had been, in part, a response to feedback from customers, who had favoured the company due to its minimal links to the hunting industry. This increased the number of companies not marketing to hunters to five - up from four in the last report.

Unfortunately, one company has also developed links with hunting. Fujifilm’s US website now sells riflescopes and markets binoculars for hunting. This means that 83% of companies continue to market to hunters. 50% target specific forms of sport hunting: trophy, driven or ‘big-game’ hunts. And 45% have additional ties through pro-staff hunters, sponsorship of hunting organisations, TV shows or events, or through their own ‘academies’ for teaching skills for hunting.

For this report, we also reviewed the literature on the impacts of hunting, looking for new research findings. We found continued support for the precautionary principle to be applied, especially when it comes to the hunting of ‘big game’ species.

We conducted an online survey to gauge public opinion on the optics Industry and its links with hunting, in October 2017. 1411 people responded to the survey, with 57.31% identifying as a ‘user of optics equipment (binoculars, spotting scopes, etc.) for wildlife watching and conservation’ and 38.67% identifying as a ‘user of optics equipment (binoculars, spotting scopes, rifle sites, etc.) for sports hunting’. The research found, unsurprisingly, that there is stronger support amongst wildlife watchers for optics brands to drop hunting links compared to those who identified as sports hunters.

Almost 70% of those who responded to the survey as a ‘user of optics equipment for wildlife watching and conservation’ stated that they would switch their optics brand if they knew the company was endorsing hunting.

Although the statistics about company links to hunting remain largely unchanged since the last report, both the consumer survey and the few responses to the business questionnaire suggest a growing awareness within the industry. Clearly there is room within the market for ‘wildlife-friendly’ optics brands, and it is to this opportunity that companies like Opticron respond.

Part 2 : Introduction

Sport optics', such as binoculars, spotting scopes and monoculars, are used by many wildlife watchers. They are also essential pieces of equipment for conservationists and hunters, as are rifle sights and optical rangefinders. It is therefore no surprise that 83% of the optics companies covered in this report continue to have links to hunting. These links might include marketing products at both user groups, and sponsoring hunting events or work.

There is an obvious crossover amongst these stakeholders, with many national parks and reserves within the former British colonies and the USA historically being traced back to hunters who wanted to protect 'game' species and their habitat from unregulated killing and destruction. Controlled, 'ecologically sound' hunting (one form of wildlife management), continues to be used by conservationists globally, who also enjoy wildlife watching.

However, contradictions and ethical tensions are also raised by optics companies endorsing both wildlife watching and hunting. These arise from the complexity that surrounds hunting ethics and the environmental and sociopolitical impacts certain forms of hunting may have. For example, some optics companies use language and imagery that promote trophy and 'big game' hunting; a form of selective hunting which tends

to favour the killing of animals with large or distinct sexually selected features such as horns, manes, tusks and antlers.

This situation raises concerns for some conservationists who may advocate controlled hunting as a form of wildlife management, but oppose trophy hunting (especially where it is not well regulated and managed under the guidance of those with knowledge of the 'game' species and ecosystem in question).

As discussed in Part Five of this report, selective hunting has been linked to observed changes in animal behaviour, demographics, population health and migration.

In addition, those who uphold the 'right to life' concept believe that killing animals in any instance is unacceptable as the animal's life is not ours to take. An optics company that endorses hunting through marketing materials or sponsorship therefore poses an ethical problem for animal rights supporters.

As part of this research we contacted all 30 optics companies featured in the 2016 report, asking for thoughts on the issues raised and requesting information about changes, if any, to company policy and practice since 2016.

FOR THE PURPOSE OF THIS REPORT, OUR DEFINITIONS ARE AS FOLLOWS:

SPORT HUNTING: hunting undertaken for leisure, irrelevant of whether the animal is eaten. Trophy, driven, and 'big-game' hunts are all considered to be forms of sport hunting in this report.

TROPHY: when an animal is hunted and the whole animal or part of the animal is kept and usually displayed, irrelevant of whether the rest of the animal was eaten. Animals hunted as trophies are usually the biggest in body size or the most ornate, meaning that they are often male. For this report, trophy animals are considered to be those which had large antlers, horns, ivory tusks, or which were ornate in another way (e.g. male lion with large mane, or an animal with an unusual coloured skin or coat). Traditional examples of trophy animals include: elk, whitetail deer, bighorn

sheep, caribou, moose, black bear, mountain lion, roebuck, buffalo, bears, male lions, elephants and rhino.

DRIVEN HUNT: 'game' animals (such as boar, red deer and a range of birds), are encouraged to move towards stationary hunters by an organised team of 'beaters' and dogs.

'BIG GAME' HUNTING: the hunting of large animals for a range of purposes, including for meat, a 'trophy', sport and other animal by-products such as horns and antlers. 'Big game' animals include elephant, buffalo, lion, rhinoceros, kudu, antelope, Moose, elk, whitetail deer and bear.

2.1 : Developments & changes

Most significantly, two companies (Canon and Opticron) have now clarified their position, stating that they do not market products for sports hunting. This is a shift in position for Opticron, which was found to have links to hunting, albeit weak ones, in the last report. The company has since deleted all hunting references on its website.

The move represents only a small change statistically - increasing the percentage of companies without marketing ties to hunting from 13% to 17%. But it may represent a growing awareness in the industry overall. Canon alone is a major market player, the biggest company looked at in the report. And Opticron offers an example of policy that responds to particular consumer pressure. In December 2017, the company told Ethical Consumer that its shift was partially in response to customer feedback on its links to hunting following the last report. The company has now stated that it will not endorse trophy or other sports hunting types. (See the company section on page 46 for its full statement).

For most companies, however, links to hunting remain deeply entrenched. 83% marketed at least some products for hunting, just a 4% decrease since the last report. For some companies, in fact, new links to hunting were found. Fujifilm, for example, (which was not previously found to have any connections with hunting) has begun to produce a riflescope and to market binoculars for hunting on its US website. 66% continue have strong links to hunting, either marketing multiple products for hunters' use, or for use in sports hunts, or producing specialist products for hunters. Nonetheless, the number of companies referencing 'big-game' or trophy hunting had fallen by 3% (from 43% to 40%) since the last report: this could be an important shift if built upon, considering scientific evidence that it is these kinds of hunting that pose the greatest risk to animal populations.

68% of those who responded to Ethical Consumer's online survey in November/December 2017 and stated that they used optics for wildlife watching and conservation, said that they would change the brand of optics they used if they knew that the company behind the brand was endorsing sports hunting.

The survey also sought qualitative responses to the issues raised by the 2016 'Shooting Wildlife?' report and asked what consumers would like to see happen in the future regarding companies' links to hunting. Responses, explored in Part Four of this report, show support for increased transparency regarding

company policy on the endorsing and sponsorship of hunting activities and, with this, a publicity campaign about the current situation.

This feedback suggests that there is an opportunity for 'cruelty-free' or 'wildlife-friendly' optics marketing that is currently being missed. Although some brands clearly garner a huge amount of revenue from hunting communities, it is surprising that those brands with only very weak links to hunting (mentioning it only in passing, for example) have not embraced this ethical marketing possibility. The good news is that three new companies in this 'weak link' category (see section (c) below), perhaps have more to gain and less to lose from reassessing their connections to hunting.

(a) COMPANIES WITH STRONG LINKS TO HUNTING (66%)

25 (83%) of the 30 companies covered in this report had some connection to hunting.

Of the 30 companies, 20 (66%) were considered to have strong links to hunting - selling riflescopes and/or marketing products for sports hunting. 18 (62%) sold numerous sport hunting accessories, such as riflescopes, range finders, or night vision equipment. 15 (50%) marketed products specifically for trophy, 'big-game' and/or driven hunts in their promotional text, and were therefore considered to market to sports hunters. 13 (45%) had further links to hunting, through pro-staff, ownership by hunters, or the sponsorship of events. Two of these, Leupold & Stevens, and Zeiss, had their own 'training academies', where individuals could pay for courses on the use of optics in hunting.

Seven companies - Beretta, Eschenbach, Leupold & Stevens, Meopta, Vista, Vortex, and Zeiss - explicitly referred to trophy shooting on their websites, although many more used images of traditional trophy animals.

"With the trophy scale you can measure the antler spread on 'game' before shooting"¹

"... when the daylight is fading fast ... and you're closing in on the trophy of a lifetime"²

By glamourising trophy hunting through imagery and language, optics companies promote a form of selective sport hunting that has been linked to changes in animal demographics, population health and animal migration - as discussed in Part Five below.

¹ <https://www.leupold.com/rangefinders/hunting-rangefinders/rx-850i-tbr-with-dna-digital-laser-rangefinder>, viewed 24 October 2017

² <http://www.meoptasportsoptics.com/us/overview/binoculars-9/meostar-b1-series-23.html?interestTopic=2>

2.1 : Developments & changes cont.

(b) COMPANIES THAT DO NOT MARKET TO HUNTERS (17%)

Interesting developments have occurred in this category since the last ‘Shooting Wildlife?’ report, with five companies (17%) (as opposed to four in 2016) not having any connection to hunting: Canon, Kenko Tokina, Olympus, Opticron and Visionary. Three of these did not have any connection to hunting at the time of the last report. However, Opticron had previously marketed a couple of products to hunters. In December 2017, the company confirmed that it had deleted all mention of hunting “partly as a result of the ongoing work we are doing with conservation organisations”, and partly due to feedback “after the publication of the first version of the report that customers had chosen Opticron products because the brand is not supportive of trophy and other sport hunting.”³

As Visionary only once mentioned hunting, in a technical guide that could be downloaded from its website, and did not do so in order to market products to hunters, it was also considered to fall within this category.

Fujifilm has begun to sell riflescopes and markets binoculars to hunters on its US website. It therefore is considered to have developed stronger links to hunting since the previous report.

(c) COMPANIES WITH WEAK CONNECTIONS TO HUNTING (17%)

Five companies (17%) had very weak links to hunting, perhaps mentioning in catalogues that a product could also be used by hunters but without having a dedicated ‘hunting’ section on their website. Four of the brands in this group are the same as those in the last report: Celestron, Pentax, Kowa and Viking. Barr & Stroud also now has very weak links to hunting.

Barr & Stroud’s UK distributor, Optical Vision Limited, was no longer found to have links to other companies promoting sports hunting, as it did in 2015.

Viking Optical Limited (the sole supplier of optics to the RSPB) still had no direct links to hunting with its own-branded products, however, on its online optical centre, it sold branded optics, such as Zeiss, which were marketed to the hunting industry.

Eschenbach continues to feature a page on hunting on its website. One range of binoculars, marketed to hunters, was named ‘Trophy’. As the company now markets to sports hunters, it is no longer considered to have only weak links to hunting.

Companies with no, or very weak, connections with sport hunting (34% of the total) have perhaps the most to gain, and the least to lose, by considering whether to orientate themselves more firmly towards the market for wildlife enthusiasts.

If you are going to change what you buy because of this report, remember to tell the company about it and let them know why.

2.2 Who to buy from

“As a consumer, I have a choice to make my own protest by avoiding brands that I know to be involved [in sports hunting]. The more people who do it, the more chance they have of making a difference.” Survey respondent.

Recommended companies to buy from are Canon, Kenko Tokina, Olympus and Opticron, which are the only companies covered that could not be directly linked with the sport hunting industry. Visionary is also recommended as it only mentioned hunting once and did not do so in order to market products to hunters.

The other five companies with weaker links to sport hunting may also be a good choice. The main brands in this group are: Celestron, Pentax, Kowa, Viking, and Barr & Stroud.

Consumers who hold animal rights issues close to heart may want to avoid brands owned by companies with strong links to hunting. These include: Nikon, Swarovski, Leupold, Zeiss, Leica, Steiner, Bushnell, Vortex, Meopta, Minox, Burris, Hawke, Bresser, Alpen, Tasco, Barska, Visionking, Bosma, Vanguard, Carson, Eschenbach, and Fujifilm.

If environmental issues guide your purchasing choices, then you may wish to avoid companies that glamourise trophy hunting. In particular, companies whose images and footage include animals such as lions and bears where the potential negative impacts of selective hunting have started to be evidenced. These include Alpen, Steiner, Swarovski, Burris, Bresser, Zeiss, Leica, Vanguard, Vortex, Hawke, Leupold, Meopta and Vista (Bushnell and Tasco brands).

³ Email correspondence with Pete Gamby, Opticron 21/12/2017

2.3 : Campaigning for change

As well as changing who you buy from, other campaigning options include:

- ◆ Tell friends, family and conservation networks about the ‘Shooting Wildlife?’ report and the issues raised. Perhaps even host an event to discuss the topic in your local area.
- ◆ Contact your optics brand and let them know your concerns, encouraging them to increase their transparency by publishing a policy statement on trophy hunting and sponsorship of hunting activities.
- ◆ Ask manufacturers to adopt an ethical position on marketing their products to hunters which addresses: the glamourisation of ‘big game’ and trophy hunting; the use of hunting imagery that contains animals that have been impacted by hunting (evidenced in scientific literature); sponsorship of sports hunting; animal rights.
- ◆ Contact the companies with no links to hunting, encouraging them to use this in marketing materials, and develop ‘wildlife-friendly’ optics ranges.
- ◆ If part of a conservation group, consider developing a policy on sponsorship. Are you willing to accept money from an optics company that endorses trophy hunting?

2.4 : Companies reviewed

Thirty optics companies are covered in this report, all of which sell birding optics, amongst other products. They all appear in the table on pages 8 and 9.

The optics companies reviewed are those that featured in the 2016 ‘Shooting Wildlife?’ report. These were initially selected based on market reports of the industry, in addition to correlating key manufacturers with recommended and accessible brands in the UK. Top selling binocular brands on Amazon were also viewed and recommendations from birding forums, bird optics websites and product reviews were taken into account.

(a) COMPANY PROFILES

A company profile has been developed for each optics company covered in this report.

Profiles briefly explore the culture and history of the companies behind the optics brands, and examine the types of consumer products sold. Where hunting accessories were found on sale, the type of products sold and how they were sold and promoted was reviewed.

Where information was displayed on websites, the promotional text used, animal species used in images, and company links to the sport hunting industry through sponsorship or membership were recorded.

In particular, the promotion of trophy and ‘big game’ hunting was noted due to the potential impacts of selective hunting on an animal population's health and resilience – as discussed in the literature review in Part Five of this report.

2.5 : Table

| Brand | Sells Riflescopes | Text markets other optical products to hunters | Text markets optical products for sports hunting | Other hunting links or sponsorship | Company | Turnover |
|---------------|-------------------|--|--|------------------------------------|--|--|
| Alpen | x | x | x | x | Alpen Outdoor Company | £1.4 million |
| Barr & Stroud | | x | | | Optical Vision Limited | £3.32 million |
| Barska | x | x | x | | Micro World Corporation | £4.13 million |
| Bosma | x | x | | | Guangzhou Bosma Corp | £16.03 million |
| Bresser | x | x | x | x | Jinghua Optical & Electronics Co. Ltd. (China) | £61.29 million |
| Bushnell | x | x | x | x | Vista Outdoor Inc. | £1.85 million |
| Burris | x | x | x | x | Beretta Holding SpA | £604.63 million |
| Canon | | | | | Canon Inc. | £21.28 billion |
| Carson | x | x | | | Carson Optical Inc. | £7.29 million |
| Celestron | | x | | | Synta Technology | £63.79 million (for Celestron. Synta Technology unknown) |
| Eschenbach | | x | x | | Eschenbach Holding GmbH | £105.53 million |
| Fujifilm | x | x | | | Fujifilm Holdings Corporation | £16.34 billion |
| Hawke | x | x | x | x | Avocet Capital Limited | £12.7 million |
| Kenko | | | | | Kenko Tokina Co. Ltd. | £118.57 million |
| Kowa | | x | | | Kowa Group | £1.03 billion |

2.5 : Table cont.

| Brand | Sells Riflescopes | Text markets other optical products to hunters | Text markets optical products for sports hunting | Other hunting links or sponsorship | Company | Turnover |
|-------------------|-------------------|--|--|------------------------------------|--|-----------------|
| Leica | x | x | x | x | Socrates Private Foundation | £236.77 million |
| Leupold & Stevens | x | x | x | x | Leupold & Stevens Inc. | £85.74 million |
| Meopta | x | x | x | x | Meopta-optika s.r.o. | £79.12 million |
| Minox | x | x | | x | Minox GmbH | £5.31 million |
| Nikon | x | x | x | x | Nikon | £5.37 billion |
| Olympus | | | | | The Olympus Corporation | £4.91 billion |
| Opticron | | | | | Opticron | > £8 million |
| Pentax | | x | | | Ricoh Group | £13.31 billion |
| Steiner | x | x | x | x | Beretta Holding SpA | £604.63 million |
| Swarovski | x | x | x | x | Swarovski Group | £2.99 billion |
| Tasco | x | x | x | x | Vista Outdoor Inc | £2.55 billion |
| Vanguard | x | x | | | Vanguard World | unknown |
| Viking | | x | | | Viking Optical Limited | unknown |
| Visionary | | | | | Optical Hardware | £211,335 |
| Visionking | x | x | x | | Visionking Optical Technology Co. Ltd. | unknown |
| Vortex | x | x | x | x | Sheltered Wings Inc. | £65.52 million |
| Zeiss | x | x | x | x | Carl Zeiss Stiftung | £4.36 billion |

Part 3 : Sport Hunting Ethics

Hunting animals for sport or recreation is increasingly opposed in the UK and by broader society, especially when it involves chasing animals with dogs.

In 2016, Ipsos MORI, a market research firm, was commissioned to conduct a British national poll exploring public opinion on a number of hunting activities. The British public favoured the continuing ban of fox hunting (84%); deer hunting (88%); hare hunting and coursing (91%); dog fighting (98%); and badger baiting (94%) in the Hunting Act.⁴ Byrd et al⁵ similarly conducted a survey with 825 US residents to assess public opinion on hunting in the USA. Although 87% of respondents agreed that it was acceptable to hunt for food, only 37% agreed that it was acceptable to hunt for a trophy.⁶ This is supported by Grandy et al's⁷ findings that a higher percentage of people are found to oppose hunting conducted primarily for sport or recreation, or trophy hunting, compared to hunting for food.⁸

Animal rights groups oppose hunting in all forms as they uphold the 'right to life' concept. Killing animals in any instance - whether for sport or food - is considered unacceptable as the animal's life is not ours to take.⁹

From an animal welfare perspective, the degree of suffering (pain and psychological trauma) caused by an action also determines whether an action is deemed socially acceptable or not. A couple of studies have tried to examine the animal suffering caused by hunting through observations of animal behaviour, measuring glycogen and cortisol levels and muscle damage.^{10 11} They suggest that a high level of skill can reduce the suffering experienced when an animal is hunted. For example, red deer appear to suffer more

when wounded and not killed cleanly (in a single shot), or when forced to flee in a chase compared to deer instantly killed by a quiet and skilled deer stalker. The type of weapon used, the number of shots taken to kill an animal, the time from impact until death, and how hunters deal with dependent young are all factors that can impact on perceived suffering.

Whether it is deemed socially acceptable to kill an animal also appears to be dependent on the species in question and whether it can feel, or is perceived to feel, pain. Society tends to have 'favourite species', with less concern being shown towards the killing of 'vermin' such as rats compared to a dog, for example.

As highlighted by Grandy et al (2003), ethical considerations regarding hunting, particularly in the US, examine notions such as 'fair chase'; humaneness of hunting methods used; whether hunting is conducted primarily for recreation; whether the final product is used (for meat, etc.); the level to which hunting serves a wider purpose (for example, can it help prevent a people/wildlife conflict?); and whether hunters respect laws and regulations.

The North American Model of Wildlife Conservation contains seven key principles that can be used to assess whether hunting is appropriate. However, as discussed by Vucetich et al (2017)¹², the principles are not often fully met, as was the case with wolf (*Canis lupus*) hunting in Michigan, USA.

⁴ www.ipsos.com/ipsos-mori/en-uk/attitudes-hunting-2016

⁵ Byrd, E et al Perceptions of Hunting and Hunters by U.S (2017) *Animals*, www.mdpi.com/2076-2615/7/11/83/htm

⁶ www.mdpi.com/2076-2615/7/11/83/htm 2017

⁷ Grandy et al (2003). *The science and sociology of hunting: Shifting practices and perceptions in the United States and Great Britain*.

⁸ Grandy et al (2003)

⁹ Culture & Animals Foundation, viewed 18/9/2015, <http://www.cultureandanimals.org/pop1.html>

¹⁰ Bateson P. and Harris R (2000) Report of contract 7 on welfare to the Committee of Inquiry into hunting with dogs

¹¹ Loveridge et al "Does sport hunting benefit conservation." *Key topics in conservation biology* 1 (2007): 222

¹² Vucetich et al (2017) *Evaluating the principles of wildlife conservation: a case study of wolf (Canis lupus) hunting in Michigan, United States*, *American Society of Mammalogists*,

Part 4 : *Public opinion on optics companies' hunting link*

In October 2017 Ethical Consumer completed three in-depth interviews with Emily Joáchim (UK Little Owl Project), Charlie Moores (Talking Naturally podcast) and Su Gough (Hawk and Owl Trust), that explored questions and issues raised by the 2016 'Shooting Wildlife?' report. These lead to the creation of an online survey in an attempt to reach a wider range of stakeholders from the conservation movement.

1411 people partially completed, and 1377 people fully completed, an online survey about the Optics Industry and its links with hunting. The survey was shared on Twitter with key conservation and wildlife organisations and people being targeted, e.g. the RSPB, Birdlife International, Chris Packham, WWF, yolobirder, etc.

57.31% (784 people) classed themselves as a 'user of optics equipment (binoculars, spotting scopes, etc.) for wildlife watching and conservation'. 38.67% (529) identified as a 'user of optics equipment (binoculars, spotting scopes, rifle sites, etc.) for sports hunting'. 0.37% (5 people) worked for an optics company and 0.22% (3 people) used to work for an optics company. 3.44% (47 people) classified themselves as 'other', with 24 identifying as both a conservationist AND a hunter.

Would you change the optics brand you use if you knew the company behind the brand was endorsing sports hunting?

1354 people responded to the question, with 45.72% (619) saying 'yes' to switching. 54.28% (735) said no. Of those that said 'yes', 86.4% (535) identified as a 'user of optics equipment for wildlife watching and conservation' and 9.5% (59) as a 'user of optics equipment for sports hunting'.

Of those that said 'no' to switching their optics brand, 32.4% (238) identified as a 'user of optics equipment for wildlife watching and conservation' and 63.4% (466) identified as a 'user of optics equipment (binoculars, spotting scopes, rifle sites, etc.) for sports hunting'.

This crude data suggests there is, unsurprisingly, a stronger support amongst wildlife watchers for optics brands to drop hunting links compared to those who identify as sports hunters.

49.33% (664) of respondents had come across examples of optics companies endorsing both wildlife conservation and sports hunting. Examples included:

"Swarovski advertises in Game shooting magazines and RSPB magazines ... Swarovski also regularly attends events for both wildlife and hunting groups and takes parties from both sectors on trips".

The UK Little Owl Project turned down a sponsorship opportunity from Leica that would have endorsed Leica's NOCTIVID range and the Leica Little Owl vision product - a product specifically designed to be used at dawn and dusk for hunting and wildlife watching. Emily Joáchim was shocked to find, after a little research, Leica's marketing at both hunters and wildlife watchers, mentioning Leica's two separate Twitter accounts: @leicabirding and @leicahunting.

"Bushnell endorses and sponsors shooting events. A lot of rifle scope and optics manufacturers, too many to mention here, endorse both wildlife conservation and sports hunting through marketing activities such as sponsored hunting trips."

"Nikon: most people see the company as a backer of conservation since they produce top quality equipment for wildlife photographers, but they have also produced sights for hunting rifles and openly advertise and support hunting."

4. Public opinion on optics companies' hunting link cont.

Those who hadn't read the report had the following views regarding optics being marketed at both wildlife watchers and sports hunters:

"I understand, particularly for the American market, that conservation of wildlife developed along with hunting, but that doesn't translate globally. So, it's quite difficult to pull these apart especially with brands that have customers in both the US and UK. We're at a time now, as the cause of the sixth mass extinction, where companies need to decide ethically - which side of history they want to be on."

"It's the current lack of ethics in the hunting industry that is the problem. The optics industry could help improve hunting if it was motivated to do so."

"It is their right to do so, but as a conservationist, I would not buy from a company that supports sport hunting. It's not ethical and it is wrong to confuse customers with mixed messages. Companies should align with a specific set of values and it looks like these companies are having their cake and eating it. Customers have the power and should equip themselves with knowledge before they exercise their spending power."

"I find it offensive that I may have provided advertising for a company that supports/endorse something I have been against and have found so morally reprehensible for most of my life. I will change my equipment and make others aware and encourage them to do the same, if I find that they support, sponsor or market hunting products or activities."

"I find it disturbing. Sport hunting should not be conflated with wildlife watching or conservation. By using sport hunting imagery in their marketing materials, the optics companies are normalising this behaviour."

"While it would be great to have a choice of quality optics from manufacturers not involved in hunting I believe they would argue that wildlife watching itself is not a big enough market for the sort of development required to produce cutting edge equipment. Firms like Canon major in photographic equipment but don't have an extensive range of wildlife optics (as far as I'm aware)."

"It is an understandable but sensitive situation given that these are likely the two major markets for optics products but that there are tensions between the two. It takes a brave company to nail their colours to the mast in favour of one side or the other!"

"In many (not all) areas, the income from visiting hunters has contributed enormously to conservation by giving the wildlife and the environment in which it lives value, Namibia since the 1960s in particular. Avoiding the best optics because of their association with hunting is ridiculous."

"I would prefer some optics companies to have a no hunting equipment policy."

"I think companies should uphold an ethical approach to how their products are marketed. In this country the majority of people are against hunting. A company also seen to be anti-hunting could win the majority of public support compared to pro-hunt companies."

"Although culling wild animals has a place in conservation, hunting as a sport or hobby does not promote biodiversity. Land managed for the benefit of hunting negatively affects the potential for biodiversity in the area."

"Good quality optics not only improve one's ability in selecting the correct animal for culling in a management plan but also safety."

"I am aware that some companies sell 90+% of their equipment in the sports hunting field which they claim allows for development. I don't know how accurate their claims are. Naming and shaming would be interesting."

"My views are this - wildlife watchers often can only enjoy watching and spotting species if those who manage the land ensure that, for example, deer do not strip the land bare through over eating of habitats for other species. Maintaining a balance is crucial in smaller ecosystems where numbers of wildlife are, in proportion, smaller and more fragile."

"I can understand why a company would be marketing to both areas, although I would not buy from any company doing that, but sponsoring activities in both areas is going too far ..."

"It reeks of capitalism, using both sides for profit. I wouldn't want to buy off a brand that sponsored killing of animals."

"It makes me uncomfortable. I'm OK with hunting when it's shooting a couple of rabbits for the pot, for example - I think it's hypocritical to object to this if you eat meat at all - but it's clear from [this survey] that manufacturers are not targeting this market but rather the trophy-hunting side of things."

4. Public opinion on optics companies' hunting link cont.

What would you like to see happen in the future?

Respondents showed support for increased transparency regarding company policy on the sponsorship of hunting activities, and with this a publicity campaign about the current situation.

“Transparency with branding and corporate stances on issues such as hunting.”

“I think naming and shaming on social media is the way forward.”

“Position on sports hunting declared and transparency around any involvement.”

There were, however, mixed feelings about whether the status quo was problematic or not, considering hunting's links with conservation work.

“Conservation and land management are two sides of the same coin, protective conservation cannot exist without active species management in landscapes that are now, by and large, managed and not truly wild and without human interference”

“Leave things as they are. I see no issues with optics companies having a mix of customers. Most optics companies have a military side which, arguably, does more 'harm' than a few hunters do.”

“I'd like to see optics companies refuse to sponsor unethical hunting (e.g. most shooting of large carnivores).”

“People to meet hunters out in the field rather than simply read literature that fits their prejudices. Let's not forget, the ethical solution is to eat venison so that trees can grow into habitat for many other species.”

“Optics companies taking a more responsible role in promoting conservation and moving away from hunting. Companies must have an ethical and social responsibility [policy], hunting is outdated, they should put energy into celebrating the beautiful of our natural world not its destruction for entertainment.”

There was desire for a company with weak or no links to the hunting industry to step forward and highlight this in marketing materials, and develop a range of 'wildlife friendly' optics.

“An ethical brand to emerge and be supported by wildlife conservation organisations.”

“A competitor brand evolving high quality products with no link to hunting.”

“Maybe a sign or badge for wildlife-friendly products, like Fairtrade on food?”

Additional suggestions for the future included:

“More discussion around the benefits of hunting to the environment and economy. Plans agreed using independent scientific evidence (not sponsored by either side or sponsored by both). A continuation of the current move toward ethical hunting and a recognition of its value in some circumstances by the wider public. Perhaps optics firms could be ideal sponsors for this bi-party scientific research as they have large numbers of consumers on either side of the debate. This would be of much more benefit than withdrawing from either market or being forced to hide involvement in either.”

“The Rutland Birdfair (and other major events) notify brands that only those not supplying the shooting industry will be allowed to exhibit. A definitive list of ethical brands needs to be produced.”

“Boycotting optics manufacturers is not going to stop anybody shooting. The report on ethically sourced optics if anything, is only going to make some manufacturers reconsider their product line and/or marketing ... possibly in a way detrimental to conservationists, etc. The number of bird watchers, etc. who use optics may not be as high as shooters who use them (many shooters will have a number of various optics too) so the manufacturers may very well give up on the conservation product line. I would like to see real changes to real issues, not trivial arguments that accomplish nothing but making the instigators feel they are making a 'real' difference.”

“More transparency and clearer advertising, publicity about who promotes what. Conservation charities/bodies should probably not sell, promote or stock brands that are involved in any illegal, unsustainable or cruel activity.”

Part 5: *What are the impacts of hunting? A review.*

Discussions surrounding the impacts of hunting are highly polarised, with animal rights organisations and pro-hunting groups often selecting evidence that supports their cause. As discussed in the 2016 'Shooting Wildlife?' report, the impacts of hunting appear to vary depending on the sociopolitical and ecological context in which hunting occurs. Motivations for hunting, the financial transactions involved, the species and animals targeted, the ecological awareness of the hunter, and the type of weapon used can all affect the size of impact, if any, observed. In addition, many academic studies utilise theoretical models to predict the impacts of hunting, the predicted impacts of which do not always match field observations.¹³ Milner et al have suggested that this mismatch of predicted impact versus observed impact may be due to a lack of long term studies and rigorous monitoring regimes. We summarise the key impacts that have been observed.

ANIMAL POPULATION IMPACTS

POPULATION SIZE

There are a number of historic and modern-day examples of hunting leading to population decline and, in some cases, extinction due to ecologically insensitive hunting or over killing.¹⁴ This has been observed for both target and non-target species. For example, unsustainable hunting has been identified as an 'immediate threat' to the survival of South East Asia's endangered vertebrates, and is said to be facilitated through easier access to forests, improvements in hunting technologies, and increased demand for wild meats in affluent urban areas.¹⁵ Lopez et al (2017) reviewed 176 studies and found that bird and mammal populations across the tropics had declined by 58% and 83% respectively as a result of hunting,¹⁶ with hunting pressures being greater where forest areas were easily accessible to urban populations. Ripple et al (2016) similarly found that at least 301 terrestrial mammal species were threatened with extinction due to bushmeat hunting by humans.¹⁷

However, where hunting has been well regulated, or a species has proved resilient to hunting (due to polygynous mating where one male lives and mates with multiple females), population numbers have remained static and in a few instances, have increased, so long as the female to male ratio does not surpass an 'optimum'.^{18 19} After the 'optimum threshold' is surpassed, pregnancy and birth rates may decrease, potentially leading to population decline.

Quotas are commonly used to ensure optimum 'harvests' are sought. However, it has been suggested that quotas are sometimes based on guess work due to the poor monitoring of populations.²⁰ This can result in inappropriate quotas and 'harvest optimums' being surpassed. Muposhi et al, in fact, suggest that fixed quotas can encourage 'harvesting of young or prime breeding individuals as an attempt by concessionaires to utilize the entire fixed portion of the quota regardless of its sustainability.'²¹

¹³ Milner et al (2007). "Demographic side effects of selective hunting in ungulates and carnivores." *Conservation Biology* 21.1: 36-47.

¹⁴ Leader-Williams, Nigel. 2009 "Conservation and Hunting: Friends or Foes?". *Recreational Hunting, Conservation and Rural Livelihoods*: 9.

¹⁵ Harrison et al (2016). "Impacts of hunting on tropical forests in Southeast Asia." *Conservation biology* www.researchgate.net/profile/Rhett_Harrison/publication/294609598_Impacts_of_hunting_in_forests/links/58c6b11eaca272e36dde963e/Impacts-of-hunting-in-forests.pdf

¹⁶ Lopez et al (2017) *The impact of hunting on tropical mammal and bird populations*. *Science* 356:180-183 [pdfs.semanticscholar.org/47a3/f1d848466466f1761bd70a29fd3871091b5e.pdf](https://www.semanticscholar.org/47a3/f1d848466466f1761bd70a29fd3871091b5e.pdf)

¹⁷ Ripple et al (2016) *Bushmeat hunting and extinction risk to the world's animals*, *Royal Society Open Science*, 3(10)

¹⁸ Milner et al (2007)

¹⁹ Solberg et al 2002: *Biased adult sex ratio can affect fecundity in primiparous moose Alces alces*. *Wildlife Biology*

²⁰ Lindsey et al (2007). "Economic and conservation significance of the trophy hunting industry in sub-Saharan Africa." *Biological conservation* 134.4: 455-469.

²¹ Muposhi et al (2016). *Trophy Hunting and Sustainability: Temporal Dynamics in Trophy Quality and Harvesting Patterns of Wild Herbivores in a Tropical Semi-Arid Savanna Ecosystem*, *PLoS*, 11(10)

ANIMAL POPULATION IMPACTS Cont.

POPULATION DEMOGRAPHICS

When killing is restricted to a few animals via a quota, or a population's size shows little change, the demographics of a population may still be altered through the process of selective hunting: hunting targeted at animals with desirable features (or sometimes undesirable features).

For example, trophy hunters, attracted by large or distinct sexually selected features such as manes, tusks or antlers, may target mature or old males. This arguably counteracts Darwinian evolution processes of 'survival of the fittest', and can result in some hunted populations having female-biased sex ratios, and/or a younger male population.^{22 23 24} This can affect population dynamics, mating behaviour, and may make certain sub-populations more vulnerable to competing groups. For example, larger lion prides, with a higher number of mature males, are less prone to losing kills to hyenas. If mature males are killed for trophies, prides potentially become more vulnerable to hyena 'robbings', creating an energy drain by increasing the need to hunt.^{25 26}

Smaller prides with fewer mature males are also vulnerable to incoming sexually-mature males. Cubs sired by rival (hunted) males may be killed by immigrant lions to reduce the inter-birth period of new mates.^{27 28} This behaviour, known as sexually selected infanticide, has also been suggested as a cause of reduced cub survival rates of lions and brown bears (*Ursus arctos*).^{29 30} Awareness of this potential issue has resulted in studies proposing guidance to wildlife managers on the 'specimen types' that should be allowed for killing. For example, Whitman et al³¹ recommend that trophy hunters target male lions aged six and above, allowing young males to rear cubs, reducing the long-term impacts on population size.

Milner et al (2007) also highlight a number of studies that suggest that young adults can be socially disruptive, prolong the mating season, and show immature courtship behaviour within certain species, including elk and bighorn sheep. This can affect the willingness of females to mate, and the weight and timing of newborns – potentially affecting winter survival rates and vulnerability to predators. Younger animals and populations are potentially more vulnerable during cold winter periods, resulting in younger hunted populations experiencing greater population variability.³² Time of mating can also affect the sex of newborns, with later matings potentially increasing the likelihood of female calves in whitetail deer, reindeer and Norwegian moose.³³

Removing older males can also impact a group's knowledge and ability to interact with other groups. For example, trophy hunters may be attracted to elephants with longer tusks – a trait that is associated with age. Older males in elephant groups are thought to have greater discriminatory ability than younger males, which can affect the social knowledge of a whole group if removed.³⁴ Slotow et al (2002)³⁵ also observed more aggressive behaviour amongst young bull elephants when mature bulls were not present – with 40 white rhinoceros being attacked and killed over a 5-year period. This behaviour ceased once mature males were introduced into the population.

Selective hunting also occurs when hunters are encouraged to avoid 'trophies' or target different 'problem' species, in an attempt to increase the health of a population or ecosystem. As a baseline (in terms of reducing potential impacts), the closer hunting mimics natural mortality rates, the less of an impact it should arguably have.

²² Dellinger, M., (2016) "Trophy Hunting Contracts: Unenforceable for Reasons of Public Policy." *COLUMBIA JOURNAL OF ENVIRONMENTAL LAW*, Vol 41
<https://www.animallaw.info/sites/default/files/Trophy%20Hunting%20Contracts%20Unenforceable%20for%20Reasons%20of%20Public%20Policy.pdf>

²³ Milner et al 2007

²⁴ Noyes et al (1996). *Effects of bull age on conception dates and pregnancy rates of cow elk. The Journal of wildlife management*, 508-517.

²⁵ Cooper, S. M. "Optimal hunting group size: the need for lions to defend their kills against loss to spotted hyenas." *African Journal of Ecology* 29.2 (1991): 130-136.

²⁶ Loveridge et al 2007

²⁷ Pusey, A. E., & Packer, C. (1994). *Infanticide in lions: consequences and counterstrategies. Infanticide and parental care*, 277-299.

²⁸ Whitman et al. (2004). *Sustainable trophy hunting of African lions. Nature*, 428(697p.175-178
faculty.washington.edu/wirsinga/Whitman2004.pdf)

²⁹ Swenson et al. *Infanticide caused by hunting of male bears, Nature* 386: 450-451

³⁰ Leclerc, M., et al (2017) *Hunting promotes spatial reorganization and sexually selected infanticide, Science Reports*, 7

³¹ Whitman et al. (2004). *Sustainable trophy hunting of African lions. Nature*, 428(697p.175-178

³² Gordon et al. (2004) "Review: the management of wild large herbivores to meet economic, conservation and environmental objectives." *Journal of Applied Ecology* 41.6

³³ Milner et al 2007

³⁴ McComb et al. (2001). *Matriarchs as repositories of social knowledge in African elephants. Science*, 292(5516)

³⁵ Slotow et al. (2000). *Older bull elephants control young males. Nature*, 408(6811), 425-426.

ANIMAL POPULATION IMPACTS Cont.

MIGRATION AND BEHAVIOUR

Selective hunting can affect migration patterns of certain species, at the potential detriment to long-term population growth. For example, female grizzly bears in hunted populations have avoided food-rich areas in order to protect their cubs from potentially infanticidal immigrant males.³⁶ North American grizzly bears, cougars (*Puma concolor*) and elk (*Cervus elaphus canadensis*) have similarly avoided food-rich habitats in order to avoid hunting,³⁷ as have Apennine brown bear (*Ursus arctos marsicanus*), due to disturbance from dogs used in driven boar hunting.³⁸ Such disturbance can be particularly significant for bear populations if it occurs during hyperphagia, the phase in a bear's yearly cycle during which it builds up fat reserves required for hibernation, and in pregnant female bears, for reproduction and lactation.³⁹

Ordiz et al also observed that Brown Bears (*Ursus arctos*) in Scandinavia alter their sleeping patterns in response to hunting.⁴⁰ Muposhi et al (2017) reference a number of studies that observed deer, sable antelope, impala and wildebeest changing habitat, sleeping patterns and avoiding certain areas as a result of hunting activity.⁴¹

Studies have also observed birds changing migration routes and avoiding food-rich 'stop over points' in response to disturbances created by hunting. In some instances, this has led to longer flying distances for migratory birds, has caused birds to leave nests, parents to lose chicks, has increased vulnerability to predation, has increased human-bird conflicts, and reduced the weight of migratory birds that are prevented from resting and landing in 'stop over points'.⁴²

GENETIC IMPACTS

By selecting healthy and strong specimens, hunters may leave weaker animals, or animals with 'less desirable' traits. This arguably results in a process that opposes the natural evolution of a species, one where natural predators often kill the weak, old and young.⁴³ The impact of this selection bias on the long-term evolution of a population is unclear due to the difficulty of conducting such long-term studies. In addition, few studies have focused on the genetic impacts of sport hunting. However, if 'desirable features' are inheritable, hunting presumably has an impact on genetics and inherited traits. For example, changes in the phenotypes of a hunted population of big-horn sheep (*Ovis canadensis*), were documented by Coltman et al (2003), with the population's average horn size and body weight decreasing over time as hunters selected large male specimens.⁴⁴ As these inheritable features are correlated with fitness, it could be argued that this selection bias resulted in the population's average fitness decreasing over time. Harris et al's literature review also suggests that sport hunting could both increase and decrease gene flow (depending on the species and habitat in question), which could potentially threaten locally adapted gene complexes and reduce genetic variability respectively.⁴⁵

³⁶ Wielgusa & Bunnell (2000). Possible negative effects of adult male mortality on female grizzly bear reproduction. *Biological Conservation*

³⁷ Loveridge et al 2007

³⁸ Maiorano, L. et al (2015), Modeling the distribution of Apennine brown bears during hyperphagia to reduce the impact of wild boar hunting. *European Journal of Wildlife Research*, 61:2, 241-253

³⁹ L. Maiorano et al 2015

⁴⁰ Ordiz et al. (2012). Do bears know they are being hunted?. *Biological Conservation*, 152, 21-28.

⁴¹ I. Muposhi et al. (2017) "Ecological, physiological, genetic trade-offs and socio-economic implications of trophy hunting as a conservation tool: a narrative review." *JAPS, Journal of Animal and Plant Sciences* 27, no. 1: 1-14.

⁴² Kirby et al (2008). "Key conservation issues for migratory land- and waterbird species on the world's major flyways." *Bird Conservation International* 18, no. 1

⁴³ Dellinger, M., (2016) "Trophy Hunting Contracts: Unenforceable for Reasons of Public Policy."

⁴⁴ Coltman, D. W., O'Donoghue, P., Jorgenson, J. T., & Hogg, J. T. (2003). Undesirable evolutionary consequences of trophy hunting. *Nature*, 426(6967), 655.

⁴⁵ Harris et al. (2002). Genetic consequences of hunting: what do we know and what should we do?. *Wildlife Society Bulletin*, 634-643.

ENVIRONMENTAL IMPACTS

Conservation work and hunting are argued by some to be closely linked, with hunting placing an economic value on wildlife, leading to greater habitat protection globally. For example, in the UK, private land owners have a role in conserving fragmented habitat and biodiversity, with sport hunting offering an economic incentive to plant new, and preserve existing, woodlands and hedgerows to provide habitat for 'game' species.⁴⁶

In the USA, hunting directly contributes to conservation work through a tax on sport hunting equipment under the Federal Aid in Wildlife Restoration Act (1973). This money pays for the buying of habitat, research, conservation training and education, and the provision of access to hunting and recreation facilities. Similarly, trophy hunting generates approximately \$201 million a year in sub-Saharan Africa, creating incentives for habitat protection that might otherwise be used for agriculture or livestock grazing (trophy operators manage approximately 1.4 million km² in sub-Saharan Africa).⁴⁷

Sport hunting is also argued to provide a more reliable income stream to remote areas and countries experiencing political instability compared to photographic tourism, for example.⁴⁸ A report by the League Against Cruel Sports disputes this claim however, stating that photographic tourism can provide all-year-round trade, and benefits more people through varied job opportunities compared to sport hunting.⁴⁹ Economists at Large (2013), also questions the value of the sport hunting industry to local communities when studies have found that only

3% of a hunting company's revenue reaches communities living in hunting areas.⁵⁰

Academics have suggested that hunting has a role to play in alleviating human-wildlife conflicts; potentially improving public opinion on controversial species conservation (e.g. carnivores)⁵¹, offering an economic incentive to conserve wildlife, and preventing the conversion of habitat to less biodiverse landscapes such as farmland.⁵² It is also suggested that sport hunting, as an outdoor recreational activity, connects individuals with the broader environment – raising environmental awareness and increasing the likelihood of participation in conservation activities⁵³ (in order to become a good hunter, you need to understand the behaviour, habitat and food preferred by animals being hunted). However, studies have also questioned this rationale. There is also evidence to suggest that sport hunters are not always willing to change their hunting preferences for broader conservation purposes,⁵⁴ and controlled hunting as a wildlife management tool does not necessarily lead to reduced poaching or improved opinions on some controversial species such as wolves and other carnivores.⁵⁵ ⁵⁶ It is also difficult to identify whether hunting leads to conservation or whether hunters would have conserved habitat in the first place, whether or not hunting was involved.⁵⁷

⁴⁶ Oldfield et al. (2003). *Field sports and conservation in the United Kingdom*. *Nature*, 423(6939), 531-533

⁴⁷ Lindsey et al. (2007). *Trophy hunting and conservation in Africa: problems and one potential solution*. *Conservation biology*, 21(3), 880-883.

⁴⁸ Lindsey et al (2007)

⁴⁹ A League Against Cruel Sports (ALACS) submission to Environment Minister, Elliot Morley MP, (2004), *The Myth of Trophy Hunting as Conservation*, available online:

<http://www.league.org.uk/~media/Files/LACS/Reference-material/League-Against-Cruel-Sports-2004-The-Myth-of-Trophy-Hunting-as-Conservation.pdf>.

⁵⁰ Economists at Large, 2013. *The \$200 million question: How much does trophy hunting really contribute to African communities? A report for the African Lion Coalition, prepared by Economists at Large, Melbourne, Australia* www.ifaw.org/sites/default/files/Ecolarge-2013-200m-question.pdf

⁵¹ Hogberg et al. (2015) *Changes in attitudes toward wolves before and after an inaugural public hunting and trapping season: early evidence from Wisconsin's wolf range*, *Environmental Conservation*, www.faculty.nelson.wisc.edu/treves/pubs/Hogberg_Treves_Shaw_Naughton-Treves_2015.pdf

⁵² Lindsey et al (2007)

⁵³ Cooper et al. (2015). *Are wildlife recreationists conservationists? Linking hunting, birdwatching, and pro-environmental behavior*. *The Journal of Wildlife Management*, 79(3), 446-457.

⁵⁴ Holsman (2000). "Goodwill hunting." *Exploring the role of hunters as ecosystem stewards*. *Wildlife Soc B* 28.4

⁵⁵ Epstein, Y., (2017), *Killing Wolves to Save Them? Legal Responses to 'Tolerance Hunting' in the European Union and United States*, *Review of European, Comparative & International Environmental Law*. onlinelibrary.wiley.com/doi/10.1111/reel.12188/full

⁵⁶ Chapron, G., Treves, A., 'Blood Does Not Buy Goodwill: Allowing Culling Increases Poaching of a Large Carnivore', (2016) 283:1830 *Proceedings of the Royal Society B* redwolves.com/wp/wp-content/uploads/2016/05/wolf_culling.pdf

⁵⁷ Loveridge et al. (2007)

ENVIRONMENTAL IMPACTS Cont.

Conservation undertaken to preserve a 'game' species may benefit other 'non-game' wildlife through preserving habitat. However, its species-specific approach to conservation can also have detrimental impacts on biodiversity and the health of the broader ecosystem. There are instances where 'game' populations have been maintained at unsustainable levels, resulting in habitat degradation. For example, red deer populations in the Scottish Highlands have been maintained at high levels to the detriment of native woodland regeneration and moorland conservation.⁵⁸ A hunter's desire to maintain high

'game' population levels can also conflict with proposed measures to improve ecosystem health, e.g. through the re-introduction of natural predators, or through the creation of more diverse habitat that may not necessarily benefit 'game' species.⁵⁹

In addition, where unsustainable hunting occurs and animal populations severely decline, ecological functions (herbivores, seed predators, seed dispersers, and carnivores) can be lost, which can have implications of biodiversity.⁶⁰

SOCIOPOLITICAL IMPACTS

DISTRIBUTION OF BENEFITS

The economic benefits created by hunting in remote regions, particularly within developing countries, is often raised as an argument in favour of the sport hunting industry. Ensuring that local communities benefit from the presence of wildlife recreation is also recognised as important on both sides of the conservation debate as it has the potential to minimise wildlife-people conflicts and contribute to rural development.⁶¹

In many cases however, the potential benefits created by the hunting industry are not currently fairly distributed, most notably in less economically developed countries experiencing poor governance. Money from the industry is reported to end up in the pockets of government officials and foreign businesses with only approximately 3% of sport companies' revenue ever reaching communities within hunting zones.⁶²

Some organisations, such as Safari Club International (SCI), gain hugely from trophy hunting and related

commercial activities. SCI was said to have earned \$14.7 million from its annual convention and auction in 2014 – “money it uses to fight animal protection measures around the world.”⁶³

Money that does reach local communities is also not necessarily enough to protect local wildlife from persecution or to prevent the conversion of habitat to other land use types, such as farmland.⁶⁴

Corruption has also been identified as a barrier to benefits being realised by local communities and to good regulation and conservation.^{65 66} Reports of bribes being paid to 'turn a blind eye' to species killed during hunts, killing over quota numbers, and controversial hunting methods used, appear common⁶⁷. For example, Kenya banned trophy hunting in 1977 due to overshooting and corruption. The ban was predicted to cost the country approximately \$20-40 million per year in lost revenue.⁶⁸ Also, controlled hunting for wildlife management purposes does not always reduce illegal hunting or poaching, as has been argued.^{69 70}

⁵⁸ Grandy et al. (2003)

⁵⁹ Holsman (2000)

⁶⁰ Harrison et al. (2016). "Impacts of hunting on tropical forests in Southeast Asia." *Conservation biology* www.researchgate.net/profile/Rhett_Harrison/publication/294609598_Impacts_of_hunting_in_forests/links/58c6b11eaca272e36dde963e/Impacts-of-hunting-in-forests.pdf

⁶¹ 2.Lindsey et al (2007)

⁶² *Economists at Large* (2013)

⁶³ www.huffingtonpost.com/wayne-pacelle/cecils-revenge_b_9054682.html

⁶⁴ Loveridge et al (2007)

⁶⁵ *Economists at Large* (2013)

⁶⁶ Smith et al. (2003). *Governance and the loss of biodiversity*. *Nature*, 426(6962), 67-70.

⁶⁷ Lindsey et al (2007)

⁶⁸ 2.Lindsey et al (2007)

⁶⁹ Epstein, Y., (2017). *Killing Wolves to Save Them? Legal Responses to 'Tolerance Hunting' in the European Union and United States*, *Review of European, Comparative & International Environmental Law*. onlinelibrary.wiley.com/doi/10.1111/reel.12188/full

⁷⁰ Chapron, G., Treves, A., (2006)

SOCIOPOLITICAL IMPACTS Cont.

In addition, the revenue generated by the sport hunting industry at a national level is minimal compared to other, arguably less controversial wildlife industries, such as eco-tourism. Some researchers have also pointed out that the jobs created by the trophy hunting industry are rather low considering how much land is used for the sport. "For the 11 countries where big 'game' hunting is most widely practiced, hunting reserves take up about 15% of national territory, but account for less than 1% of their respective country's GDP". Eco-tourism has also been argued to offer more job and career opportunities compared to sport hunting.⁷²

HUMAN RIGHTS

Where hunting reserves operate on national land, local communities have little voice in decision making and, in some cases, have been banned from grazing livestock, hunting wildlife and using other natural resources (cutting down trees), whilst wealthy foreigners are allowed to hunt 'game' for large sums of money.⁷³ As local communities are often unable to afford hunting licences, they are prevented from legally accessing local resources – resources their ancestors have grown up with – encouraging illegal hunting and, potentially, leading to arrests. This situation has been described as 'colonialism reborn', where hunting for food was once considered 'savage' compared to hunting for sport. This dynamic appears to have continued but with 'sustainability' at its core.⁷⁴
⁷⁵ Yasuda's case study of Northern Cameroon documents a village that was forced to relocate as it was inconveniently located within a key hunting area.

Although the above examples relate specifically to sport hunting, similar issues are associated with conservation as a whole when social issues are not taken into account.⁷⁶

MIXED MESSAGES

Ralf Buckley (2014) suggests that sport hunting, particularly when it concerns rare species, can send mixed sociopolitical messages globally, resulting in local actions potentially having global conservation impacts.⁷⁷ By allowing some hunting of a rare animal,

you arguably whet the appetite for more hunting of rare animals,⁷⁸ potentially contributing to their extinction. Buckley argues that the hunting of rare or endangered species for leisure may lead to:

- 1) East Asians being less likely to stop the trade in rare animal parts, in addition to it becoming harder to control the illegal trade in animal parts internationally.
- 2) Reduced donations to conservation work may occur if donors believe their money is subsidising hunters.
- 3) Potential profits realised from releasing expensive hunting permits may lead to an increase in permits rather than reduction, if managed by corrupt personnel.
- 4) The commercial tourism industry may reduce its financial support to conservation work, particularly in areas that allow sport hunting.

Although it has been argued that hunters can aid in preventing illegal poaching, legal hunting can also act as a cover for poaching, as highlighted by Yasuda's case study of Northern Cameroon.

CONSERVATION POLICY

The hunting lobby can place pressure on governments and wildlife management organisations to distort conservation policy towards a more human and species-oriented approach to land management, rather than a holistic ecosystem approach.⁷⁹ Holsman cites examples where hunter groups blocked the reintroduction of the wolf (*Canis lupus*) in Yellowstone and the whooping Crane (*Grus americana*) in several western US states.⁸⁰ Holsman also references the Wildlife Legislative Fund of America's (now known as the Sportsmen's Alliance) proposed amendments to the Endangered Species Act (ESA). WLFA, an organisation that represents over 1000 hunting organisations, suggested that a 'hunting impact analysis' should be required before species are listed on the ESA!

⁷¹ Dellinger, M., (2016) "Trophy Hunting Contracts: Unenforceable for Reasons of Public Policy."

⁷² A League Against Cruel Sports (2004)

⁷³ Yasuda, A. (2012). *Is sport hunting a breakthrough wildlife conservation strategy for Africa? A case study of northern Cameroon. Field Actions Science Reports. The journal of field actions*, 6.

⁷⁴ A League Against Cruel Sports (2004)

⁷⁵ Yasuda (2012)

⁷⁶ Chapin, M. 2004. *A challenge to conservationists. World Watch* 17(6): 17-31 www.worldwatch.org/system/files/EP176A.pdf

⁷⁷ Buckley, Ralf. "Mixed signals from hunting rare wildlife." *Frontiers in Ecology and the Environment* 12.6 (2014): 321-322.

⁷⁸ Dellinger, M., (2016) "Trophy Hunting Contracts: Unenforceable for Reasons of Public Policy."

⁷⁹ Grandy et al (2003)

⁸⁰ Holsman (2000) "Goodwill hunting." *Exploring the role of hunters as ecosystem stewards. Wildlife Soc B* 28.4

CONCLUSION

If hunting is well regulated, and is managed under the guidance of ecologists with knowledge of the 'game' species and ecosystems in question, sport hunting may have minimal impacts on 'game' population dynamics and the broader ecosystem. Whether this situation is realistic, however, is questionable – especially within countries where corruption acts as a barrier to effective management, and the hunting lobby puts pressure on wildlife managers to take a species-oriented approach to conservation rather than an ecosystem approach. Other, less lucrative forms of wildlife management may be preferable, such as eco-tourism, but poor regulation may still act as a barrier to reducing tourism's environmental and social impacts.

Even if well managed, the long-term impacts of hunting on the evolution of species is still poorly understood, suggesting precautionary principles should be used – limiting hunting quotas. This precautionary approach should particularly be taken to trophy hunting where detrimental impacts have been observed in lion, elephant, grizzly bear, brown bear, cougar, elk, and bighorn sheep populations.

To better understand the long-term impacts, and to enforce 'optimum' quotas, detailed monitoring is needed which has a financial cost (and barrier) associated with it. This monitoring should arguably occur outside of the sport hunting industry to ensure it is unbiased.

Many arguments placed in favour of sport hunting appear to boil down to economic benefits and associated financial incentives. For example, its contribution to protecting habitat through placing an economic value on wildlife, has resulted in land owners protecting the habitat of 'game' species, which can benefit other non-target species. With this argument in mind, there are a number of questions that might be asked, including:

- ◆ Could alternative outdoor recreational activities (such as wildlife watching) be used to financially replace hunting and raise more revenue for conservation? (Binocular tax for example.)
- ◆ Could the 'thrill of the chase' be created through participating in other activities such as 'green hunting'⁸¹ for research purposes?
- ◆ Could the two industries – consumptive (shooting and hunting) and non-consumptive (wildlife watching and tourism) activities – be segregated so as to allow consumers ethical choices?
- ◆ Does effective localised regulation of sport hunting have broader global impacts for wildlife management?
- ◆ Can populations be controlled (often used as an argument in favour of sport hunting) using other methods that cause minimal suffering to animals? (Sterilisation, for example.)

As public opinion increasingly moves towards being anti-hunting, particularly around sport hunting, 'big game' and trophy hunting, and hunting with dogs, it becomes increasingly difficult to justify the presence of hunting on land managed for conservation purposes⁸². Does hunting, for sport or wildlife management, have as big a role in the future of conservation efforts globally?

⁸¹ Green hunting refers to the practice of 'hunting' animals with tranquilliser dart guns and later releasing the live animals. This may be done for monitoring, conservation or research purposes or for veterinary reasons. Although an alternative to killing animals, it has still come under criticism. For more information see nspca.co.za/green-hunting/

⁸² Lute, M., & Shahzeen, A., (2017) "Public preferences for species conservation: choosing between lethal control, habitat protection and no action." *Environmental Conservation* 44.2 : 139-147 http://wolfwatcher.org/wp-content/uploads/2016/11/LuteAttari_SpeciesConservation.pdf

Part 6 : *Company Profiles*

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*Game animals pictured in Bresser USA's 2016 Sport Optics Catalogue included male sheep, coyote, deer and elk.
Bresser 2016 Sport Optics Catalog*

ALPEN OUTDOOR

Alpen still has strong connections to hunting: the company sells riflescopes, references big 'game' hunting and uses images of dead black bears on its website. Alpen also has strong connections to sports hunting, with 54 pro hunter staff, who used Alpen products in their professional lives, and as a sponsor of several hunting programmes. The company focuses on reaching new markets, including youth hunters.

BACKGROUND

Alpen Outdoor Corporation was established in 1997, and is based in the USA. The company produces optics equipment under the trademarks Alpen, Apex, Shasta Ridge, Kodiak, Rainier, Teton, Wings and Magnaview. The corporate database hoovers.com estimated that Alpen Outdoor Corporation has a turnover of £1.4 million, when viewed in October 2017.

No company accounts could be found and there was no evidence of environmental or supply chain reporting.

SHOOTING ACCESSORIES

The Alpen website continued to list product by type rather than activity – binoculars, monoculars, riflescopes and spotting scopes – and the product information given was largely factual. However, hunting was listed as a use for several products, including binoculars, and in several instances specific types of hunting, including 'big game' hunts, were referenced.

*"Kodiak riflescopes cover a wide variety of shooting and hunting situations, including big game, varmint hunting, shotgun and slug hunting and target shooting."*⁸³

Many of the testimonials used on the website also talked about specific forms of hunting.

"Several Mule Deer and Elk have succumbed to the power of the Alpen Glass."

*"[The Alpen Kodiak scope] was dead on for my 120-yard shot on a 300-pound black bear."*⁸⁴

The latter of these was accompanied by images of the dead bear. An image gallery showed 'Hunters with Alpen Products in Use', and contained photos of dead trophy animals such as elk, greater kudu, mule and whitetail deer, all with large horns or antlers, as well as black bear. Some of the photos featured children.

Alpen's website contained blog posts promoting hunter education and hunting among children. The Alpen Optics Facebook page also contained images of dead and live trophy animals including whitetail deer and bighorn sheep.

OTHER LINKS TO HUNTING

54 of Alpen's 'pro staff' specialised in hunting and hunter education. Little information could be found about the role of Alpen's pro staff, but they appeared to be professional hunters who used Alpen products for their work and were possibly sponsored by the company. The website featured profiles on each individual, many of which included pictures of dead 'game', and one of which referenced hunting bear.

*"When Dick Scorzafava isn't hunting for bear (he's harvested over 100 black bears) or deer or writing, he is a seminar speaker."*⁸⁵

Several of the individuals specialised in hunting programmes for children, through schools or youth organisations, including Outdoors Dan Young. Alpen sponsored the Outdoors Dan radio programme, which aimed "to get people involved in the outdoors". The programme was running a competition for 10 to 18-year-olds, the prize of which was "taking a 125-inch Buck or less or a Doe".⁸⁶

Alpen continued to sponsor Bighorn Outdoors⁸⁷ and On the Right Track, two hunting programmes aired online and on US TV respectively⁸⁸. It had previously run programmes to engage a diverse range of hunters. These included providing discounted binoculars for successful hunt education students⁸⁹, and sponsoring junior deer hunts⁹⁰ and a women's hunting camp.⁹¹



'Hunters with Alpen Products In Use' – the Alpen website featured photos of dead trophy animals such as elk, greater kudu, mule and white-tail deer, all with large horns or antlers, as well as black bear.
www.alpenoptics.com

⁸³ Catalogue, https://www.alpenoptics.com/images/Alpen_Catalog_web.pdf, viewed 2 October 2017

⁸⁴ <https://www.alpenoptics.com/testimonials.html>, viewed 2 October 2017

⁸⁵ <https://www.alpenoptics.com/prostaff-Scorzafava.html>, viewed 2 October 2017

⁸⁶ <http://www.outdoorsdan.com/>, viewed 2 October 2017

⁸⁷ <http://www.bighornoutdoors.com/sponsors.php>, viewed 2 October 2017

⁸⁸ <http://www.ontherighttrack.tv/sponsors/>, viewed 2 October 2017

⁸⁹ <http://www.examiner.com/article/alpen-optics-great-supporter-of-hunter-education-california>, viewed January 2016

⁹⁰ <http://www.realtree.com/big-game-hunting/news/junior-deer-hunts-in-california>, viewed January 2016

⁹¹ <https://www.womensoutdoornews.com/2015/05/nw-ladies-hunting-camp-to-host-2nd-annual-outdoor-training-seminar-for-women/>, viewed January 2016

BERETTA HOLDING (STEINER BRAND)

*“Even after countless monster-obsessed pursuits, Steiner optics are eager for more and ready to go. Not unlike yourself.”*⁹² As highlighted by this marketing quote, Steiner continues to have strong links to hunting, with images and videos referencing trophy hunting throughout the website. Products were listed by activity, one of which was hunting, and the ‘Riflescope Selector’ allowed you to find the right riflescope according to target prey. The brand’s owner has previously described his own passion for hunting, and has expanded the business to include high-end hunting lodges.

BACKGROUND

Beretta Holding SpA owns the Steiner brand, along with Beretta, Benelli, Franchi, Sako, Tikka, and Burris – all listed as hunting brands on the company’s website www.berettaholding.com.⁹³

Based in Italy, Beretta own brands that specialise in light arms for hunting, sporting and personal defence. Its website states that firearms account for 90% of its production.⁹⁴ 70% of its revenue also appears to be from firearm sales (as 30% was said to be from non-firearm products).⁹⁵

In 2016, Beretta’s turnover was €679.4 million (£604.63 million). Sales in the US made up 52% of this business. With a turnover of €106 million (£94.33 million) in 2016, the company’s optics division accounts for around 15% of the business.⁹⁶ Turnover from the department grew 14% in 2016 compared to the previous year.

Steiner is an optics brand, created in Germany in 1947. Its products are primarily marketed at hunters, marine and military personnel, and wildlife watchers.



*“a new arsenal of optics to match your style and quarry”
- advert for Steiner’s HX 2.0 binocular range
www.steiner-optics.com*

SHOOTING ACCESSORIES

A video promoting trophy hunting still dominates the website’s (www.steiner-optics.com) homepage. Trophy animals depicted include bighorn sheep and large antelope. Shooting accessories listed were riflescopes, binoculars (stated to be suitable for low light conditions), and laser equipment. Binocular and riflescope products were split into categories based on activity type which included hunting, military, outdoor, marine and tactical activities.

The promotional text accompanying Steiner’s riflescopes named different types of shooting and prey:

*“the perfect choice for anyone who’s after game: turkey hunters, bow hunters, black powder enthusiasts, anyone who hunts the early season or in heavy cover where prey likes to hide.”*⁹⁷

*“Versatile enough for prairie dogs, big game or the bean field.”*⁹⁸

*“Gives varmint and hog hunters sharp images at night and in dim light.”*⁹⁹

“Once you’re after that trophy, nothing can hold you back.”^{99b}

Steiner’s ‘Riflescope Selector’, designed to help customers chose the optimum product, similarly asked the user to select an activity and, under ‘hunting’, type of prey. Options given were western big game, eastern whitetail, dangerous game, varmint, predator/hog hunting and turkey hunting.¹⁰⁰

Steiner sold two current binocular ranges, both of which referenced hunting: the ‘Predator’ series, and the HX series, which was described as “a new arsenal of optics to match your style and quarry.”¹⁰¹ Photos of the binoculars in use featured a dead whitetail deer with large antlers, and a dead grey wolf.

A photo gallery on the website was named ‘Hunter Lifestyle Images’; however, this did not contain any images of dead animals. On its Facebook pages, Beretta had reposted lots of images from customers’ trophy shoots, including photos of dead stags, fallow deer and hogs.

⁹² <http://www.steiner-optics.com/binoculars/hunting>, viewed 2 October 2017

⁹³ <http://www.berettaholding.com/en/group-profile>, viewed 23 November 2017

⁹⁴ <http://www.beretta.com/en-uk/world-of-beretta/today/>, viewed 7 October 2017

⁹⁵ <http://www.berettaholding.com/en/press/26>, viewed 7 October 2017

⁹⁶ <http://www.berettaholding.com/en/press/26>, viewed 7 October 2017

⁹⁷ <http://www.steiner-optics.com/faqs>, viewed 2 October 2017

⁹⁸ <http://www.steiner-optics.com/riflescopes/hunting/g3-4-20x50>, viewed 2 October 2017

⁹⁹ <http://www.steiner-optics.com/riflescopes/hunting/g3-3-15x56>, viewed 2 October 2017

^{99b} <http://www.steiner-optics.com/binoculars/hunting>, viewed 2 October 2017

¹⁰⁰ <http://www.steiner-optics.com/riflescope-selector>, viewed 2 October 2017

¹⁰¹ <http://www.steiner-optics.com/binoculars/hx-15x56>, viewed 2 October 2017

BERETTA HOLDING (STEINER BRAND) Cont.

OTHER LINKS TO HUNTING

The 2016 'Shooting Wildlife?' report identified several articles that described the current CEO Pietro Gussalli Beretta's passion for hunting.¹⁰² Pietro remained CEO of the company in 2017. With his brother, he was said to have expanded the family business to include high-end hunting lodges.¹⁰³

Steiner continued to sponsor Whitetails Unlimited, an American organisation that supported both hunting and conservation.¹⁰⁴

Several other subsidiaries of Beretta Holdings also continued to sponsor sports hunting organisations. Benelli was listed as a sponsor of National Wild Turkey Federation¹⁰⁵ and Delta Waterfowl, two organisations that supported both hunting and conservation.¹⁰⁶

Burris was listed as a sponsor of the TV shows Beyond the Hunt¹⁰⁷ and Steve's Outdoor Adventures¹⁰⁸.

Beretta is now listed as a partner for Shoot Like a Girl.¹⁰⁹ This organisation aimed to "grow the number of women who participate in shooting sports". Its website stated: "A natural progression in shooting sports is hunting, and Shoot Like a Girl encourages women to realize hunting is a choice they can make to provide true organic food for their families. Protecting the environment, managing wildlife and preserving our hunting heritage is important, and women make a difference in these efforts."¹¹⁰

Several of these subsidiaries also promoted their products through images around the 'Hunting Lifestyle'. Beretta, which specialised in hunting wear, had clothing ranges called 'Big Game' and 'Gentleman Hunter'. The promotional videos for both of these depicted a hunt. Although no 'game' animals were shown, *hunting dogs* were featured in both. The text accompanying the two videos stated:

"If your biggest passion is Big Game hunt, in our FW17 collection you will find the right garments for all your needs."

"Our Gentlemen Hunt garments for FW17 are entirely devoted to those who enjoy driven hunts for pheasant and red partridge."



Advert for Steiner's Predator 10x42 binoculars
www.steiner-optics.com



'STEINER hunting - optics for life's defining moment' - a video promoting trophy hunting dominates the website's homepage
www.steiner-optics.com

¹⁰² www.pietrogussalliberetta.it/en/biography/, viewed November 2015;
archive.fortune.com/2008/01/23/lifestyle/The_family_business_Beretta.fortune/index.htm,
viewed November 2015;
www.bighunter.it/Home/AmicidiBigHunter/PietroGussalliBeretta/tabid/1057/Default.aspx,
viewed November 2015

¹⁰³ Franco Gussalli Beretta defends the family-run gunmaking company, *The Financial Times*,
www.ft.com/content/5d9ed1c4-2bf5-11e6-bf8d-26294ad519fc, viewed 23 November 2017

¹⁰⁴ <https://www.whitetailsunlimited.com/support/national-sponsors/>, viewed 2 October 2017

¹⁰⁵ <http://www.nwtf.org/about/partners>, viewed 2 October 2017

¹⁰⁶ <https://deltawaterfowl.org/partners/>, viewed 2 October 2017

¹⁰⁷ <https://beyondthehunttv.com/pages/sponsors>, viewed 2 October 2017

¹⁰⁸ <http://www.stevesoutdooradventures.com/sponsors.html>, viewed 2 October 2017

¹⁰⁹ <http://shootlikeagirl.com/sponsors.html>, viewed 11 December 2017

¹¹⁰ <http://shootlikeagirl.com/about.html>, viewed 2 October 2017

BRESSER

Bresser's USA website www.bresserusa.com had a far greater focus on hunting than either its UK counterpart www.bresser.co.uk, or its 'group of companies' one www.bresser.de. The USA site included several images of dead 'game': turkeys, whitetail deer, a wolf, and a black bear. As the company sold riflescopes and referenced driven hunts, it was considered to have a strong connection to sports hunting. The company's Facebook page also featured a video of its staff on a hog hunt.

BACKGROUND

Bresser GmbH was founded by Josef Bresser in Germany in 1957 and started out as an importer and distributor of binoculars. His son, Rolf Bresser, has shared ownership of the business since 2009, with the Chinese optics company Jinghua Optical & Electronics Co. Ltd. (JOC) and Helmut Ebbert (Bresser's CEO). Details of percentage ownership could not be found.

The corporates database hoovers.com lists JOC's turnover as £61.29 million. Of this, around a third comes from Bresser GmbH, which has an estimated turnover of £20.87 million, according to hoovers.com.

Bresser offers a broad range of optics products aimed at all ages and skill levels. Products include telescopes, binoculars, spotting scopes, rifle scopes, night vision devices, photo studio equipment, microscopes, rangefinders, magnifiers, weather stations and other outdoor products, all of which are distributed globally. Products are sold under the Bresser, Explore Scientific and Yukon brands. In 2012, the company also signed a licensing agreement to market optics products and other outdoor devices under the National Geographic brand.

Although Bresser's website contains a section on corporate social responsibility (CSR), this primarily talks about schemes the company is involved with rather than its environmental and social policies and practices. For example, when viewed in December 2017, Bresser was working with JNF-KKL, "Israel's biggest environmental organisation", and the company had partnered with Haus der Kleinen Forscher, a foundation for science education in primary schools.¹¹¹ No further environmental or supply chain reporting could be found.

SHOOTING ACCESSORIES

The banner on the homepage of Bresser's USA website advertises the 'Hunters Specialities' range, "serious hunting tools". Products were listed by type, and included both binoculars and hunting accessories: rangefinders, 'game' cameras, red dots, riflescopes and spotting scopes. Product text often targeted hunters:

*"When hunting fast-moving game, Bresser's TrueView Tactical Magnifier gives you the ability to easily and quickly adapt to changing range situations."*¹¹²

*"Designed for fast target acquisition, a Bresser Red Dot sight can help hunters and competitive shooters respond quickly and accurately when the next shot has to count."*¹¹³

The news section of the website still contained a photo of a dead black bear. 'Game' animals pictured in Bresser USA's 2016 Sport Optics Catalogue included male sheep, coyote, deer and elk.

The cover video on Bresser USA's Facebook page featured hunters dragging dead 'game'. The Facebook page encouraged customers to "send us pics of your hunt". Lots of these images had been reposted, including adverts for Turkey and Whitetail Deer hunts, and images of dead deer and boar.

On the 'group of companies' website, www.bresser.de, products are listed under product type and key uses. Product categories include astronomy, microscopes and magnifiers, sport optics, photo studio, weather & time, and junior. Under the sport optics section of the website a number of shooting accessories are sold including riflescopes, spotting scopes, monoculars, night vision equipment, binoculars, 'game' cameras and rangefinders. Product searches could be narrowed by 'field of application', with 'hunt' as an option listed. Several product descriptions also referenced hunting:

*"The Jaeger 1.5-6x42 is very versatile and is equally suitable for driven hunt as well as for shooting short and medium range moving targets."*¹¹⁴

On the UK website, products were again listed under a wide range of types (astronomy, photography, etc.). Under binoculars and spotting scopes, far fewer products specifically linked to hunting could be found. The website no longer sold riflescopes, and rangefinders were listed in the spotting scope category. Other categories were: binoculars, monoculars, optical accessories, night vision, and opera & theatre. Product information was largely technical, although 'hunt' was listed under Field of Application for six night vision products and 23 binoculars. One binocular range was named 'Hunter'. No spotting scopes referred to hunting.

OTHER LINKS TO HUNTING

Bresser no longer sponsored Texas Sportsman TV, and was not found to sponsor any other hunting organisation. However, a video from Bresser USA's Facebook page in July 2017 showed Bresser staff on a hog hunt. The USA website still featured an article describing how the Bresser team had supported a young cancer survivor on a hunting trip in Idaho, which was accompanied by the image of a dead black bear.

¹¹¹ <https://www.bresser.de/c/en/bresser-gmbh/corporate-social-responsibility/>, viewed 11 December 2017

¹¹² <https://bresserusa.com/collections/red-dots/products/red-dot-7>

¹¹³ <https://bresserusa.com/collections/red-dots/products/red-dot-5>

¹¹⁴ <https://www.bresser.de/en/Sport-Optics/Riflescopes/YUKON-Jaeger-1-5-6x42-Optical-Sight.html>

CANON

Canon continues to have no link to hunting, stating: “Canon does not sell or market optics for the use of hunting, and does not include sport hunting as an activity associated within promotion of our product ranges”.¹¹⁵

BACKGROUND

Canon Inc., which is based in Tokyo, was founded in 1937 by a group of scientists, and initially focused on the production of cameras. Nowadays, its products include photocopiers, printers, cameras, binoculars, projectors, lenses, semi-conductor equipment, instruments used for eye examinations and photo printers.

In 2016, the company’s turnover was \$29.3 billion (£21.28 billion), from sales in Japan (20.8%), the Americas (28.3%), Europe, Middle East and Africa (26.9%), and Asia and Oceania (24%).¹¹⁶

In 1988, Canon adopted the corporate philosophy of kyosei: living and working together for the common good. Canon’s 2017 Sustainability Report, was available to download on its website, www.canon.com, and discussed the company’s environmental and social policies and practices. The report also discussed environmental issues such as conserving resources, reducing carbon dioxide emissions and energy use, climate change, reducing waste and the use of hazardous chemicals, and the conservation of biodiversity.¹¹⁷

In 2008 the company became the focus of a Greenpeace campaign that tried to pressure the CEO of the company, Fujio Mitarai, into making a public anti-whale hunting statement. Canon was targeted as the company had sponsored many wildlife advocacy groups and environmental conservation organisations, had promoted the conservation of endangered species, and had run a series of adverts entitled ‘Wildlife as Canon sees it’ in the National Geographic Magazine, which had a focus on endangered species.¹¹⁸ Canon declined to make such a statement.

SHOOTING ACCESSORIES

The only sport optics sold on Canon’s website, www.canon.co.uk, in November 2017 were binoculars. Canon also returned an Ethical Consumer questionnaire in September 2017, which confirmed: “Canon does not sell or market optics for the use of hunting, and does not include sport hunting as an activity associated within promotion of our product ranges”.¹¹⁹

¹¹⁵ Response to Ethical Consumer questionnaire – Optics, from Canon Inc., returned September 2017

¹¹⁶ Annual Report for FY 2017, Canon

¹¹⁷ Canon Sustainability Report 2017, <http://global.canon/en/csr/report/pdf/canon-sus-2017-e.pdf>, viewed 24 November 2017

¹¹⁸ Does Canon support shooting whales? Jan 2008, viewed Nov 2015;

www.greenpeace.org/international/en/news/features/canon-shooting-whales-240108/, viewed Nov 2015

¹¹⁹ Response to Ethical Consumer questionnaire – Optics, from Canon Inc., returned September 2017

CARSON OPTICAL

Although the promotional text accompanying products only contained a few references to hunting, the company was considered to have a strong link to hunting as it also sold riflescopes.

BACKGROUND

Richard Cameron, a former banker, established Carson Optical in 1990 from a basement on Long Island, USA. The business initially focused on importing and exporting products between Japan and the USA. Nowadays, Carson Optical products are also available outside the USA, through online retailers such as opticsplanet.com and amazon.com.

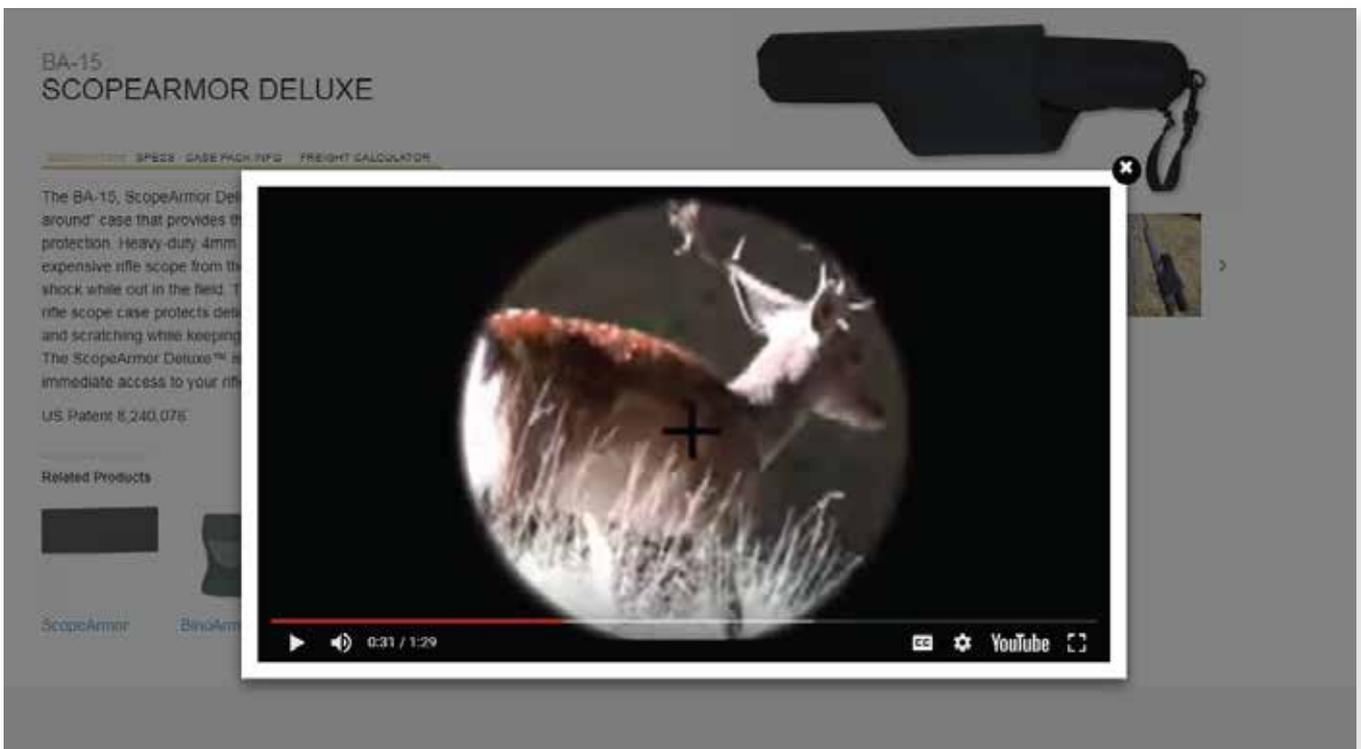
Carson Optical Inc.'s annual turnover was around £7.29 million according to estimates by the corporate database hoovers.com, viewed 24 November 2017. No publicly available accounts or environmental or supply chain reporting could be found.

SHOOTING ACCESSORIES

Products were separated by product type on the company's website www.carson.com. Those which could be used for hunting included: riflescopes and spotting scopes, night vision equipment, laser technology and binoculars. Surprisingly, none of the text accompanying Carson's riflescopes and spotting scopes referenced hunting. However, at least one night vision product was marketed for hunting, and several binoculars were described as "ideal for hunting, hiking and any outdoor activities."¹²⁰

The website did not refer to any particular types of hunting, and no images of hunters or 'game' animals were found. However, one promotional video for a riflescope protector depicted a deer seen through a riflescope viewfinder, and read, "So you're ready to instantly focus on your target".¹²¹

Several new posts on its Facebook page also targeted hunters: "For all the hunters out there, make sure you add our #HookUpz2.0 to your holiday gift list!" The post featured a video of two hunters using the 'HookUpz2.0' to photograph deer. However, hunting was not a key focus.¹²²



One promotional video for a riflescope protector depicted a deer seen through a riflescope viewfinder, and read, "So you're ready to instantly focus on your target".
www.carson.com

¹²⁰ <https://carson.com/products/outlaw-mossy-oak-treestand-mo-025/>, viewed 16 October 2017

¹²¹ <https://carson.com/products/scopearmor-deluxe-ba-15/>, viewed 16 October 2017

¹²² <https://www.facebook.com/carsonoptical/videos/10154678208130070/>, viewed 16 October 2017

ESCHENBACH HOLDING

The company only referenced hunting on a couple of occasions, on its main sales website, www.eschenbach-freizeitoptik.com. One line of optics was named 'Trophy'. It was therefore considered to have a strong link to hunting, through marketing products to sports hunters.

BACKGROUND

Eschenbach Holding GmbH was established by Josef Eschenbach in 1913. It has an annual turnover of £105.53 million according to the corporate database hoovers.com, viewed 24 November 2017.

In 2007, Barclays Private Equity (now Equistone Partners Europe) acquired a 70% stake in the Eschenbach Group and a 20% stake in management.¹²³

Eschenbach's products fit into roughly three key areas: eyewear, vision technology products and consumer optics. The company sells a range of spectacles under the Brendel, Humphrey's, Tura, Jos, Eschenbach, Freigeist and TITANflex brands in addition to Marc O' Polo, an eyewear brand that Eschenbach now licenses. Eschenbach also sells magnifiers, lamps, meteorological equipment, binoculars, monoculars, spotting scopes and opera glasses.

No environmental or supply chain reporting could be found for the Eschenbach group.

SHOOTING ACCESSORIES

On Eschenbach's main sales website, www.eschenbach-freizeitoptik.com, there was a section titled 'Areas of Use', which outlined the needs of different Eschenbach customers. This included a page on hunting and safari, beneath which four different binocular ranges were shown. Otherwise, products were sold by type or range rather than activity. The company sold binoculars, monoculars and spotting scopes.

Magno and Novalux binocular ranges, and products within the Farlux Selector range, were marketed as suitable for hunters, as was one spotting scope. However, descriptions generally listed appropriate activities, rather than referring to specific types of hunting or prey. One range was named 'Trophy', and was described: "Bright images showing every detail: Hunter's binoculars for the discerning discoverer."¹²⁴

No images of 'game' animals could be found on the company's website or social media sites

¹²³ Equistone 2016 Annual report, www.equistonepe.com/website/sites/DE/uploads/documents/annualreviews/download.pdf, viewed 24 November 2017

¹²⁴ <http://www.eschenbach-freizeitoptik.com/en-GB/431/product-range/detail/174/trophy-D-8-x-56-ED>

FUJIFILM HOLDINGS (FUJINON BRAND)

In the 2016 'Shooting Wildlife?' report no links between Fujifilm and hunting were found. In October 2017, however, the company's US website both sold riflescopes and marketed a pair of binoculars for hunting.

BACKGROUND

Fujifilm Holdings Corporation is part of the Japanese Fujifilm group, and owns over 1,000 subsidiaries.¹²⁵

The group is based in Japan and was initially founded in 1934 as Fuji Photo Film Co. Ltd., a company that focused on manufacturing photographic film. The company was established as part of government plans to create a domestic photographic film manufacturing industry.

Fujifilm Holdings Corporation had a turnover of ¥2,491.6 billion (£16.34 billion) in 2016. Sales of optical devices and electronic imaging equipment accounted for just ¥103.4 billion (£680 million) of this (around 4%).¹²⁶

Its industries include photography and optical equipment, medical equipment and pharmaceuticals, and office equipment such as printers and copy machines.

In 2016, the company implemented a new Sustainable Value Plan, which looked at health, daily life, environment, and working conditions, among other things. Three environmental policy areas were outlined, which were Global Warming Countermeasures, Resource Recycling, and Product and Chemical Safety. Little information was actually given regarding measures to be taken. The company's 2016 Sustainability Report outlined just measurable targets: 30% reduction in CO2 emissions by FY2020 (relative to FY2005), and 30% reduction by FY2020 (relative to FY2005).¹²⁷

No environmental or supply chain reporting could be found for the Eschenbach group.

SHOOTING ACCESSORIES

Fujifilm's US website listed one riflescope and marketed the 'KF' series of binoculars as "Ideal for hunters, bird watchers and other outdoor activities."¹²⁸ The product page featured an image of a deer with large antlers.

No references to hunting were found on Fujifilm's European website, www.fujifilm.eu, which only sold binoculars.

¹²⁵ *Fujifilm Holdings Corporation on www.hoovers.com, viewed 11 December 2017*

¹²⁶ *Fujifilm Holdings Corporation, 2016 Annual Report, www.fujifilmholdings.com/en/pdf/investors/annual_report/ff_ar_2016_all.pdf, viewed 24 November 2017*

¹²⁷ *Sustainability Report 2016, Fujifilm Holdings Corporation, www.fujifilmholdings.com/en/sustainability/pdf/2016/ff_sr_2016_en_all.pdf, viewed 24 November 2017*

¹²⁸ *<http://www.fujifilmusa.com/products/binoculars/kf/index.html>, viewed 16 October 2017*

GUANGZHOU BOSMA (BOSMA BRAND)

The promotional text accompanying products only demonstrated weak links to hunting on its website, www.bosmaoptics.com, listing hunting as a possible use but not specifying the type of hunting or prey. However, the company also produced and sold riflescopes, and was therefore considered to have strong links to hunting overall.

BACKGROUND

The Bosma optics brand is owned and manufactured by the Chinese company Guangzhou Bosma Corp. Established in 2000, Bosma researches, produces and markets sports optics products worldwide. Its key markets are the USA and Europe.

According to the corporate database hoovers.com, viewed November 2017, Guangzhou Bosma had a turnover of £16.03 million.

No publicly available annual accounts, annual report, environment or supply chain reporting could be found.

SHOOTING ACCESSORIES

The company's website, www.bosmaoptics.com, listed a range of shooting accessories: riflescopes and spotting scopes, red dot sights, rangefinders and riflescope mounts. Binoculars and spotting scopes were subcategorised by activity, one of which was hunting.

The text accompanying products was often marketed to hunters, although the website did not go into detail about hunting type or prey:

*"The BOSMA TSS (Thin Scope Shell) brand new riflescopes were made specifically for hunting or recreational shooting."*¹²⁹

*"Thin Scope Shell rifle scope from Bosma ends the wait for a sharp rifle scope that will give you the upper hand to enjoy successful hunting trips."*¹³⁰

The website used few images, except those of products. One website banner advertising riflescopes used images of antelope in the background.



*Banner advertising riflescopes
www.bosmaoptics.com/*

¹²⁹ <http://www.bosmaoptics.com/showproducts.asp?id=788>, viewed 6 October 2017

¹³⁰ <http://www.bosmaoptics.com/showproducts.asp?id=786>, viewed 6 October 2017

HAWKE

A new website called 'Hawke Life' (life.hawkeoptics.com) featured articles on hunting, including one about an Alaskan black bear hunt as "maybe the most important conservation effort of all". The website contained product pages for 'Sport', which appeared to target hunters, and which referenced sport hunting types such as 'big game' hunts and driven hunts.

BACKGROUND

Hawke is a family-run business, established 15 years ago in the UK. It now operates in 60 counties and has offices in Indiana, USA. No accurate turnover for the company could be found. It sells optics under its trademarks: Hawke, Frontier, Endurance, Panorama, Vantage, Sidewinder, Airmax, Nature-Trek and Sapphire.

Deben Group Industries, owned by Avocet Capital Limited, distributes Hawke products in the UK. In 2016, Deben Group Industries had a turnover of £12,073,034, 52% of which came from the UK, 31% from the rest of Europe, and 17% from the rest of the world.¹³¹ The accounts for both Avocet and Deben stated that Hawke was a "related company by virtue of common ownership". No further information about this shared ownership could be found.

Deben Group Industries sells a range of products for shooting: optics, ear defenders, gun cleaning equipment, 'ferret and terrier finders', and other accessories.

SHOOTING ACCESSORIES

Hawke divided products into two key categories on its website, 'Nature' and 'Sport'. The latter contained a range of hunting gear, including riflescopes, cross bow scopes, red dot sights, targeting systems, range finders, sidewheels (for improving accuracy of scopes), and a range of other accessories for riflescopes. The Sport catalogue for 2018, which was aimed at hunters, also contained spotting scopes and binoculars.

The catalogue featured images of hunters carrying large antlers. It also contained a testimony from the co-host of Backwoods Life TV, along with a photo of the editor beside a dead trophy deer with large antlers.

Product information on the website and in the catalogue was largely technical, but some references to different types of hunting were found:

"... engineered for everything from varmint to dangerous big game hunting".¹³²

"For your hunting rifle (driven hunt/wild boar), AR, shotgun, target pistol or airgun, there is a red dot to fit."¹³³

¹³¹ 2016 Accounts, Avocet Capital Limited

¹³² <https://uk.hawkeoptics.com/riflescopes.html>, viewed 16 October 2017

¹³³ 2017 Hawke Sport Catalogue

¹³⁴ <http://life.hawkeoptics.com/frontier-commercial/>, viewed 16 October 2017

¹³⁵ <http://life.hawkeoptics.com/frontier-commercial/>, viewed 16 October 2017

¹³⁶ <http://life.hawkeoptics.com/>, viewed 2 January 2018

¹³⁷ <http://life.hawkeoptics.com/alaskan-bear-hunt/>, viewed 16 October 2017

¹³⁸ <https://uk.hawkeoptics.com/x-act.html>, viewed 16 October 2017

¹³⁹ <https://uk.hawkeoptics.com/chairgun.html>, viewed 16 October 2017

¹⁴⁰ <http://www.twrf.net/sponsors/>, viewed 16 October 2017

¹⁴¹ <http://www.airgunwebtv.com/services-view/supporters-agwtv/>, viewed 16 October 2017

¹⁴² <http://www.backwoodslife.com/hawke-optics/>, viewed 16 October 2017

¹⁴³ <http://www.hitmentv.com/sponsors.html>, viewed 16 October 2017

Several commercials for Hawke riflescopes featured hunting. In the commercial for the 'Endurance' model, a hunter was shown dragging a large, dead 'game' animal (although the species was unclear).¹³⁴ In a commercial for the 'Frontier' model, a hunter was shown shooting at a large elk, and later carrying its trophy antlers.¹³⁵

Since the last report in 2016, Hawke has also launched a website called Hawke Life, described as "A lifestyle hub for the outdoor enthusiast".¹³⁶ The sport section featured news and blogs on hunting. Among these is a video of a roebuck hunt, and articles on hunting rabbits and hogs. It also includes an article by Blaine Anthony, host of The Bear Whisperer television show aired on the Sportsman Channel, "considered to be one of the only 'true' bear conservationist employing real conservation methods such as tagging, tracking and maybe the most important conservation efforts of all, hunting".¹³⁷ The article discussed his Alaskan bear hunt as a way to control the overpopulation of black bears in the region.

Hawke's website also offered Ballistic Reticle Calculator¹³⁸ and Pellet Trajectory Software¹³⁹ apps.

OTHER LINKS TO HUNTING

Hawke was listed as a sponsor for Tennessee Wildlife Resources Foundation, an organisation protecting "hunting and fishing heritage" in Tennessee.¹⁴⁰ It also supported several hunting programmes aired online and on US TV, including: Airgun Web TV,¹⁴¹ and Backwoods Life.¹⁴² Since the 2016 report, it had become a sponsor for a third show called Hitmen.¹⁴³ The website for the programme contained lots of images of trophy deer with big antlers, and two photos of dead black bear.

The company was no longer listed as a sponsor for Addicted to the Outdoors, Hardcore Hunting, or Delta Waterfowl.



The Sport catalogue for 2018 featured images of hunters carrying large antlers. Hawke Sport Catalogue 2018

KENKO TOKINA (KENKO BRAND)

Kenko appeared to have no connection to hunting.

BACKGROUND

Kenko Tokina, established in 1957, is headquartered in Tokyo, Japan. The company specialises in optical products including binoculars, microscopes, filters, photographic and optical accessories, and bags. According to the corporate database hoovers.com, viewed in November 2017, the company had a turnover of £118.57 million.

No evidence of environmental or social reporting could be found on the company's websites. Some products were labelled as containing 'eco-glass optics' that were said to be arsenic and lead free.

SHOOTING ACCESSORIES

Although Kenko sold binoculars and spotting scopes, no product could be found that was specifically marketed at hunters. Most binoculars and scopes were recommended for bird watching. No images of 'game' animals were displayed, and no further links to sports hunting could be found.

In November 2017, the company returned a questionnaire to Ethical Consumer, confirming that none of its products contained reticles (used for targeting), and that they did not sponsor any shooting organisations or events. However, the company continued to market some products to hunters.

BACKGROUND

Kowa was founded in 1894 in Japan and initially started out as a wholesaler of cotton fabrics. The company began producing non-fabric items in 1945 and now manufactures a broad range of products including pharmaceuticals, electronic devices, optical equipment and broadcasting devices. Kowa also sells textiles (including organic cotton), machinery, building materials, chemicals and other consumer products. Kowa started producing sport optics in 1952.¹⁴⁴ The group had a turnover of ¥156.54 billion (£1.3 billion) for the financial year ending 31 March 2017.¹⁴⁵

Kowa Group's website contained an environmental policy, www.kowa.com/environment, which was said to cover the whole group. Kowa stated that it aimed to establish and implement an environmental management system (EMS) according to ISO 14001 standards. The company's policy contained commitments to reducing energy consumption, increasing its use of renewable energy, conserving resources, and reducing chemical pollution and waste. However, quantified reduction targets were not presented.

SHOOTING ACCESSORIES

Kowa's optics products include spotting scopes, binoculars, lenses and digiscopes. No 'hunting section' was provided on any of the company's websites. In November 2017, the company returned a questionnaire to Ethical Consumer stating that it did not make any products containing 'reticles' (used for targeting).¹⁴⁶

Three spotting scopes on the website www.kowaproducts.com, and one spotting scope on the company's US site sportingoptics.kowa-usa.com, were marketed to hunters.

*"This compact, lightweight optic is perfect for outdoor activities including nature, travel, hiking, shooting sports and hunting."*¹⁴⁷

*"This sophisticated scope with outstanding light gathering power and bright field of view is the dream instrument of every birdwatcher, hunter, or target shooter."*¹⁴⁸

*"This series satisfies the needs of hunters who need to detect game and see movement"*¹⁴⁹

*"... the dream instrument of every bird watcher, hunter, and target shooter"*¹⁵⁰

Although the websites contained images of 'trophy' animals, none of these were linked to hunting or hunters. The company confirmed that it did not sponsor any hunting events.¹⁵¹

¹⁴⁴ <http://kowa.eu/>, viewed 27 November 2017

¹⁴⁵ <http://www.kowa.co.jp/eng/company/>, viewed 27 November 2017

¹⁴⁶ Questionnaire from Kowa, received November 2017

¹⁴⁷ <http://www.kowaproducts.com/>

¹⁴⁸ <http://www.kowaproducts.com/KowaTSN-82SVSeriesSpottingScope/>

¹⁴⁹ <http://www.kowaproducts.com/KowaTSN-660SeriesSpottingScopes/KowaTSN-664MStraightSpottingScope/>

¹⁵⁰ <http://sportingoptics.kowa-usa.com/scopes/>

¹⁵¹ Questionnaire from Kowa, received November 2017

LEICA

Posts from 2012 on the Leica brand's Facebook page, Leica Sport Optics Hunting, referenced hunting elephants and male lions. Although product information on the company's website was largely technical, it made occasional references to driven hunts. Leica was therefore considered to have a strong connection to sport hunting.

BACKGROUND

Four independent companies share the Leica brand: Leica Camera, Leica Microsystems, Leica Biosystems and Leica Geosystems. These produce a diverse array of products including microscopes, cameras, sport optics and laboratory equipment.

96.5% of shares in Leica Camera AG are owned by the Austrian holding company ACM Projektentwicklung (a subsidiary of SOCRATES Private Foundation).¹⁵² Leica Camera offers a range of cameras, lenses, projectors, binoculars and photographic accessories, and had a turnover of £236.77 million according to the corporate database hoovers.com, when viewed in November 2017.

Leica supports the Wildfowl and Wetlands Trust, "a traditional British organisation dedicated to the protection of the wetlands and its various bird species like the spoon-billed sandpiper." No environmental reporting or supply chain management could be found.

SHOOTING ACCESSORIES

Leica's UK website markets sport optics by use: Experience Nature, Hunting, and Lifestyle and Leisure. The Hunting section listed spotting scopes, binoculars, rangefinders and riflescopes, as well as cases for these. It also offered a ballistic programme, to "calculate all parameters for a safe and ethical shot."¹⁵³

Although text was largely technical, Leica referred to hunting in several product descriptions, and included references to sports hunts:

*"... for the most demanding hunter"*¹⁵⁴

*"... a universal all-rounder for stalking, shooting from blinds or driven hunts, at close or long range, and offers maximum versatility and superior accuracy in every hunting situation"*¹⁵⁵

*"Successful hunting through precise measurement."*¹⁵⁶

The product pages also featured images of a hog, deer and mountain goat. The hunting testimonials page on the website

contained references to hunting roe deer, ibex, partridge, red deer and bighorn sheep. The hunting blog had articles about hunting moose¹⁵⁷, capercaillie, grouse¹⁵⁸, fallow deer¹⁵⁹, elk¹⁶⁰, and hog, among other animals.¹⁶¹ Many of these were pictured, either dead or live.

The company's Facebook page, Leica Sport Optics Hunting, similarly contained multiple stories about, and images of, hunting animals such as roe deer, hogs and geese. It had run a competition for Facebook users to post their "most impressive roebuck hunting photo".¹⁶²

Images of elephants and male lions were posted in 2012, with testimonials from Ivan Carter, presenter of the US hunting show Tracks Across Africa:

*"There is nothing in the world that will get you more focused than a large dangerous animal that's coming towards you. We had been tracking these lions in Hwange National Park, Zimbabwe for several hours. They had killed a kudu bull. As we neared the kill, the dominant male saw us and came right in ..."*¹⁶³

*"This was on a hunt in Zimbabwe, we had been following a group of twelve bulls and caught up to them as they reached the water."*¹⁶⁴



Leica's hunting blog featured an article about the company's founder, who was 'a passionate hunter.' www.leica-hunting-blog.com/

¹⁵² www.acm-projekt.at/, viewed 27 November 2017

¹⁵³ <https://uk.leica-camera.com/Sport-Optics/Leica-Hunting/Rangefinders/About-Rangefinders>, viewed 19 October 2017

¹⁵⁴ <https://uk.leica-camera.com/Sport-Optics/Leica-Hunting/Riflescopes/Leica-Magnus-i>, viewed 19 October 2017

¹⁵⁵ <https://uk.leica-camera.com/Sport-Optics/Leica-Hunting/Riflescopes/Leica-Magnus-i/Range>, viewed 19 October 2017

¹⁵⁶ <https://uk.leica-camera.com/Sport-Optics/Leica-Hunting/Rangefinders/Leica-Rangemaster>, viewed 19 October 2017

¹⁵⁷ <http://blog-leica-hunting.con-vergence.de/way-up-north/>, viewed 19 October 2017

¹⁵⁸ <http://blog-leica-hunting.con-vergence.de/way-up-north/>, viewed 19 October 2017

¹⁵⁹ <http://blog-leica-hunting.con-vergence.de/the-island-of-tenors/>, viewed 19 October 2017

¹⁶⁰ <http://blog-leica-hunting.con-vergence.de/fire-and-ivory/>, viewed 19 October 2017

¹⁶¹ <http://blog-leica-hunting.con-vergence.de/in-the-shadow-of-the-cathar-pines/>, viewed 19 October 2017

¹⁶² <https://www.facebook.com/LeicaHunting/photos/a.322857441103322.80524.139399686115766/1370396323016090/?type=3&theater>, viewed 19 October 2017

¹⁶³ <https://www.facebook.com/LeicaHunting/photos/a.382339611821771.92118.139399686115766/385858584803207/?type=3&theater>, viewed 19 October 2017

¹⁶⁴ <https://www.facebook.com/LeicaHunting/photos/a.371023742953358.89636.139399686115766/371027212953011/?type=3&theater>, viewed 19 October 2017

LEICA Cont.

OTHER LINKS TO HUNTING

The 2017 hunting catalogue contained images of staff, with captions that linked them to hunting. Simon K Barr, Head of Marketing, was quoted: “Having hunted five continents with Leica Sport Optics, my only choice for dangerous game is the 1-6.3 x 24 i”. And Udo Mayer, Head of Development, said: “As a hunter and Head of Development of a traditional company such as Leica, I aim at a certain standard: perfection in every single detail.”

Leica remained a partner of Magic Safari Lodges, which produces guides to hunting lodges¹⁶⁵. The 2017 guide contained multiple images of dead elephants and male lions.¹⁶⁶ An undated press release on the Safari Club International Website also stated that Leica Sports Optics had become a corporate sponsor.¹⁶⁷



Leica's hunting blog featured articles about hunting moose, capercaillie grouse, fallow deer, elk and hog. leica-hunting-blog.com/



The company had run a competition for Facebook users to post their 'most impressive roebuck hunting photo' www.facebook.com/LeicaHunting/

¹⁶⁵ <https://uk.leica-camera.com/World-of-Leica/Leica-Partnerships/Nature-Sport-Optics>, viewed 19 October 2017

¹⁶⁶ <http://www.magicsafarilodges.com/>, viewed 27 November 2017

¹⁶⁷ <https://www.safariclub.org/what-we-do/media/press-room/press-release/safari-club-international-welcomes-leica-sport-optics-as-corporate-sponsor>, viewed 19 October 2017

LEUPOLD & STEVENS

The company had multiple pro-staff members, connections to nearly 20 hunting organisations, and ran its own academy for courses on the use of hunting optics. The company history section on its website emphasised its background in hunting products, and featured multiple images of traditional trophy animals, including two images of black and brown bear overlaid with shooting gratitudes (used for targeting). Product text referenced trophy hunts.

BACKGROUND

The Leupold brand is owned by Leupold & Stevens Inc., a family owned business founded in 1907 in Portland, Oregon, USA. The company was set up by Markus Friedrich (Fred) Leupold, a German immigrant, and his brother-in-law Adam Volpel. The company, initially called Leupold & Volpel, invented, manufactured and sold surveying equipment. Post-World War II, the company made its first 'fog-proof' riflescope in 1947.

Since 1947, the company has gone on to manufacture a wide range of sport optics aimed at golfers, wildlife watchers, hunters, shooters and the military. Leupold & Stevens started supplying the US military with optic products in 1985 and continues to supply them to this day.

According to hoovers.com, viewed in December 2017, Leupold & Stevens had an estimated turnover of £85.74 million.

The company's website states: "The future of hunting is in all of our hands. While we have a right to enjoy wildlife and wild places, it's our responsibility to protect it. This is why Leupold supports so many organizations whose mission it is to conserve wildlife, as well as protect, enhance, and grow the habitat it depends on."¹⁶⁸ Several of its partners listed supported sport hunting, as well as 'game' control.



The company history page on Leupold's website featured deer and bear seen through reticles (used for targeting). www.leupold.com

SHOOTING ACCESSORIES

On its website, www.leupold.com, the company sold riflescopes, spotting scopes, rangefinders, binoculars, reticles, thermal technology, and scope mounts. These were arranged by product type rather than activity. The product descriptions frequently referred to hunting, and sometimes to specific types, including trophy hunts:

*"Save the hike across the canyon to see if the buck is big enough and pull out this spotter to confirm trophy size from long distances."*¹⁶⁹

*"With the trophy scale you can measure the antler spread on game before shooting."*¹⁷⁰

*"Crossbow hunting continues to gain in popularity and our new Crossbones® scope has been designed specifically to match the unique characteristics of this growing sport."*¹⁷¹

*"The illuminated reticle is calibrated to frame up a mature hog and provide the perfect amount of lead on running boars ... With the VX-R HOG, you're rigged for pig."*¹⁷²

*"Purpose-built for picking out distant Coues deer and sheep on distant ridgelines, BX®-5 Santiam™ HD 15x56mm binoculars can take on the biggest hunts."*¹⁷³

Each product page had a section titled #Leupold, where the company reposted customer photos that had been sent to them via social media. Images included a deer seen through a riflescope¹⁷⁴, and a picture of a black buck antelope.¹⁷⁵ Customers were sent a Leupold Core cap if their photo was featured on its website. The company history page on Leupold's website featured images of trophy deer with large antlers, one seen through a scope viewfinder, and another using night vision equipment. A third photo depicted a hunter carrying a large pair of horns. A fourth featured drawings of a deer with large horns and a brown bear through a riflescope viewfinder: the accompanying caption highlighted the clarity of the graticule (also known as a reticle, used for targeting).

The Leupold Optics Facebook page included lots of images of dead animals, including dead brown bear and elk. One of these was captioned, "Who else is huntin' bears this weekend?"

¹⁶⁸ <https://www.leupold.com/leupold-core/core-communities/partners>, viewed 24 October 2017

¹⁶⁹ <https://www.leupold.com/spotting-scopes/hd-spotting-scopes/gr-15-30x50mm-compact>, viewed 24 October 2017

¹⁷⁰ <https://www.leupold.com/rangefinders/hunting-rangefinders/rx-850i-tbr-with-dna-digital-laser-rangefinder>, viewed 24 October 2017

¹⁷¹ <https://www.leupold.com/scopes/compact-scopes/crossbones-2-7x33mm>, viewed 24 October 2017

¹⁷² <https://www.leupold.com/scopes/shotgun-scopes/vx-r-hog-1-25-4x20mm-30mm>, viewed 24 October 2017

¹⁷³ <https://www.leupold.com/binoculars/hd-binoculars/bx-5-santiam-hd>, viewed 24 October 2017

¹⁷⁴ <https://www.leupold.com/scopes/compact-scopes/vx-r-4-12x50mm>, viewed 24 October 2017

¹⁷⁵ <https://www.leupold.com/scopes/compact-scopes/vx-3i-3-5-10x40mm>, viewed 24 October 2017

LEUPOLD & STEVENS Cont.

OTHER LINKS TO HUNTING

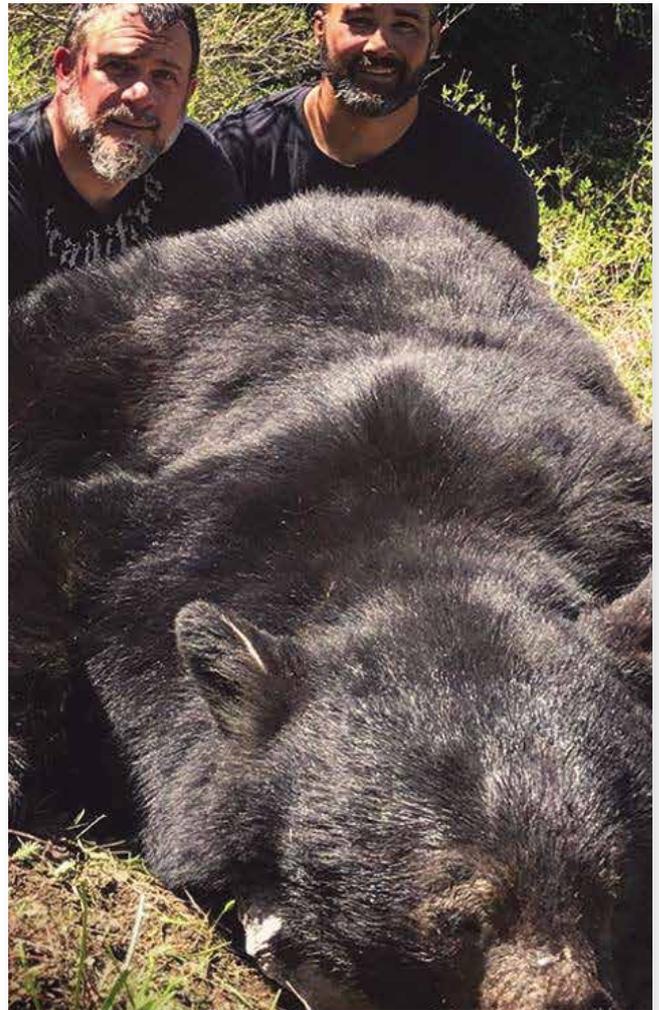
Leupold offered an 'Optics Academy', which had courses on the use of hunting optics: "Whether you're a novice or an expert, a new hunter or an old-hand, the Leupold Optics Academy will help you lock in during your next epic moment."¹⁷⁶

A featured members article on the Rocky Mountain Elk Foundation website contained an interview about hunting and conservation with Leupold CEO and 'lifelong hunter' Bruce Pettet.¹⁷⁷ The interview, which was undated, discussed Pettet's love of elk hunting, and featured an image of him alongside a dead trophy deer with large antlers. Pettet was listed as the company's CEO on the corporate database hoovers.com, at the time of writing. The company history section on the Leupold website also highlighted the hunting background of staff members such as Jack Slack. A news story on the Leupold website titled 'Lucas Burt Joins Leupold to Lead Digital Media Program', and dated to January 2017, described the staff member as "a lifelong hunter."¹⁷⁸

Leupold sponsored a number of Pro staff. Among these were individuals said to represent 'hunters in Congress and state legislatures',¹⁷⁹ present hunting TV shows, partake in hunt-conservation programmes, and lead antelope, elk, mule deer, whitetail deer, bear, mountain lion, and turkey hunts.¹⁸⁰ One Pro staff member was said to have "harvested numerous African animals with a traditional bow."¹⁸¹ Some staff profiles contained images of tradition trophy animals such as elk and whitetail deer with large antlers.¹⁸²

The website gave a full list of partnerships including nearly twenty that claimed to support hunters, provide hunting programmes or protect hunting environments. Among these were Safari Club International, Boone and Crockett Club, National Sports Shooting Foundation, and Women in the Outdoors.¹⁸³ Several of the partnerships or programmes were aimed at supporting youth hunters, including Youth Sports Shooting Alliance and JAKES, a programme by the National Wild Turkey Federation that provided workshops on hunting ethics and safety to under-12-year-olds.¹⁸⁴

Leupold was listed as a sponsor for several hunting TV programmes: The Bucks of Tecomate, Jim Shockey's Hunting Adventures, Leupold's Just Junie, and Pigman TV.



'Who else is huntin' bears this weekend?' - Leupold reposted images from its customers, sent using the #LeupoldCore www.facebook.com/LeupoldOptics/

¹⁷⁶ <https://www.leupold.com/leupold-core/core-communities/optics-academy>, viewed 1 December 2017

¹⁷⁷ <http://www.rmeff.org/NewsandMedia/TeamElk/FeaturedMembers/BrucePettet.aspx>, viewed 24 October 2017

¹⁷⁸ <https://www.leupold.com/leupold-core/news/lucas-burt-joins-leupold-to-lead-digital-media-program>, viewed 1 December 2017

¹⁷⁹ <https://www.leupold.com/leupold-core/core-communities/pro-team/randy-newberg>, viewed 24 October 2017

¹⁸⁰ <https://www.leupold.com/leupold-core/core-communities/pro-team/fred-eichler>, viewed 24 October 2017

¹⁸¹ <https://www.leupold.com/leupold-core/core-communities/pro-team/fred-eichler>, viewed 24 October 2017

¹⁸² <https://www.leupold.com/leupold-core/core-communities/pro-team/eva-shockey-brent>, viewed 24 October 2017

¹⁸³ <https://www.leupold.com/leupold-core/core-communities/partners>, viewed 24 October 2017

¹⁸⁴ <https://www.nwtf.org/about/hunting-heritage/jakes>, viewed 11 December 2017

MEOPTA-OPTIKA

The Meopta website referenced trophy hunting, and the brand's Sports Optics Facebook page contained images of dead black bear and live elephants and male lions. Optics were sold by activity, one of which was hunting.

BACKGROUND

Meopta-optika s.r.o. was initially established in 1933, under the name Optikotechna, and produced dark room equipment such as enlargers and lenses. The company's focus has changed over time and in response to changing political climates. Nowadays it offers optical products for a diverse customer base: wildlife watchers, hunters, scientists, medical and military personnel. Its products include binoculars, spotting scopes, riflescopes, sniper scopes, scope adaptors, loose optic lenses, night vision equipment, periscopes, optoelectronic systems, image intensifiers for X-ray imaging devices and optical tweezers.

The company is predominantly based in the Czech Republic with the exception of one key subsidiary - Meopta U.S.A. Inc. It owns two other key companies, MeoMed s.r.o., for medical devices, and Meopta Systems s.r.o. which trades in complex military optics.¹⁸⁵ According to the corporate database hoovers.com, viewed in November 2017, it has a turnover of £79.12 million. The company stated that hunters were its "largest group of users".¹⁸⁶

The company refers to its social and environmental responsibilities on its website, but provides little detail about these, except for naming a number of sponsored organisations. Among these was the Czech Society for Ornithology.¹⁸⁷



'Which Meopta optics would you take on an early season bear hunt? #Meopta #bearhunt' - Meopta's Sport Optics Facebook page contained images of dead black bear, and live elephants and male lions.
www.facebook.com/Meopta/

SHOOTING ACCESSORIES

The brand's website for sports optics was separated into hunting, nature observation and tactical. The hunting section sold rifle scopes, spotting scopes and binoculars, and other hunting accessories such as red dot sites and night vision riflescopes. The website also featured a ballistic calculator. Product text repeatedly referenced different types of hunting, including trophy hunting:

*"Dangerous game ... Delivered. An impressively wide 113.ft. @ 100 yds. FOV gives you a clear advantage over fast-moving dangerous game. An excellent scope for spot and stalk whitetail hunting on tightly forested terrain or chasing fierce wild hogs in the scrub."*¹⁸⁸

*"... for versatile shooters that thrive at extended distances - from big game, to varmints, to hammering long-range steel at the range."*¹⁸⁹

*"Whether bow hunting, shooting from a tree stand or tracking animals on wide open terrain you'll find yourself reaching for these lightweight and impressive 32mm binoculars every time you head out on the hunt."*¹⁹⁰

*"... when the daylight is fading fast ... and you're closing in on the trophy of a lifetime."*¹⁹¹

Meopta Sport Optics Facebook page contained images of dead animals, some of which were reposted from customers. Among these were posts from October and July 2016 featuring black and brown bears, and captioned "Which Meopta optics would you take on an early season bear hunt? #Meopta #bearhunt"¹⁹², and "Caption this photo! #Meopta #BearHunt #CaptionThis".¹⁹³ It had also posted drawings of elephants and male lions, and contained a link to the Facebook group Meopta Sports Optics Trophy Room. Images posted in this group featured traditional trophy animals including dead black bear, elk, and bighorn sheep.

OTHER LINKS TO HUNTING

Meopta continued to sponsor the hunting programme SheepShape TV, as well as The Czech-Moravian Hunting Union.¹⁹⁴

¹⁸⁵ <https://www.meopta.com/en/about/>, viewed 27 October 2017

¹⁸⁶ <http://www.meopta.com/en/social-responsibility-and-sponsoring/>

¹⁸⁷ <https://www.meopta.com/en/social-responsibility-and-sponsoring/>, viewed 27 October 2017

¹⁸⁸ <http://www.meoptasportsoptics.com/shop/us/r2-1-6x24-rd/meostarr2-1-6x24rd/ctgRus.html?interestTopic=2>

¹⁸⁹ <http://www.meoptasportsoptics.com/us/overview/riflescopes-10/meopro-htr-series-302.html>

¹⁹⁰ <http://www.meoptasportsoptics.com/shop/us/meostar-b1-8x32-yzejhgq96k6t/ctgBus.html?interestTopic=2>

¹⁹¹ <http://www.meoptasportsoptics.com/us/overview/binoculars-9/meostar-b1-series-23.html?interestTopic=2>

¹⁹² <https://www.facebook.com/Meopta/photos/a.128904055886.117160.89642550886/10153920984655887/?type=3&theater>

¹⁹³ <https://www.facebook.com/Meopta/photos/a.128904055886.117160.89642550886/10153665648750887/?type=3&theater>

¹⁹⁴ <http://www.meopta.com/en/social-responsibility-and-sponsoring/>

MICRO WORLD (BARSKA BRAND)

“...[T]here's no rush like the thrill of heading out early in the morning for a long day of promising hunting.” Barska's website referred to 'big-game' hunting on several occasions. Although no images of trophy animals were found on the company's website, an image on the Barska twitter platform showed a girl holding a pair of antlers, and was captioned: “we need more kids holding deer and less game controllers ... (sic)”

BACKGROUND

According to the corporate database hoovers.com, and the incomplete website microworldcorp.com, Micro World Corp is the “manufacturer of outdoor, hunting, and sporting equipment. Sold under the popular brand BARSKA”.

The corporate database hoovers.com, viewed in November 2017, estimated that the company had an annual turnover of £4.13 million. No further information or publicly available annual accounts or reports for Micro World Corp or Barska Optics could be found.

Founded in 1994, Barska is based in South California.¹⁹⁵ Its products are distributed in over 40 countries worldwide. The website claimed: “Whether you enjoy bird watching, outdoor observation, hunting, fishing, stargazing, concerts, or sporting events, BARSKA has the products that meet your needs.”¹⁹⁶

Product ranges included biometric safes, riflescopes, binoculars and spotting scopes, laser sights, telescopes, microscopes, tripods, red dot scopes, monoculars, flash lights, sports watches, metal detectors, safe boxes, loaded gears, jewellery cases and solar chargers with speakers.

Barska also sold products under several other brands including Loaded Gear (tactical vests, plate carriers and chest rigs), Winbest (metal detectors), Barska Audio (sound systems) and Aus Vio (silk bedding).¹⁹⁷

No environmental or supply chain reporting could be found for Barska or Micro World Corp.

SHOOTING ACCESSORIES

Barska's website, www.barska.com, listed products by type rather than activity. Among the products were several types of shooting accessory: riflescopes and spotting scopes, as well as mounts for these; laser technology, and night vision equipment; range finding reticles for binoculars; and cases and bags for rifles, scopes and other shooting gear. The website also sold binoculars and monoculars.

These products, including the binoculars and monoculars, were marketed to hunters throughout the website.¹⁹⁸ Barska continued to sell their 'Huntmaster' rifle scope range, as a “high-value bang-for-the-buck” product.¹⁹⁹

Descriptions referred to particular types of hunt, including 'recreational' and 'big-game' hunts:

“From the serious tactical and long-range shooter to the varmint hunter or big-game hunter and recreational target shooter, there's a BARSKA rifle scope that's a perfect fit for you and your firearms.”²⁰⁰

“For recreational hunters, varmints can be spotted at great distances for removal from croplands where they damage cash harvests. Large animals can be sighted over great distances and accurately targeted with the tactical scope.”²⁰¹

The homepage to the Barska website also included reviews from hunters. While no images of dead or live 'game' animals could be found on the Barska website, the Barska Facebook page included an image of a dead coyote and one of a dead hog, which the company had reposted from customers. The picture of the hog was captioned: “FREE SHIPPING for all orders over \$99!”

When viewed in 2016, Barska's Twitter account contained several images of dead trophy animals included dead deer and male sheep. One post, which was retweeted by Barska, contained an image of a young girl holding a dead deer's antlers and the statement: “we need more kids holding deer and less game controllers ... (sic)” Barska continued to tweet about varmint, coyote, stag, deer and squirrel, among other types of hunting.

¹⁹⁵ www.barska.com/about-us, viewed 25 January 2018

¹⁹⁶ <https://www.barska.com/about-us>, viewed 19 October 2017

¹⁹⁷ www.barska.com, viewed 2 January 2017

¹⁹⁸ <https://www.barska.com/optics/rifle-scopes.html?infinite=true&>, viewed 19 October 2017

¹⁹⁹ <https://www.barska.com/3-9x50-huntmaster-scope-by-barska.html>, viewed 23 November 2017

²⁰⁰ <https://www.barska.com/optics/rifle-scopes.html?infinite=true&>, viewed 19 October 2017

²⁰¹ <https://www.barska.com/optics/rifle-scopes/tactical.html>, viewed 19 October 2017

MINOX

Product text repeatedly referred to hunting, but, with the exception of 'game' keeping, never to specific types of hunting. The company had sponsored the DNA Film Festival in 2017 – the UK's first festival for hunting films.

BACKGROUND

Minox GmbH is a German company originally known for its photography products. It now offers a range of sport optics and compact digital cameras that are aimed at wildlife watchers, hunters, water sport enthusiasts and security forces. The company was briefly owned by Leica between 1996 and 2001, but became independent again after a management buyout. It had an estimated annual turnover of £5.31 million, according to the corporate database hoovers.com, when viewed in November 2017.

SHOOTING ACCESSORIES

Products were arranged into photo, hunting, nature, nautical and tactical on Minox's website. Under hunting Minox sold riflescopes, binoculars, spotting scopes, night vision equipment, macrosopes, monoculars and surveillance cameras. The product text repeatedly referred to hunting, but it did not refer to specific types of hunting (except 'game' keeping), and never referenced trophy hunting.

*"...these new ZX5 riflescopes are suitable for hunting even in deep twilight conditions and enable the user to concentrate faster on the target as well as reliably gain an overview for that decisive moment."*²⁰²

*"Excellently suited for universal application in all fields of hunting and gamekeeping, as well as for the observation of flora and fauna in the wild."*²⁰³

*"Ideal for night-time expeditions, hunting observations and game management, or just for one's own personal safety."*²⁰⁴

No images of animals were found on Minox's website, although it did contain a link to the website Switchback Outdoors TV, a programme that it sponsored. Switchback Outdoors TV made 'semi-live hunting videos', several of which featured black bear hunts.

The Minox Optics Facebook page also contained lots of images of traditional 'game' animals, but none of these were explicitly linked to hunting. The company also had a Facebook page called Minox North American Hunting, which contained lots of images of dead 'game' and trophy animals, including dead black and brown bears, bighorn sheep, moose, and other deer with large antlers.

OTHER LINKS TO HUNTING

Minox sponsored the DNA Hunting Film Festival in 2017, the first hunting film festival in the UK²⁰⁵, as well as Switchback Outdoors TV. The company's website also listed other partners which had links to sport hunting: Mule Deer Foundation, Wild Sheep Foundation, Rocky Mountain Elk Foundation, Theodore Roosevelt Conservation Partnership, Boone and Crockett Club, Safari Club International, Sportsman's Alliance Alaska. It sponsored three hunting TV shows: Team HuntInMotion, Boars of Africa and Into the Wild Outdoors.²⁰⁶



Minox's North American Hunting page on Facebook contained images of dead game and trophy animals, including dead black and brown bears, bighorn sheep and moose. www.facebook.com/Meopta/

²⁰² <http://www.minox.com/index.php?id=riflescopes&L=1>, viewed 24 October 2017

²⁰³ <http://www.minox.com/index.php?id=binoculars&L=1>, viewed 24 October 2017

²⁰⁴ http://www.minox.com/index.php?id=night_vision&L=1, viewed 24 October 2017

²⁰⁵ <http://huntmag.eu/the-dna-hunting-film-festival-a-first-for-the-uk/>, viewed 24 October 2017

²⁰⁶ [http://www.minox.com/index.php?id=7550&print=1&no_cache=1&tx_ttnews\[tt_news\]=&tx_ttnews\[cat\]=&tx_ttnews\[backPid\]=&tx_ttnews\[pointer\]=&L=2](http://www.minox.com/index.php?id=7550&print=1&no_cache=1&tx_ttnews[tt_news]=&tx_ttnews[cat]=&tx_ttnews[backPid]=&tx_ttnews[pointer]=&L=2), viewed 24 October 2017

NIKON

Nikon commemorated its 100th Anniversary in 2017 with new optics technology for hunters. Promotional text referenced driven hunts, and videos for hunting products on the website showed trophy animals, seen through the viewfinders of riflescopes or spotting scopes. Viva! called a boycott against the company for its links to hunting in 2013, and Nikon has been subject to numerous campaigns requesting them to end the link.

BACKGROUND

Founded in Japan in 1917, the Nikon Corporation has grown into a well-known global optics business with a turnover of ¥819 billion (£5.37 billion) in 2016.²⁰⁷ The company is part of the Mitsubishi keiretsu, a group of businesses linked by cross-ownership.

Best known for its cameras and binoculars, Nikon has developed its product range over the years to offer a wider range of items including photographic equipment, sport optics, photolithography steppers (machines used to create integrated circuit parts), surveying instruments, microscopes, measuring instruments, ophthalmic lenses (lenses used in reading glasses, for example), optical equipment and thin film coatings.

Imaging products business, which included the company's optics products, accounted for 51.1% of revenue in 2017. 24.3% of revenue in 2017 came from the USA, 19.9% from China, 16.9% from Japan, 16.6% from Europe, and 22.3% from the rest of the world.

In 2013, Nikon's sale of hunting equipment and the company's promotion of trophy hunting, 'safaris' and 'dangerous game adventure[s] on the dark continent' resulted in numerous campaigns against the company.²⁰⁸ These accuse Nikon of hypocrisy for promoting cameras to wildlife photographers while at the same time promoting hunting through the sale of hunting rifle accessories.

As we wrote in our last report, in 2013 Viva! called for a boycott of all Nikon products (cameras, binoculars and scopes) until the company dropped its support for hunting. Although the company continues to sell hunting accessories, it appears to have stopped using images of trophy animal kills on its website. Its specific hunting website www.nikonhunting.com no longer exists, and redirects customers to a hunting section on its website www.nikonportoptics.com.

Nikon has an extensive CSR section on its website, which includes a considerable section on environmental management. The company has formulated a series of medium term goals, to be met by 2030. However, only one of these actually sets a clear and measurable target: to "reduce CO2 emissions throughout the entire supply chain by 26% compared with the fiscal 2013 level".²⁰⁹

The company's 2017 Sustainability Report referred to the protection of biodiversity on several occasions, and listed the UN Global Compact as an 'Active Policy' for the company. The seventh principle of the compact, under environment, states that "Businesses should support a precautionary approach to environmental challenges".

SHOOTING ACCESSORIES

The company's website, www.nikonportoptics.com, listed products both by type and activity. In the 'shop by activity' tab, customers could select hunting, birding, marine or golf. In the hunting section, Nikon listed binoculars, riflescopes, rifle scope mounts, spotting scopes (listed as 'fieldscopes'), and rangefinders. The website also offered an online and app-based ballistic calculator.

The 2017 sports optics catalogue stated: "For 2017, Nikon commemorates its 100th Anniversary (1917-2017) with new optics technology dedicated to further the spirit, passion and success of shooters and hunters like you." The catalogue contained multiple images of traditional trophy animals, including elk and brown bear.

The text accompanying products on both the website and in the catalogue often referred to hunting, and sometimes to specific types of hunting or prey: including deer hunting, and whitetail deer hunting, hog hunting, varmint hunting, predator hunting, coyote hunting, muzzleload hunting, shotgun hunting, driven hunting, and stalked hunts.

"If you're passionate about hunting deer, the BUCKMASTERS II is the right choice for your next hunt."²¹⁰

²⁰⁷ Nikon 2017 Annual Report

²⁰⁸ www.independent.co.uk/environment/nature/the-wrong-kind-of-photo-shoot-nikon-in-the-line-of-fire-over-rifle-sights-for-big-game-hunting-8556123.html, viewed 28 November 2017

²⁰⁹ http://www.nikon.com/about/sustainability/environment/environment_management.pdf, viewed 28 November 2017

²¹⁰ <https://www.nikonportoptics.com/en/nikon-products/riflescopes/buckmasters-ii-4-12x40-bdc.html>, viewed 27 October 2017

NIKON Cont.

SHOOTING ACCESSORIES Cont.

“When You’re Serious About Predators. The Active Target Special features several technology upgrades that will satisfy even the most demanding predator hunters.”²¹¹

“Unique hunting situations demand singular hunting optics.”²¹²

“The purpose-specific Active Target Special riflescope series is a fulfilled dream for predator hunters.”²¹³

“Hunting binoculars, Unequaled Hunting Success. Hunters around the world have put their trust in Nikon binoculars to perform reliably.”²¹⁴

“Prostaff 5: Built to Hunt as Hard as you do.”²¹⁵

The product pages often contained images of traditional trophy animals, such as deer with large antlers. On the riflescope pages, these were seen through the scope viewfinder. Several of the pages also contained promotional videos for the products, which also featured traditional trophy animals, often seen through viewfinders. The company’s YouTube channel, Nikon Sport Optics US, contained videos with advice on using Nikon products for hunting.



OTHER LINKS TO HUNTING

Nikon sponsored several organisations linked to sport shooting. These included Buckmasters, ‘the longest-running hunting show in history’,²¹⁶ and IMB Monster Bucks,²¹⁷ which organised whitetail ‘trophy deer hunts’, turkey and predator hunts. It also sponsored the programme Driven TV (www.drivenhunter.com).²¹⁸ The blog for the show contained lots of posts on hunting deer, and moose, and several on hunting brown and black bear.²¹⁹

The company was no longer listed as a sponsor for Texas Trophy Hunters Association or The Crush with Lee & Tiffany,²²⁰ but it continued to sponsor the TV programmes The Hunt, and Raised Hunting,²²¹ as well as McCrea Outdoors, a company that organises trophy hunts for customers.²²²



*‘For 2017, Nikon commemorates its 100th Anniversary (1917-2017) with new optics technology dedicated to further the spirit, passion and success of shooters and hunters like you.’
Nikon’s 2017 Sport Optics catalogue contained multiple images of traditional trophy animals, including elk, and brown bear.
Nikon 2017 Sports Optics Catalogue*

²¹¹ <https://www.nikonportoptics.com/en/nikon-products/riflescopes/active-target-special-4-12x40-realtree-max-1.html>, viewed 27 October 2017

²¹² <https://www.nikonportoptics.com/2017-Full-Line-Catalog/2017-Full-Line-Catalog.pdf>, viewed 27 October 2017

²¹³ <https://www.nikonportoptics.com/2017-Full-Line-Catalog/2017-Full-Line-Catalog.pdf>, viewed 27 October 2017

²¹⁴ <https://www.nikonportoptics.com/en/nikon-products/hunting-optics/index.page>, viewed 27 October 2017

²¹⁵ <https://www.nikonportoptics.com/2017-Full-Line-Catalog/2017-Full-Line-Catalog.pdf>, viewed 27 October 2017

²¹⁶ <http://buckmasters.com/Sponsors>, viewed 27 October 2017

²¹⁷ <http://www.imbmonsterbucks.com/sponsors.php>, viewed 27 October 2017

²¹⁸ <https://www.drivenhunter.com/partners/>, viewed 27 October 2017

²¹⁹ <https://www.drivenhunter.com/blog/page/2/>, viewed 27 October 2017

²²⁰ <http://www.thecrush.tv/gear-and-sponsors>, viewed 27 October 2017

²²¹ <http://www.raisedhunting.com/raised-hunting-partners/>, viewed 27 October 2017

²²² <http://mccreaoutdoors.com/sponsors-archery/>, viewed 27 October 2017

OLYMPUS

The company did not appear to have any links to hunting.

BACKGROUND

The Olympus Corporation was founded in October 1919 in Japan, with an initial focus on producing microscopes and thermometers. The business now has four key business segments: a Medical Systems Business, Scientific Solutions Business, Imaging Business, and Other (functional organisations). The company continues to be headquartered in Japan but has a global reach, with approximately 34% of sales occurring in North America, 23% of sales in Europe, 18% in Asia Pacific, and 21% of sales in Japan.²²³

Olympus Corporation had a turnover of over ¥748.05 billion (£4.91 million) in 2016-17, of which 8.8% came from the Imaging Business sector. Medical systems account for by far the largest part of the business – around 77%.²²⁴

The company's product range includes digital cameras, binoculars, voice recorders, optical components, gastrointestinal endoscopes, surgical endoscopes, biological microscopes, industrial microscopes, industrial endoscopes and biomedical materials.

When the previous report was published, Sony Corporation held 10% of the company's shares. At the time of writing this report, Sony only held 5%, and no other company held more than 10% of Olympus's share.²²⁵

Olympus had published its 2017 CSR report on its website, www.olympus-global.com.²²⁶

Both website and report discuss the company's corporate philosophy of 'Social IN', in addition to its environment and social policies and practices. In regard to its environmental policies, the company raised the "prevention of pollution, sustainable resource use, climate change mitigation and adaptation, and protection of biodiversity" as areas where the company needed to reduce its impact, as in the 2015 report.²²⁷

Environmental performance data was provided, but only greenhouse gas emissions appeared to be independently audited. Olympus remained a member of the pro-nuclear industry lobby group Organization of Canadian Nuclear Industries, www.oci-aic.org, when viewed in November 2017.

²²⁸

SHOOTING ACCESSORIES

Olympus's global website was searched in October 2017. Other than binoculars, that were not marketed at hunters, the company did not appear to sell or promote any hunting accessories.

²²³ <https://www.olympus-global.com/company/profile/top.html>, viewed 30 November 2017

²²⁴ <https://www.olympus-global.com/company/profile/top.html>, viewed 30 November 2017

²²⁵ <https://www.olympus-global.com/ir/stock/information.html>, viewed 30 November 2017

²²⁶ <https://www.olympus-global.com/csr/download/>

²²⁷ 2017 CSR Report

²²⁸ <https://ocni.ca/membership/ocni-membership-directory/>, viewed 30 November 2017

OPTICAL HARDWARE (VISIONARY BRAND)

Only one mention of hunting was found, in ‘Visionary Binoculars and Telescopes: Technical Guide’, a PDF that could be downloaded from the company’s website. As this was the only mention of hunting, the company was not considered to market its products to hunters. The leaflet offered a ‘binocular selector’ providing advice by activity and hunting was not among these.

BACKGROUND

Optical Hardware, a Yorkshire based company, own, manufacture, and distribute the Visionary brand of optics in addition to the Illusion and Ostara brands. Optical Hardware also distribute the Olivon brand of optics in the UK - the trademark of Olivon International.²²⁹

The company’s turnover was £211,335 in 2016.²³⁰

No Corporate Social Responsibility reporting could be found on the company’s website.

SHOOTING ACCESSORIES

Optical Hardware’s product range includes binoculars, telescopes, spotting scopes, digiscopes, monoculars, tripods and other optical accessories which are suited to a wide range of activities. The company separated products by make and type, rather than by use. A box called ‘Find the right optic for you’, had links by activity. However, hunting was not listed among these. No images of trophy animals were found on the company’s website.

Olivon riflescopes were also found.²³¹ However, although Optical Hardware distributes Olivon branded products, it does not sell or distribute Olivon’s riflescopes.

Only one mention of hunting could be found on the company’s website, www.opticalhardware.co.uk - in the Visionary Binoculars and Telescopes: Technical Guide: “Walking, travel, skiing, ships, balloons, camping, mountaineering, hunting, hiking, fishing, landscape or nature viewing and studying architectural detail, the list is endless and so much more enjoyable with a good pair of binoculars.”²³² The leaflet offered a ‘binocular selector’ section which provided advice by activity. Hunting was not among these.

²²⁹ <http://www.opticalhardware.co.uk/>, viewed 30 November 2017

²³⁰ Optical Hardware Limited 2016 Accounts

²³¹ <http://olivonmanufacturing.com>, viewed 15 January 2018

²³² http://www.opticalhardware.co.uk/PDF/information_and_retail_price_lists/binocular_and_telescope_guide.pdf, viewed 27 October 2017

OPTICAL VISION LIMITED (BARR & STROUD BRAND)

One product was marketed to hunters on the Optical Vision website, but the company no longer had any links to other companies promoting sports hunting. The 2016 ‘Shooting Wildlife?’ report found that Optical Vision distributed Acuter optics, and that Acuter marketed its products to hunters on its own website, acuteroptics.com. This website no longer existed, so Optical Vision was only considered to have weak links to hunting.

BACKGROUND

Barr & Stroud Limited was founded in Glasgow in 1913, developing rangefinders for the British Navy. Their first pair of binoculars was produced in 1919, and came to be used “almost universally in the Royal Navy during World War II.”

The original optics business was purchased by the French Thales Group in 2000, and renamed Thales Optronics Ltd. a year later. The Barr & Stroud name was purchased by another company, Optical Distribution Services Ltd., who re-registered as Barr & Stroud Ltd. in 2008. Optical Vision Limited distributes Barr & Stroud branded optics in the UK. All products are made in China.

Optical Vision Limited distributes telescopes, microscopes and optics accessories, under the Barr and Stroud, Sky-watcher, Helios, Acuter and Zenith brands.²³³ The company is owned by Goldfyre Limited whose ultimate parent is Boston Registrars and Nominees Limited.²³⁴

In 2016, Optical Vision Limited had a turnover of £3,321,193.²³⁵ Goldfyre Limited owned one other optics company, Meade’s Optical Instruments, and had a turnover of £8,194,035 in 2015.²³⁶

No environmental or supply chain reporting could be found.

SHOOTING ACCESSORIES

No specific section of Barr and Stroud’s website, www.barrandstroud.com, or Optical Vision Limited’s website, www.opticalvision.co.uk, was dedicated to hunting accessories. Products were listed under product type and included binoculars, spotting scopes, spotting scope accessories, monoculars, magnifiers, astronomical telescopes, astronomical accessories, brass telescopes, photo-video tripods and microscopes & meters.

One pair of binoculars was marketed as “Great for Birdwatching, Hunting and General Observing.”²³⁷ No images of ‘game’ animals could be found. Products were primarily targeted at birdwatchers and “the value conscious outdoor enthusiast”.

Although Optical Vision Ltd. still distributed Acuter Optics, Acuter no longer appeared to have links to sports hunting. The 2016 ‘Shooting Wildlife?’ report found that Acuter marketed its products to hunters on its own website, acuteroptics.com. At the time of writing, the website no longer existed and no new Acuter Optics website was found.

²³³ http://www.opticalvision.co.uk/about_ovl.html, viewed 11 December 2017

²³⁴ Optical Vision Limited 2016 Accounts

²³⁵ Optical Vision Limited 2016 Accounts

²³⁶ Goldfyre Limited 2015 Accounts

²³⁷ http://www.opticalvision.co.uk/binoculars-helios-roof_prism_binoculars/30220.html, viewed 27 October 2017

OPTICRON

Opticron confirmed that it did not market any products to hunters and would “not sponsor or endorse individuals or organisations involved in trophy hunting or similar activities.”²³⁸

BACKGROUND

Opticron is a small family-run optics business, founded in the UK in 1970. The company's products are targeted at 'wildlife enthusiasts' and include binoculars, monoculars, telescopes, digiscoping, tripods and mounts, rangefinders, magnifiers and accessories such as waterproof cases.

The company returned a questionnaire in September 2017, stating that it had a turnover of under £8 million.

No further information was found about the company as no publicly available annual accounts were published and no CSR reporting was available on the company's website.

When contacted in October 2015 for the last Shooting Wildlife Report, Garin Baska from Opticron stated: “Opticron is a private partnership so you won't find any financial information about us at Companies House. The company was founded in 1970 by my parents and specialises in the design and marketing of consumer optics (binoculars, monoculars, spotting scopes and accessories) to wildlife watchers the world over. The instruments are made under contract in Japan, Taiwan and China. We employ 20 people in the UK and USA.”

SHOOTING ACCESSORIES

The company sold binoculars, monoculars, rangefinders, accessories such as tripods and cases, and eyepieces, amongst which were spotting scopes marketed as 'travel scopes' or 'field scopes.' Products were arranged by product type rather than activity.

In December 2017, the company sent an email stating that it had removed all mention of hunting from its website, “partly as a result of the ongoing work we are doing with conservation organisations. It was also because we did get feedback after the publication of the first version of the report that customers had chosen Opticron products because the brand is not supportive of trophy and other sport hunting.”

OTHER LINKS TO HUNTING

The company responded to an Ethical Consumer questionnaire in September 2017 stating: “Where appropriate we would support the management of wildlife populations for conservation purposes but not for commercial purposes such as driven bird shoots. Our support for conservation is illustrated by the fact that we work closely with Birdlife International partners around the world and in the UK we are the exclusive optics supplier to The Wildlife Trusts.”²³⁹

The company also emailed in December 2017 stating, “As you will be well aware, binoculars can be used for hunting regardless of whether or not a brand supports that activity. And there are some types of ‘hunting’ such as deer population management which are necessary, in that case due to the lack of top predators in the UK for example. Optics are an essential part of making sure any such cull is done properly.”

²³⁸ Opticron questionnaire, received September 2017

²³⁹ Opticron questionnaire, received September 2017

RICOH IMAGING COMPANY (PENTAX BRAND)

Ricoh Imaging marketed one product for hunting on its US website, and did not market any products for hunting on its UK website.

BACKGROUND

Pentax's roots are in Tokyo, where the company started making lenses for eyeglasses in 1919. Its product range has slowly expanded with time to include photographic lenses, binoculars, spotting scopes and lenses that are primarily aimed at "travellers, wildlife adventurers, birders and stargazers".

Ricoh Imaging Company Ltd., part of the Ricoh Group and headquartered in Japan, bought the Pentax brand and camera business from the Hoya Corporation in 2011.

The Ricoh Group was founded in Japan by Kiyoshi Ichimura in 1936, and started out manufacturing sensitised paper and cameras. The company's product range now includes printers, scanners, thermal media, electronic components, digital cameras, binoculars, CCTV and Machine-Vision Lenses. The Ricoh Group owned 226 companies worldwide, and had a turnover of ¥2,028.8 billion (£13.31 billion) as of March 2017. In the 2017 financial year, 37.8% of sales came from Japan, 30% from America, 22.5% from Europe, the Middle East and Africa, and 9.7% from other areas.

Ricoh's 2017 Sustainability Report was available on its website. The report discussed its environmental conservation sponsorship: "We recognize that our business activities are based on the provision of biodiversity-based ecosystem services. We undertake ongoing conservation initiatives to reduce environmental impact and to maintain and enhance the earth's ability to regenerate."²⁴⁰ It contained several quantifiable targets for 2030, including reducing Scope 1 and 2 greenhouse gases (GHGs) by 30%, and Scope 3 GHGs by 15%. Further targets were laid out in the company's 19th Environmental Action Plan, which had been launched in April 2017.

The website included a sustainability section, which included a 'biodiversity' page and a biodiversity policy. The policy stated: "Given that we gain a lot of benefit from living things and pursue business activities that have an impact on biodiversity, we will reduce the impact of our activities on biodiversity and engage proactively in its protection."²⁴¹

SHOOTING ACCESSORIES

In the sports optics section of Ricoh Imaging's UK website, www.ricoh-imaging.co.uk, the company sold binoculars and spotting scopes. None of these were marketed to hunters and no images of trophy animals could be found.

The same products were sold on Ricoh Imaging's US website, www.us.ricoh-imaging.com, but one spotting scope was marketed for hunting:

*"Birders and hunters: we think you'll find exactly what you're looking for."*²⁴²

²⁴⁰ 2017 Sustainability Report, www.ricoh.com/sustainability/report/download/pdf2017/all_E.pdf

²⁴¹ <https://www.ricoh.com/environment/management/principle2.html>

²⁴² us.ricoh-imaging.com/index.php/shop/sports-optics

SWAROVSKI

Swarovski offers an app specially for driven hunts, and references both driven and 'big game' hunts on its website. Its TV show, Swarovski Optik Quests, aired in the US, featured brown and black bear hunts.

BACKGROUND

Swarovski Optik was founded in 1949 in Austria and is part of the bigger Swarovski group (a family-owned company founded in 1895 by Daniel Swarovski). The Swarovski group works across a range of different industries including jewellery and other luxury items (chandelier manufacture, etc.), perfumes, optics, gem stones, concrete sawing and drilling equipment (through the Tyrolit brand), entertainment, and road-safety products (through Swareflex). The Swarovski Group had a turnover of €3.36 billion (£2.99 billion) in 2016.²⁴³ Of this, €140 million (£124.59 million) was from sales through Swarovski Optik.²⁴⁴

Swarovski Optik produces a range of optic products for hunting, wildlife watching, and travel and leisure, which it sells in more than 40 countries.

Swarovski Group's website, www.swarovskigroup.com, contains a section on Corporate Social Responsibility (CSR), which states that the company has adopted a supplier code of conduct "aligned with the ten principles in the United Nations Global Compact".²⁴⁵ The group's 2017 Sustainability Report discussed environmental management, including reducing emissions, managing water consumption and waste material, and recycling. However, little detail was given and no measurable targets were provided.²⁴⁶

The 'About' section of Swarovski Optik's website also contained a brief environmental policy which said that its approach could be summed up as follows: "we work in a harmonious symbiosis with nature and the environment because this forms the basis for the use of our products. Only nature that is in good order and the biodiversity of flora and fauna help our customers to enjoy breathtaking, unforgettable visual experiences."²⁴⁷ The page discussed the sponsorship of nature conservation projects.

Swarovski Optik's 2017 Hunting Brochure, downloaded from its website in November 2017, discussed 'Sustainability with Responsibility': "Anyone who is surrounded by such natural beauty, like we are at SWAROVSKI OPTIK, must realize that they also have some responsibility toward it". However, the section only talked about encouraging customers to 'commune' with nature, and about protecting the environment during the production of Swarovski products.

SHOOTING ACCESSORIES

Swarovski Optik's UK website, uk.swarovskioptik.com arranged products by activity and then product type. The activities suggested were hunting, nature and travel & leisure. The products sold under hunting included binoculars, spotting scopes and riflescopes, and cases and mounts for the scopes. Swarovski also offered apps to download for hunting: a ballistic program, a ds configurator (a digital riflescope), a lead distance app for driven hunts, and an app for calculating subtension dimensions.

Hunting was often referred to in the text accompanying specific products, and different types of hunting were referenced, including driven hunts, mountain hunting, sheep hunting, safari hunts, and 'big game' hunts. For example:

*"THE SHEEP HUNTER. When hunting in the mountains on rough terrain or when long-range shooting on plains, you can guarantee that the Z5 3.5-18x44 P (BT) will be your trusty companion."*²⁴⁸

*"The challenge posed by driven and big game hunting requires a powerful experts' rifle scope like the Z8i 1-8x24."*²⁴⁹

*"To fully experience the many different aspects of hunting, EL 42 binoculars are the reliable choice, whether you're in a hide at twilight or stalking at first light."*²⁵⁰

The 2015 Hunting Catalogue also stated "ATX/STX spotting scopes are of course also beneficial from a hunting perspective. It is extremely important for every responsible hunter to be able to determine as accurately as possible the age and sex of a wild animal" (p.92).²⁵¹

The homepage for the hunting products section of the website contained an image of a hog, with a link to an article in the Swarovski 'Magazine' about a driven hunt. The Hunting Brochure, viewed in November 2017, also contained multiple images of traditional trophy animals, mountain goats, moose, and other deer with large antlers.

²⁴³https://www.swarovskigroup.com/S/aboutus/FactSheet_EN_2017_2.pdf, viewed 30 November 2017

²⁴⁴https://www.swarovskigroup.com/S/aboutus/FactSheet_EN_2017_2.pdf, viewed 30 November 2017

²⁴⁵<https://www.swarovskigroup.com/S/aboutus/Sustainability-Commitments.en.html>, viewed 30 November 2017

²⁴⁶https://www.swarovskigroup.com/S/aboutus/Sustainability_report_2017_final.pdf, viewed 30 November 2017

²⁴⁷https://uk.swarovskioptik.com/about_swarovski/quality, viewed 30 November 2017

²⁴⁸<https://uk.swarovskioptik.com/hunting/z5-3p5-18x44-p-c20050301/z5-3p5-18x44-p-bt-1-4-p5006193>, viewed 30 October 2017

²⁴⁹<https://uk.swarovskioptik.com/hunting/rifle-scope-z8-i-1-8x24-c20050801/Z8i-1-8x24-L-CD-I-p5265635>, viewed 30 October 2017

²⁵⁰<https://uk.swarovskioptik.com/hunting/el-42-c20011001/el-8p5x42-p5222897>, viewed 30 October 2017

²⁵¹https://aa.swarovskioptik.com/download/pdf/en_US/Hunting.pdf, viewed 30 October 2017

SWAROVSKI Cont.

SHOOTING ACCESSORIES Cont.

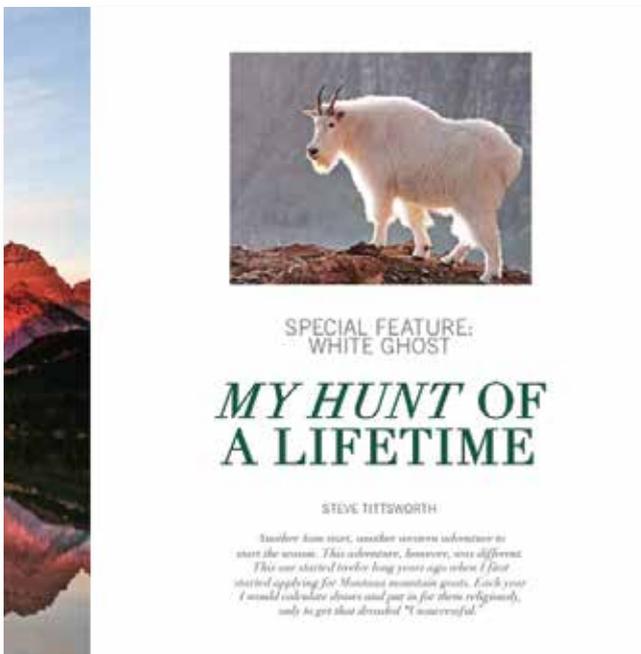
Both the brochure and a section of the website called 'Magazine' featured stories about different hunts. Among these were stories about women and hide hunting, a father and son hunting trip for chamois, and long-range hunting, among others.²⁵² A blog about a new hunting riflescope on Swarovski Optik's company website contained a video featuring an early morning hunt, which showed a deer with large antlers being shot.²⁵³ The 'Tutorials and Tips' section of the website demonstrated how to use shooting products. One of the videos showed a deer with large antlers, seen through the viewfinder of a riflescope.

The Swarovski Optik Hunting Facebook page also contained lots of images of trophy animals such as ibex, elk, moose and deer. An image of dead moose was also featured.

OTHER LINKS TO HUNTING

Swarovski is listed as a partner of Boone and Crockett Club and Safari Club International.²⁵⁴ It is unclear whether it continues to sponsor the International Council for Game and Wildlife Conservation.

Dean Capuano, the Swarovski Optik North America Director of Communication, continues to host the hunting show Swarovski Optik Quests.²⁵⁵ The Discovery Channel, which aired the programme, described it thus: "Each action packed episode features a team of SWAROVSKI OPTIK Pro Staffers traveling to the world's most exotic locations in search of the planet's most difficult and sought-after trophies while showcasing SWAROVSKI OPTIK's high precision, high quality, sought-after optics."²⁵⁶ The 2014 Season featured a brown bear and black bear hunt.



The Swarovski Hunting Brochure contained multiple images of traditional trophy animals, mountain goats, moose, and other deer with large antlers. 'See the Unseen: Hunting', Swarovski Optik Catalogue

²⁵² <https://uk.swarovskioptik.com/binary/10008.562554>, viewed 30 November 2017

²⁵³ https://www.swarovskioptik.com/hunting/blog/Our_new_masterpiece_TheNewZ8i, viewed 30 October 2017

²⁵⁴ <https://www.safariclub.org/join-and-participate/partners/sci-corporate-sponsors>, viewed 30 October 2017

²⁵⁵ <http://outdoorchannel.com/swarovski-optik-quests>, viewed 30 October 2017

²⁵⁶ <http://outdoorchannel.com/showabout.aspx?show-id=14778>, viewed 30 October 2017

SYNTA TECHNOLOGY (CELESTRON BRAND)

Celestron listed hunting as a possible use for several products, but generally did not discuss hunting at any length. The website featured ‘Team Celestron’, a group of professionals who use the company’s products. Nearly all of these were conservationists or astronomers. No hunters were listed.

BACKGROUND

Celestron's roots are in the Astro-Optical Division of Valor Electronics, a company founded by Tom Johnson in the 1950s. Celestron is now owned by Taiwan-based Synta Technology, and sells its products globally through its online platforms, international distributors and, in the US and Canada, through major retailers and speciality stores.

Celestron’s turnover was £63.79million, according to the corporate database hoovers.com when viewed in November 2017. No annual reports, or environmental or social reporting could be found for the company.

SHOOTING ACCESSORIES

Celestron sold binoculars, monoculars and spotting scopes, which were separated by product type rather than activity on the company’s website, celestron.com. Only one spotting scope was marketed for hunting in the text accompanying the product.²⁵⁷ Similarly, just one monocular was marketed for hunting. Six of the thirteen binoculars listed included hunting in suggested activities, often amongst many. For example: “designed to meet the needs of every outdoor enthusiast, from birders and hunters to sports fans to travellers.”²⁵⁸ Just one product description referred to hunting at length:

“Mossy Oak Gamekeepers represent a culture who share the same underlying belief that being outdoors is just as much about hunting as it is loving the land, its wildlife, and giving back more than you take.”²⁵⁹

No images of ‘game’ animals were featured on the website, and the only image found on its social media pages (of an elk) bore no connection to hunting.

The website also featured ‘Team Celestron’, a group of professionals who use the company’s products. Nearly all of these were conservationists or astronomers. No hunters were listed.

²⁵⁷ <https://www.celestron.com/products/20-60x-60-mm-upclose-spotting-scope>, viewed 19 October 2017

²⁵⁸ <https://www.celestron.com/products/outland-x-10x25-binocular>, viewed 19 October 2017

²⁵⁹ <https://www.celestron.com/products/gamekeeper-10x25-roof-prism-binocular>, viewed 19 October 2017

VANGUARD WORLD

*"These portable optical systems will take your hunting experience to the next level."*²⁶⁰

Some product descriptions referred to a particular type of hunt or prey, with one mentioning bear hunting. Vanguard staff were said to have killed two of the dead bears pictured on the company's Facebook page.

BACKGROUND

Vanguard World is a Chinese-based company founded in 1986, that describes itself as being "operated and run by women". Its range of photographic equipment, accessories and optic products are distributed globally.

The 'about' section of Vanguard's website, www.vanguardworld.com, contains a brief discussion of the company's sustainability policies. The company states that it complies with certain standards such as the Use of Certain Hazardous Substances (RoHS) in Electrical and Electronic Equipment (EEE) Directive. Although the company stated that its environmental performance was audited annually, that it evaluated its environmental impacts and set reduction targets, further information could not be found.

No information regarding the company's turnover could be found.

SHOOTING ACCESSORIES

On Vanguard World's UK website, www.vanguardworld.co.uk, products are listed by 'Photo/Video', 'Nature' and 'Hunting'. Under Hunting, Vanguard sells riflescopes, spotting scopes, binoculars, outdoor packs, support systems (tripods, etc.), cases, and other accessories, such as harnesses and straps for equipment. Riflescope products could be further narrowed down by 'Type / Activity'. Options listed were low light/night hunting and varmint/predator.

Several of the product descriptions referenced a particular type of hunting:

*"Designed for hunters who operate in the low light conditions commonly found while hunting deer, bear, or other large game."*²⁶¹

*"Extended magnification, 30MM tube, extra-large objective, optimum light gathering, illuminated reticle, stand hunting, long distance shots on big game in low light."*²⁶²

Although images of hunters were featured in the hunting catalogue, no images of animals were found on the company's website. The Facebook page for Vanguard Outdoors, however, contained multiple images of both dead and live animals, including traditional trophy ones. Among these were several images of dead black and brown bear.

OTHER LINKS TO HUNTING

Several posts on the company's Facebook page referred to staff hunters. One image was of a staff member with a dead deer, captioned: "Tommy D - Vanguard Regional Sales Manager - gettin' it done in Saline, MI!"²⁶³ Two of the images of dead bear also referred to Vanguard staff:

*"Looking forward to our upcoming bear hunt with Agassiz Outfitters! Here's a pic from the last time Bob Kaleta (Vanguard Product Marketing Mgr. - Sporting Optics) made the trip with the crew."*²⁶⁴

*"#VanguardPro Richard P. Smith I met with good success on the first day of my hunt this year (25th). Shot an adult male weighing 345 pounds."*²⁶⁵

No more information about Vanguard Pros could be found. The company continued to sponsor Forever Wild Outdoors, although it was no longer listed as a partner for The Outdoor Option.²⁶⁶



"Looking forward to our upcoming bear hunt with Agassiz Outfitters! Here's a pic from the last time Bob Kaleta (Vanguard Product Marketing Mgr. - Sporting Optics) made the trip with the crew." - The Facebook page for Vanguard Outdoors contained multiple images of both dead and live animals, including traditional trophy ones.
www.facebook.com/vanguardoutdoors

²⁶⁰ http://www.vanguardworld.co.uk/hunting_gb/products.html#go-spotting-scopes, viewed 30 October 2017

²⁶¹ http://www.vanguardworld.co.uk/hunting_gb/endeavor-rs-3-9x50d.html, viewed 30 October 2017

²⁶² http://www.vanguardworld.co.uk/hunting_gb/endeavor-rs-iv-3-12x56-riflescope.html, viewed 30 October 2017

²⁶³ <https://www.facebook.com/vanguardoutdoors/photos/a.464028559121.280785.163704249121/10155815695109122/?type=3&theater>, viewed 30 October 2017

²⁶⁴ <https://www.facebook.com/vanguardoutdoors/photos/a.464028559121.280785.163704249121/10155159568974122/?type=3&theater>, viewed 30 October 2017

²⁶⁵ <https://www.facebook.com/vanguardoutdoors/photos/a.10153941808129122.1073741834.163704249121/10154553964259122/?type=3&theater>, viewed 30 October 2017

²⁶⁶ <http://foreverwildoutdoors.com/show-sponsors/>, viewed 30 October 2017

VIKING OPTICAL

Viking has two websites, one for its own-brand products, and another for the distribution of other brands. Hunting was mentioned twice on the latter of these websites, on both occasions with regards to non-Viking products.

BACKGROUND

Viking Optical Ltd. started trading in 1986 and has since become a “leading independent optical equipment importer in the UK”. No information about annual turnover could be found.

The Company continues to partner with the RSPB, BirdLife International and The Birdfair. It also now lists the Hawk and Owl Trust as a key partner on its website. The company sponsors the Urban Peregrine Project in Norwich and Bath, which uses live and still web cameras to record Peregrines in urban nesting sites.²⁶⁷

The company states that it “has supplied the RSPB with own brand optics under an exclusive trading agreement for the past 20 years and more recently, supplied other Birdlife partners.”

The RSPB has faced criticism from animal rights groups for supporting managed shooting, particularly of pheasants.²⁶⁸ However, RSPB responded to criticism by stating, “we are neutral on the ethics of shooting ... and have been for over a hundred years”. The organisation stated that it condemned bad practice and illegal hunting but was open to working with hunters in order to protect nature.²⁶⁹

No specific environmental or supply chain reporting could be found on Viking Optical's websites.

SHOOTING ACCESSORIES

Viking's main website for its own-brand products, www.vikingoptical.co.uk, sold binoculars, monoculars, spotting scopes and accessories such as tripods. Products were arranged by type, not use, and no reference to hunting was made. The website contained no images of animals.

Viking Optical Ltd. also owned a second website, through which it distributed other brands, www.vikingopticalcentres.co.uk. Products were again listed by type, and brand, rather than activity. However, two product descriptions on this website did reference hunting, both for non-Viking Optical products:

“Zeiss Victory HT 10x42 binoculars: With this high-performance innovation package you can, for example, observe for longer than ever before when out hunting – even in the deepest twilight.”²⁷⁰

“The Swarovski EL Family: This offers an unprecedented level of comfort during hunting, thanks to the new carrying strap and objective lens and eyepiece covers.”²⁷¹

No images of animals, nor other links to sport shooting could be found.

²⁶⁷ <http://www.vikingoptical.co.uk/conservation/>, viewed 2 January 2018

²⁶⁸ Row erupts as RSPB claims pheasant shooting is actually 'good for some wildlife', *The Telegraph*, March 2015, <http://www.telegraph.co.uk/news/earth/countryside/11502903/Row-erupts-as-RSPB-claims-pheasant-shooting-is-actually-good-for-some-wildlife.html>, viewed 2 January 2018

²⁶⁹ *The RSPB and Shooting: separating fact from fiction*, 15 March 2015,

<http://ww2.rspb.org.uk/community/ourwork/b/martinharper/archive/2015/03/15/debunking-some-myths-about-the-rspb-and-shooting.aspx>, viewed 2 January 2018

²⁷⁰ <http://www.vikingopticalcentres.co.uk/product/zeiss-victory-ht-10x42/>, viewed 30 October 2017

²⁷¹ <http://www.vikingopticalcentres.co.uk/swarovski-el-family/>, viewed 30 October 2017

VISIONKING OPTICAL TECHNOLOGY

Visionking's website is largely technical, and only mentions hunting on the FAQ page. However, as the company also sells riflescopes, it is considered to have a strong connection to hunting.

BACKGROUND

The Visionking brand is owned by the Chinese company Visionking Optical Technology Co. Ltd. (Shenzhen). The company was established in 1999 as a manufacturer of budget optics and is headquartered in Guangdong Province, China.

Visionking's product range includes sports optics, astronomical telescopes, and other optical accessories, which are sold throughout Europe, North America and South-east Asia.

Very little publicly available information was found for Visionking Optical Technology. No publicly available annual accounts, annual report, environmental or supply chain reporting could be found.

SHOOTING ACCESSORIES

Visionking Optical's products, sold on its website www.visionking.com, include riflescopes, spotting scopes, binoculars, monoculars, night vision equipment, and rangefinders. These are arranged by type, rather than activity, on its website. Product pages contain technical specifications, but no descriptions. The text on the website only once referred to hunting, in the FAQ section:

*"... offers sufficient magnification for all but the most extreme hunting scenarios ... for most hunters, a 3X to 9X combination scope will get the job done ... Select these riflescopes for hunting big game at medium range."*²⁷²

However, the riflescope pages all feature an image of a deer seen through a riflescope viewfinder, accompanied by a picture of a hunter.²⁷³ The company's logo features a figure with a rifle.

No other connections to 'sport' shooting could be found.

²⁷² http://www.visionking.com.cn/en/tec_show.asp?c_id=16, viewed 30 October 2017

²⁷³ http://www.visionking.com.cn/en/products.asp?c_id=1&c_pid=1, viewed 30 October 2017

VISTA OUTDOOR (BUSHNELL & TASCO BRANDS)

Vista Outdoor Inc., owner of Bushnell, linked hunting to conservation throughout the CSR section and CSR reporting on the company's website. As part of its 'conservation' work, the company sponsored multiple organisations that promoted hunters' interests. Bushnell's own website repeatedly referenced trophy hunting, and contained multiple images of 'game' animals. Several photos of dead black and brown bear were found on the company's Facebook profile.

BACKGROUND

Bushnell is owned by Vista Outdoor Inc., a company founded in 2015 and specialising in the design, manufacture and marketing of consumer goods for outdoor sports and the recreation industry. The company's customer base ranges from wildlife watches and walkers to sports hunters and military personnel: it sells sporting ammunition and firearms, outdoor products (including hydration products), outdoor sport optics, golf rangefinders, and performance eye wear.

The company's turnover was \$2.55 million (£1.85 million) in 2017 according to its 2017 Annual Report. In the 2017 financial year, 54% of sales came directly from Sports Shooting products, and 46% from Outdoor Products, in which Bushnell branded products were included.

Vista Outdoor Inc.'s brands include Bushnell, Bollé, Butler Creek, Serengeti, CamelBak, Hoppe's, Millett Simmons, Tasco, Primos Hunter, Federal Premium and Night Optics. In 2010 the company acquired Blackhawk, a company providing 'tactical, military and law enforcement' equipment. And in 2013 the company acquired Savage Arms, one of the world's biggest manufacturers of hunting rifles and shot guns.²⁷⁴

In August 2016, Vista Outdoor Inc. launched its Conservation Counts Campaign. The webpage for this listed 'Core tenets of our conservation philosophy'. It stated that "Hunting and the shooting sports are critical components of conservation in North America". And "We reject the labels that some outdoor recreationists are 'consumptive users' and some are 'non-consumptive'. We all have impacts. We strive for our impacts to be more positive than negative."²⁷⁵ The Social Responsibility section of the website contained a page on Sports Shooting, but rather than addressing the impact of sports shooting itself, the page listed programmes that the company had supported: Youth Sportshell Program Brings the World Outside, New Hunter Mentor Program, 2016 Youth Goose Hunt, National 4H Shooting Sports Program, and Women's Hunting and Fishing Expo. The most recent CSR report that could be found was from 2015.²⁷⁶

Vista Outdoor repeatedly referred to the Pittman-Robertson Excise Taxes in its CSR reporting: the company "paid nearly \$84 million in Pittman-Robertson Excise Taxes on firearms,

ammo and archery gear in FY16. Those dollars are dedicated to habitat, wildlife management, and hunters' education. The entire shooting industry generates almost a billion dollars a year."²⁷⁷ The company also stated that \$242 million raised by the tax would go back to Vista Outdoor communities: "The funding will be used by state fish and game agencies for the purposes of supporting conservation efforts, hunter's education, and shooting projects and programs."²⁷⁸

In 2014-15, Vista contributed \$670,000 to conservation organisations.²⁷⁹ However, the conservation organisations highlighted in the company's CSR report (Safari Club International, RMEF, the Mule Deer Foundation, the National Shooting Sports Foundation, Delta Waterfowl, Ducks Unlimited, Nation Wild Turkey Federation, the Congressional Sportsmen's Foundation, Pheasants Forever and Quail Forever, and the Ruffed Grouse Society) were all linked to hunting or protecting hunters' rights.

SHOOTING ACCESSORIES

The company's website was divided into sections for hunting, tactical, wildlife, spectator and golf. Under hunting it sold binoculars, riflescopes, spotting scopes, laser rangefinders, trail cameras, GPS and outdoor technology. The names of several product ranges reference hunting: Trophy Riflescopes, Trophy Cam HD Aggressor, and HuntTrack GPS. The products were accompanied by descriptive text, as well as technical information, which repeatedly referenced hunting, including the hunting of 'big game'.

*"For serious hunters"*²⁸⁰

*"Bright. Strong. Clear. Killer. Never before has a comparable level of viewing precision and rock-solid reliability graced this class of hunting optics."*²⁸¹

*"Their Fast-Focus eyepiece and side parallax adjustment make dialling in your next trophy as easy as deciding which end of a backstrap to eat first."*²⁸²

*"... it's practical proof of the value of knowing exactly where your shot will hit - every time."*²⁸³

*"... as affordable as they are indestructible - like the urge to get to your next hunt."*²⁸⁴

²⁷⁴ <https://vistaoutdoor.com/history/>, viewed 2 January 2017

²⁷⁵ <https://vistaoutdoor.com/social-responsibility/conservation/>, viewed 24 November 2017

²⁷⁶ <https://vistaoutdoor.com/social-responsibility/community-engagement/shootingsports/>, viewed 24 November 2017

²⁷⁷ <https://vistaoutdoor.com/2016/12/vista-outdoor-supports-the-national-assembly-of-sportsmens-caucuses-nasc/>, viewed 24 November 2017

²⁷⁸ <https://vistaoutdoor.com/2017/07/vista-outdoor-communities-benefit-industry-led-conservation-efforts/>, viewed 24 November 2017

²⁷⁹ 2015 CSR Report

²⁸⁰ <http://bushnell.com/hunting/binoculars/trophy>, viewed 30 October 2017

²⁸¹ <http://bushnell.com/hunting/rifle-scopes/legend-ultra-hd>, viewed 30 October 2017

²⁸² <http://bushnell.com/hunting/rifle-scopes/trophy>, viewed 30 October 2017

²⁸³ <http://bushnell.com/hunting/laser-rangefinders/trophy>, viewed 30 October 2017

²⁸⁴ <http://bushnell.com/hunting/binoculars/trophy-xtreme>, viewed 30 October 2017

VISTA OUTDOOR (BUSHNELL & TASCO BRANDS) Cont.

SHOOTING ACCESSORIES Cont.

On several occasions, product descriptions explicitly referenced trophy hunting:

*"Seeing, as they say, is believing. When searching for your next trophy, seeing is the only thing that matters."*²⁸⁵

*"Set your sites on your trophy with lethal precision."*²⁸⁶

Images of traditional trophy deer including elk, whitetail and red deer, with large antlers were used throughout the website, and one promotional video depicted a deer being shot. Bushnell's Facebook page contained multiple images of dead trophy animals, including deer, elk and caribou, all with large antlers. Several photos of dead black bear were also found. An image of a stuffed bear was captioned: "Have a piece of your own at home? Share them below!" Another image read "what's your fall hunt of choice?" and captioned: "Turkey, whitetail, grizzly, or a bobcat?"

OTHER LINKS TO HUNTING

Press releases on the Vista Outdoor Inc. website, when viewed in November 2017, talked about staff involvement in hunting trips. These included Ryan Bronson, Director of Conservation for Vista Outdoor's pheasant hunt,²⁸⁷ and Minnesota employees' hunt alongside Kansas Governor, Sam Brownbeck.²⁸⁸

Bushnell's website had a section for company Ambassadors. Among these were ten hunting professionals, including Michael Hunsucker and Sean Luchtel, the co-hosts of TV programme 'Heartland Bow Hunter', and Jimmy Primon, co-host of 'Primos TRUTH about Hunting' on the Outdoor Channel. Several of these professionals were depicted with large trophy animals, such as elk and deer with large antlers.

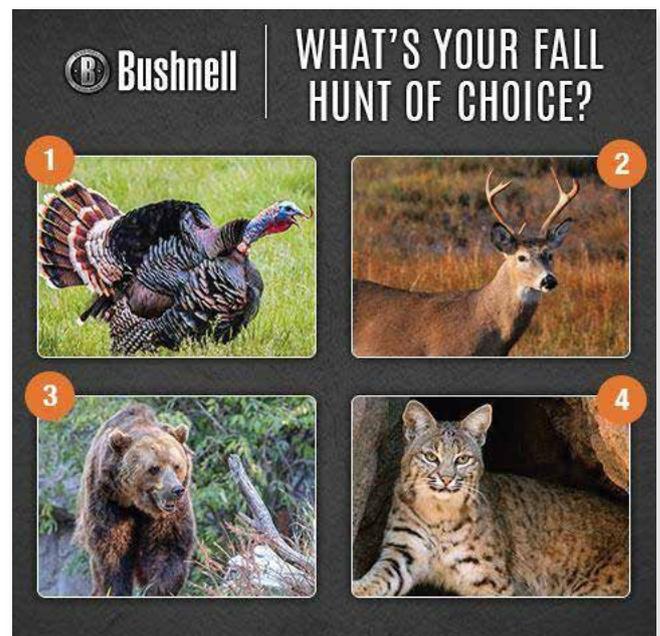
Mark DeYoung had stepped down as CEO of Vista Outdoor Ltd. in July 2017. He has been replaced by Mike Callahan as interim Chairman and CEO. Like his predecessor, Mike Callahan is found to have strong links to sports hunting. He formerly served as Chairman of the Congressional Sportsmen's Foundation and Vice Chairman of the Outdoor Business Council of the US Sportsmen's Alliance, both of which are involved in protecting hunters' rights.²⁸⁹

Robert J. Keller, Vista Outdoor Shooting Sports President, joined the Board of Governors for The National Shooting Sports Foundation in September 2016²⁹⁰ - the 'firearms industry's association', which "works to promote, protect and preserve hunting and the shooting sports."²⁹¹

One of the images of a dead black bear on Bushnell's Facebook page was accompanied by the caption: "First bear ever harvested with an Engage riflescope! Help us congratulate our Product Manager Greg on this accomplishment."²⁹²

Vista Outdoor Inc. listed 23 Hunting and Shooting Sport partners, including: Congressional Sportsmen's Foundation, International Hunter Education Association, Mule Deer Foundation, National Shooting Sports Foundation, Rocky Mountain Elk Foundation, Safari Club International, Wild Sheep Foundation, Youth Shooting Sports Alliances, and Sportsmen's Alliance.²⁹³ Several of these partners were named in Vista Outdoor Inc.'s 2015 CSR report, as 'conservation' programmes. The CSR section of the website listed other programmes with which the company was involved (see Background section above for more on this).

Vista Outdoor's brand, Federal Premium, sponsored Shoot Like a Girl²⁹⁴ and Grateful Nation,²⁹⁵ "an outdoor adventure series that gives disabled veterans a chance to go on the hunt of their dreams".²⁹⁶ It also continues to sponsor the TV show 'Buckmasters' (specialising in deer hunting).²⁹⁷ Bushnell sponsors hunting shows including 'Bone Collector' (a 'big-game' hunting show),²⁹⁸ and 'Primos' Truth About Hunting' (a "100% Fun and 100% Fair Chase" US hunting show).²⁹⁹



"What's your fall hunt of choice? Turkey, whitetail, grizzly, or a bobcat?"
www.facebook.com/bushnell

²⁸⁵ <http://bushnell.com/hunting>, viewed 30 October 2017

²⁸⁶ <http://bushnell.com/Bushnell/media/Files/2017-Bushnell-Optics-Catalog.pdf> viewed 22 January 2018

²⁸⁷ <https://vistaoutdoor.com/2017/07/vista-outdoor-employee-hunts-pheasant-talks-conservation-outdoor-channel/>, viewed 24 November 2017

²⁸⁸ <https://vistaoutdoor.com/2016/11/vista-outdoor-sponsors-kansas-governors-ringneck-classic/>, viewed 24 November 2017

²⁸⁹ <https://vistaoutdoor.com/2017/07/vista-outdoor-announces-leadership-transition/>, viewed 24 November 2017

²⁹⁰ <https://vistaoutdoor.com/2016/09/vista-outdoor-shooting-sports-president-joins-nssf-board-governors/>, viewed 24 November 2017

²⁹¹ <https://www.nssf.org/>, viewed 24 November 2017

²⁹² <https://www.facebook.com/bushnell/photos/a.114208157942.97877.79250067942/10155306204827943/?type=3&theater>, viewed 30 October 2017

²⁹³ <https://vistaoutdoor.com/social-responsibility/partners/>, viewed 2 January 2018

²⁹⁴ <http://shootlikeagirl.com/sponsors.html>, viewed 11 December 2017

²⁹⁵ <http://outdoorchannel.com/showabout.aspx?show-id=838>, viewed 24 November 2017

²⁹⁶ <https://vistaoutdoor.com/2017/03/grateful-nation-receives-high-praise-viewer-outdoor-channel/>, viewed 24 November 2017

²⁹⁷ <https://vistaoutdoor.com/social-responsibility/partners/>, viewed 2 January 2018

²⁹⁸ <https://www.bonecollector.com/partners-and-sponsors/>, viewed 2 January 2018

²⁹⁹ <https://www.primos.com/tv/sponsors/>, viewed 2 January 2018

SHELTERED WINGS (VORTEX OPTICS BRAND)

Vortex Optics asks customers to post photos of their kills, which are featured on the company's website. Images and text across the company's website, social media channels and Hunting Catalogue refer to bear hunting. Vortex states that it supports several organisations as part of efforts to protect wildlife conservation, the second amendment and hunters' rights.

BACKGROUND

Vortex Optics is the trading name of the USA-based company, Sheltered Wings Inc. Vortex Optics was established in 2002 and is described as an "American owned, veteran owned, family owned and operated business" on the Vortex Optics website. The company's roots are in a small outdoor retail store, set up in 1986 in Wisconsin, by Margie and Dan Hamilton, who remain the company's owners. Vortex Optics sells a range of products to wildlife watchers, hunters and military personnel.

Vortex Optics states on its website: "Wildlife conservation, protecting the second amendment, hunter's rights, and supporting our military and law enforcement personnel – these are things we believe in. That's why we proudly support the following organizations: Association of the United States Army, Honoured American Veterans Afield, Mule Deer Foundation, National Rifle Association, National Shooting Sports Foundation, Rocky Mountain Elk Foundation, Safari Club International, Wild Sheep Foundation." A number of these organisations are directly involved in managing 'game' populations or promoting sport hunting through education, outreach or lobbying.

Sheltered Wings Inc. had an estimated annual turnover of £65.52 million, according to hoovers.com when viewed in November 2017. No further information could be found about the company. No evidence of Corporate Social Responsibility (CSR) reporting could be found on the company's websites.

SHOOTING ACCESSORIES

Vortex optics' products include riflescopes, spotting scopes, binoculars, monoculars, rangefinders, red dots, and rifle scope and red dot mounts. These are arranged by product type rather than activity on its website, www.vortexoptics.com. Product pages frequently featured text promoting hunting:

*"Over the river and through the woods, to the heart the bullet goes"*³⁰⁰

*"Knock 'em dead, literally ... for the hunter looking to drag more than scent out of the woods,"*³⁰¹

The catalogue contained testimonials which referred to hunting bear, antelope, deer, and elk. Product descriptions on both the website and in the Hunting Catalogue, often referred to particular types of hunter, including youth and trophy hunters:

*"This is easily the best way to locate your trophy without putting a mile on your boots."*³⁰²

*"With a wide range of interpupillary distance, they can easily be adjusted to fit anyone in the family, making them ideal for serious, hard-core youth hunters."*³⁰³

*"From bow hunters to backpackers the Solo makes a great addition to any gear list."*³⁰⁴

Three of the rolling images on Vortex's homepage were images that referenced hunting, and two seemed specifically to reference trophy hunting, featuring sheep, moose and deer antlers.³⁰⁵ Several of the product pages contained professional images of hunters carrying large antlers.³⁰⁶ These images could be downloaded by customers for 'Desktop and Mobile Wallpaper', who could choose between 'Vortex Tactical' and 'Vortex Hunting' themes.³⁰⁷

The website contained a section called 'Trophy Pictures', which asked customers to tweet images of their kills with the #VortexNation!³⁰⁸ These were reposted at the bottom of each product page, along with their captions. Images included dead hogs, deer and sheep. One photo of a pair of binoculars was captioned: "Almost time to be glassing for spring bears again ... #bearhunt".³⁰⁹ The Hunting Catalogue similarly contained multiple images of dead animals, including traditional trophy ones with large antlers. The 'Welcome to Vortex' TV Commercial clearly featured someone on a hunt, ending with an image of them carrying large antlers.³¹⁰ The Vortex Nation section of the website contained multiple videos about hunting.³¹¹

³⁰⁰ http://www.vortexoptics.com/category/viper_hs_lr_riflescopes viewed 07/11/2017

³⁰¹ http://www.vortexoptics.com/category/viper_hs_riflescopes viewed 07/11/2017

³⁰² Hunting Catalogue 2017, viewed 16 November 2017

³⁰³ http://www.vortexoptics.com/category/raptor_binoculars, viewed 16 November 2017

³⁰⁴ http://www.vortexoptics.com/category/solo_monoculars, viewed 16 November 2017

³⁰⁵ <http://www.vortexoptics.com/>, viewed 16 November 2017

³⁰⁶ http://www.vortexoptics.com/category/diamondback_spotting_scopes, viewed 16 November 2017

³⁰⁷ http://www.vortexoptics.com/category/vortex_nation, viewed 16 November 2017

³⁰⁸ http://www.vortexoptics.com/category/vortex_nation, viewed 16 November 2017

³⁰⁹ http://www.vortexoptics.com/category/viper_hd_binoculars, viewed 16 November 2017

³¹⁰ http://www.vortexoptics.com/content/press_room, viewed 16 November 2017

³¹¹ http://www.vortexoptics.com/video/vortex_success_family_sheep_hunt, viewed 16 November 2017

SHELTERED WINGS (VORTEX OPTICS BRAND) Cont.

SHOOTING ACCESSORIES Cont.

On its Facebook page, Vortex Optics had posted multiple images of dead trophy animals, including multiple images of dead black and brown bears. One of these featured a caption encouraging customers to post photos of their own bear kills in the images below. It had also posted a game, featuring multiple images of 'game' animal fur and asking customers to identify the animal. Possible game options were brown bear, caribou, coyote, elk, mountain deer, pronghorn antelope, quail, sasquatch, squirrel, Texas Dall ram, whitetail and wild turkey.

Vortex was also running a customer competition with the prize of either a tactical or hunting kit.³¹²

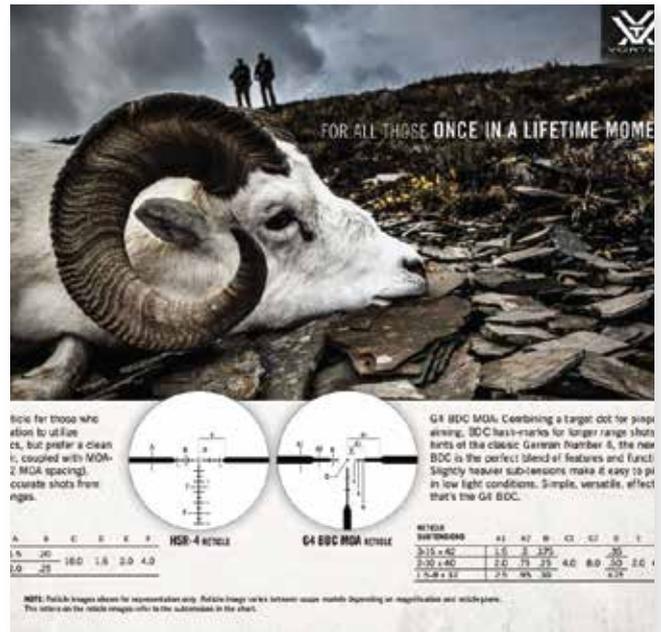
OTHER LINKS TO HUNTING

Vortex states that it supports several organisations as part of efforts to protect wildlife conservation, the second amendment and hunters' rights. Several of these are linked to 'game' control and the promotion of sports hunting: Honored American Veterans Afield, Mule Deer Foundation, National Shooting Sports Foundation, Rocky Mountain Elk Foundation, Safari Club International, Wild Sheep Foundation.

Vortex Optics formed a new partnership with Sportmen's Alliance in June 2016, according to a post on the Sportmen's Alliance website.³¹³ This organisation "protects hunting, fishing and trapping from the animal-rights movement in all 50 state legislatures, the courts and the ballot box." The company was also listed as a sponsor for ALLOUT Guiding & Outfitting LLC. The company's website stated: "We offer high quality guided elk, mule deer, bear, and mountain lion hunts in each of these areas."³¹⁴

An image of a dead bear on the Vortex Optics Facebook page was captioned, "What's your guess on the skull size on this massive Kodiak Brown Bear? Our very own Paul from the sales floor was the back-up gun on his friends' bear tag. Nice work!"

An interview with Dan and Margie Hamilton, the company's founders, on maddison.com was dated 2007. It discussed the family-run structure of the business, and stated: "So we had a strong push toward the bird-watching market and we didn't have anything for the hunting market. A couple of my boys are really interested in hunting, and there's some other (employees) who are hunters. So, we took that Vortex brand, which really was just a few binoculars, and we decided to develop products that hunters would like".³¹⁵



"For all those once in a lifetime moments" - The Vortex 2017 Hunting Catalogue contained testimonials which referred to hunting bear, antelope, deer, and elk. Vortex 2017 Hunting Catalog



Customers could download 'Desktop and Mobile Wallpaper', on 'Vortex Tactical' and 'Vortex Hunting' themes. www.vortexoptics.com

³¹² <http://www.vortexoptics.com/YourVortex/index.php>, viewed 07/11/2017

³¹³ <http://www.sportsmensalliance.org/news/vortex-optics-forms-new-business-partnership-with-sportsmens-alliance/>, viewed 16 November 2017

³¹⁴ <https://www.alloutoutfitters.com/about-us>, viewed 16 November 2017

³¹⁵ http://host.madison.com/business/keeping-the-outdoors-in-their-sights/article_05c23d7a-74d9-5eed-abca-5c6db6de5a2d.html, viewed 16 November 2017

CARL ZEISS STIFTUNG (ZEISS BRAND)

Zeiss' customer magazine PASSION has promoted the hunting of bear, elephants, and lions. Other references to driven and bear hunts were found on the company's website. Its training academy also offers training in hunting, and the use of optics.

BACKGROUND

The Zeiss Group is headquartered in Germany and is managed by the holding company Carl Zeiss AG, which is ultimately owned by Carl Zeiss Stiftung (the Carl Zeiss Foundation). The group offers a range of Zeiss branded optics and optics electronic products which are manufactured and sold in more than 40 countries.

The company started out as a small workshop set up in Jena, Germany, in 1846 by Carl Zeiss. The workshop serviced and manufactured scientific equipment, some custom made, and produced glasses, weighing scales, drawing instruments and telescopes. Encouraging scientific development continues to be a key aim of the foundation.

The company started to rapidly expand its product portfolio from the late 1880s onwards, producing a range of binoculars, medical optics and scientific equipment. World War I forced the company to focus on optic equipment for military use rather than civilian use. Similarly, in World War II, Zeiss products ended up being used by the German armed forces. The splitting of Germany created further problems for the company by essentially creating two competing companies that operated in West and East Germany - both under the name of Carl Zeiss. It was not until after the fall of the Berlin Wall that the two separate companies reunited, in 1991. See www.zeiss.com for more detailed information about Zeiss' eventful history.

The Zeiss Group is now comprised of six key business groups: industrial metrology, microscopy, medical technology, vision care, consumer optics and semiconductor manufacturing technology.³¹⁶ Carl Zeiss Stiftung also owns Schott AG, a company that manufactures speciality glass, glass-ceramics and solar panels, among other products. The group had a turnover of approximately €4.9 billion (£4.36 billion) in 2015-16. Of this, vision care and consumer optics accounted for 8%, although the 2015/16 financial report stated: "The speciality markets for hunting optics, nature observation and planetariums stagnated."³¹⁷

A section on corporate social 'responsibility' can be found on Zeiss's website, which discusses the company's social and environmental responsibilities to varying degrees of detail. The section on the environment discussed energy, water, chemical, and waste and recycling management. It discussed the group's successes but gave no measurable future targets.

The company stated that it had "spent over €8 million (£7.12 million) on global environmental protection measures each year for the past ten fiscal years." Zeiss has a page on Promotion of Nature Conservation, which states: "ZEISS also funds research programs aimed at protecting endangered animals." It sponsored Black Eagle Monitoring Project (South Africa); Bird Life International ("ZEISS is the official sponsor of the scientific work for BirdLife's Red List, which comprises information on all endangered bird species and the level of the threat to them."); Young Birders Wildlife Programme; Rhino Conservation Awards ceremony held in South Africa; ZEISS Wildlife Conservation Awards (India).³¹⁸ The company also sponsors several organisations that promote both hunting and conservation: it was unclear whether the €8 million figure included support for these groups.

SHOOTING ACCESSORIES

On the section of Zeiss' website for sports optics, www.zeiss.co.uk/sports-optics/en_gb/home.html, products are arranged by activity. Options listed were hunting, nature observation, and outdoor. Under hunting, Zeiss sold riflescopes, binoculars and spotting scopes. Some of these products had special features for night vision, or had inbuilt laser equipment. The text accompanying many of the products promoted hunting, including driven hunts:

*"... the benchmark for driven hunts."*³¹⁹

*"Ideal for secure aiming at long-range game."*³²⁰

*"The Victory® line is the best that ZEISS has to offer. It guarantees excellent performance for unforgettable hunting moments."*³²¹

Several images of deer were found on the company's website, including an elk seen through night vision equipment. The company's Facebook page, Zeiss Hunting, contained multiple images of traditional trophy animals such as bighorn sheep, elk, moose, and other deer with large antlers. The US Facebook page, Zeiss Hunting US, also contained images of dead animals, including moose, bighorn sheep, and other deer or antelopes with big antlers or horns. The company has also launched a competition under the #besthuntingview, which encourages customers to post photos from their hunting trips.

³¹⁶ <https://www.zeiss.com/corporate/annual-report/financial-highlights.html>, viewed 1 December 2017

³¹⁷ https://www.zeiss.com/content/dam/Corporate/annual-report/15-16/download-pdfs/download-englisch/annual_report_2015_16_long_version.pdf, p.30

³¹⁸ <https://www.zeiss.com/corporate/int/responsibility/community-involvement-and-social-commitment/promotion-of-nature-conservation.html>

³¹⁹ https://www.zeiss.co.uk/sports-optics/en_gb/hunting/riflescopes/victory-riflescopes/victory-v8-riflescopes.html#models%23position-3

³²⁰ https://www.zeiss.co.uk/sports-optics/en_gb/hunting/binoculars/specialist-binoculars/20x60-binoculars.html

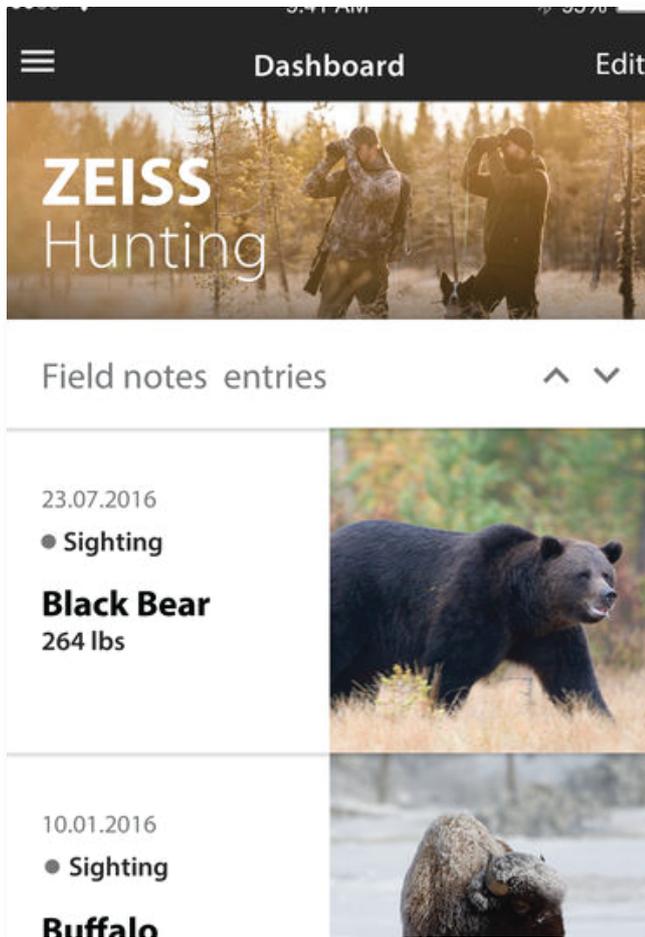
³²¹ https://www.zeiss.co.uk/sports-optics/en_gb/hunting/binoculars/victory-binoculars.html

CARL ZEISS STIFTUNG (ZEISS BRAND) Cont.

SHOOTING ACCESSORIES Cont.

Zeiss' 'Hunting App', advertised online, includes a ballistic calculator, field notes and weather forecast functions. The App image has a photo of a buffalo and black bear, with field notes stating the date of the sighting and the animals' weight. The App's product description says: "Save pictures of tracks, sightings, and trophies. Document your memorable hunting trips, 'big-game' hunting achievements and safaris."³²²

Zeiss customers also have access to the hunting magazine PASSION: "the exclusive customer magazine for the German firms of Blaser, Mauser, SAUER, ZEISS and RWS. PASSION uses a premium glossy format to inform the customer about each of the five sponsors' newest products and trends".³²³ Back issues of the magazine contain sections on hunting small and large 'game' and trophy animals; images of dead black bear, and live elephants and grizzly bears, and mentions the hunting of elephants, lions and grizzly bears.



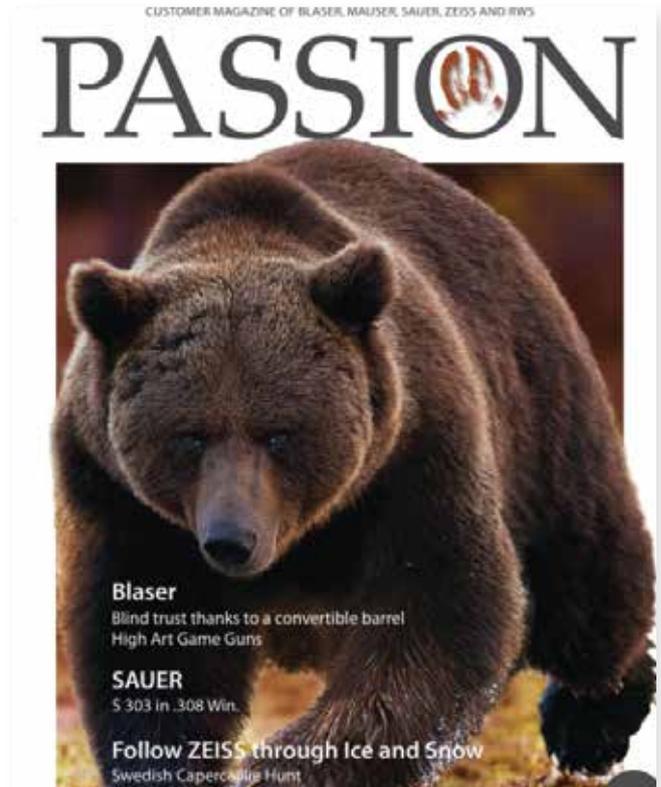
Zeiss' 'Hunting App', advertised online, includes a ballistic calculator, field notes and weather forecast functions. play.google.com/store/apps/

OTHER LINKS TO HUNTING

Zeiss' website advertises the company's training academy, in which "experienced specialists offer you practical training in the best way to use your high-quality ZEISS optics." Courses offered cover forms of hunting such as driven hunts, as well as twilight and long-range hunting.³²⁴

Zeiss has a range of pro staff, including pro stalkers ("a professional deer stalker that is able to take clients out on accompanied deer stalking trips");³²⁵ Field Testers ("someone who is heavily involved in the shooting industry and will use ZEISS Optics in their day-to-day work");³²⁶ Shooting Centre Owners; and workers at the Zeiss Centre of Excellence ("a venue where customers are able to undertake a variety of activities").³²⁷

As well as its partnership in and role as editor of the hunting magazine PASSION, Zeiss remained a sponsor of the Rocky Mountain Elk Foundation,³²⁸ Safari Club International,³²⁹ and So-Cal, which provided guided hunts, including black bear hunts.³³⁰



PASSION: 'the exclusive customer magazine for the German firms of Blaser, Mauser, SAUER, ZEISS and RWS. PASSION uses a premium glossy format to inform the customer about each of the five sponsors' newest products and trends'

www.passion-magazin.de (Passion: International 2 / 2013)

³²² <https://itunes.apple.com/us/app/zeiss-hunting/id1160163704?mt=8>

³²³ <http://www.passion-magazin.de/en/>, viewed 1 December 2017

³²⁴ https://www.zeiss.co.uk/sports-optics/en_gb/hunting/experience/academy.html

³²⁵ https://www.zeiss.co.uk/sports-optics/en_gb/hunting/experience/partners/lee-jackson.html

³²⁶ https://www.zeiss.co.uk/sports-optics/en_gb/hunting/experience/partners/emma-perrott.html

³²⁷ https://www.zeiss.co.uk/sports-optics/en_gb/hunting/experience/partners/jim-riley.html

³²⁸ <http://www.rmef.org/HowToHelp/SupportOurPartners/CorporatePartners/Zeiss.aspx>, viewed 1 December 2017

³²⁹ <http://member.scifirstforhunters.org/static/Corporate-Sponsor/>, viewed 1 December 2017

³³⁰ <http://socalguidedhunts.com/our-sponsors/>, viewed 1 December 2017

Part 7 : Organisations connected to hunting:

Agassiz Outfitters : describes itself as “Your Premier Trophy Outfitter for Manitoba Black Bear Hunting, Manitoba Moose Hunting, Manitoba Wolf Hunting, Manitoba Waterfowl Hunting, Trophy Fishing.”³³¹

Airgun Web TV : an online TV show about airguns and other shooting sports. Shows featured hunting trips.

Backcountry Hunters and Anglers : an organisation that “seeks to ensure North America's outdoor heritage of hunting and fishing in a natural setting, through education and work on behalf of wild public lands and waters”.³³² Programs aimed to protect public lands, and hunters’ access to them, and included ‘festivals’ for hunters and wildlife watchers of different animals.^{333 334} The 2016 Annual Report depicted lots of young children with trophy animals, such as elk and deer, as well as dead black bear.³³⁵

Backwoods Life : a hunting TV show. The photo gallery mainly featured images of dead trophy deer, several of which were depicted with children.

Beyond the Hunt : an American TV programme for those who “care about the hunting lifestyle and our outdoor heritage”.³³⁶ The website featured blogs about hunting traditional trophy animals such as elk, axis deer, and brown bear.³³⁷

Bighorn Outdoors : an American website and online TV show, which helps hunters “set up their own public land hunts” through providing Public Land hunting information, and tips on self-guided hunts.³³⁸ The website’s photo gallery included albums titled African Trophies, Florida Trophies, Bear Pics 2006 and Western Big Game. Several images showed children with dead ‘game’.³³⁹

Boars of Africa : produces pictures, footage and articles of boars and boar hunts in Africa.³⁴⁰

Bone Collector : a TV show on the Outdoor Channel, that depicts ‘big game’ hunts.³⁴¹

Boone and Crockett Club : an organisation that aims to “promote the conservation and management of wildlife, especially big game, and its habitat, to preserve and encourage hunting and to maintain the highest ethical standards of fair chase and sportsmanship in North America”.³⁴² It is said to be the oldest conservation organisation in North America.

Buckmasters : the largest deer hunting association in America, which was said to encourage hunting ethics, sportsmanship and safety through two TV shows and three print magazines. The hunting programme, aired on the Outdoor Channel, was said to be “the longest-running hunting show in history”.³⁴³ The association also organised hunting events and contests.³⁴⁴

³³¹ <http://agassizoutfitters.com/>, viewed 11 December 2017

³³² https://www.backcountryhunters.org/mission_and_values, viewed 11 December 2017

³³³ https://www.backcountryhunters.org/mission_and_values, viewed 11 December 2017

³³⁴ https://www.backcountryhunters.org/join_az_bha_at_quail_fest, viewed 11 December 2017

³³⁵ Backcountry Hunters and Anglers, Annual Report 2016

³³⁶ <https://beyondthehunttv.com/pages/about>, viewed 11 December 2017

³³⁷ <https://beyondthehunttv.com/blogs/beyond-the-hunt>, viewed 11 December 2017

³³⁸ <http://www.bighornoutdoors.com/about.htm>, viewed 11 December 2017

³³⁹ <http://www.bighornoutdoors.com/photo/gallery/>, viewed 11 December 2017

³⁴⁰ <http://www.hunting.film/boars-of-africa/>, viewed 11 December 2017

³⁴¹ <https://www.bonecollector.com/>, viewed 11 December 2017

³⁴² http://www.boone-crockett.org/about/about_overview.asp?area=about, viewed 11 December 2017

³⁴³ <http://buckmasters.com/Sponsors>, viewed 27 October 2017

³⁴⁴ <http://buckmasters.com/>, viewed 12 December 2017

Organisations connected to hunting cont.

Congressional Sportsmen's Foundation : a nonprofit organisation that “protects and advances the rights of hunters, trappers and recreational shooters and anglers. We provide a voice for sportsmen with elected officials, land and wildlife agencies, NGOs and sportsmen allied groups.”³⁴⁵

Delta Waterfowl : “a leading conservation group working to produce ducks and secure the future of waterfowling in North America ... Delta delivers on this mission for you, the duck hunter.”³⁴⁶ The organisation stated that it “defends hunting rights and access anytime, anywhere they're threatened, on the local, state/provincial and federal levels”, as well as preserving duck populations and habitats.³⁴⁷

DNA Hunting Film Festival : a two-day film festival planned for 2018, which will show hunting film submissions. It is the first event of its type in the UK.³⁴⁸

Ducks Unlimited : a not-for-profit organisation, founded by waterfowl hunters more than 75 years ago, that “conserves, restores, and manages wetlands and associated habitats for North America's waterfowl.”³⁴⁹ The website contained a section on hunting, including hunting tips.

Forever Wild Outdoors : produces hunting footage, with a show, ‘Adrenalin Adventures’, on The Pursuit Channel.

Foundation for North American Wild Sheep : a conservation organisation that claimed to “enhance wild sheep populations, promote scientific wildlife management, educate the public and youth on sustainable use and the conservation benefits of hunting while promoting the interests of the hunter.”³⁵⁰

Grateful Nation : “an outdoor adventure series that gives disabled veterans a chance to go on the hunt of their dreams”.³⁵¹

Heartland Bow Hunter : a TV show on the Outdoor Channel that depicts “bow hunt[s] all over the mid-west for anything from whitetail deer to Canada geese!”³⁵²

Hitmen : an American TV show that depicts TV personalities across the United States on their various hunts.³⁵³ The photo gallery included images of dead trophy deer and black bears.³⁵⁴

Honoured American Veterans Afield : a non-profit partnership that aims “to aid disabled soldiers as they transition to their lives back in the United States ... by reconnecting [them] with their love of the outdoors and the American traditions of hunting and firearms.”³⁵⁵

Hunting and Shooting Sports Heritage Fund : funds the National Shooting Sports Foundation in America to “meet our industry's legislative, legal and regulatory challenges.”³⁵⁶

³⁴⁵ <http://congressionalsportsmen.org/>, viewed 11 December 2017

³⁴⁶ <https://deltawaterfowl.org/theduckhuntersorganization/>, viewed 11 December 2017

³⁴⁷ <https://deltawaterfowl.org/theduckhuntersorganization/>, viewed 11 December 2017

³⁴⁸ <https://www.thepacebrothers.com/dnafilmfestival>, viewed 11 December 2017

³⁴⁹ <http://www.ducks.org/About-DU?po=footer-m>, viewed 11 December 2017

³⁵⁰ <https://www.wildsheepfoundation.org/mission-and-programs>, viewed 11 December 2017

³⁵¹ <https://vistaoutdoor.com/2017/03/grateful-nation-receives-high-praise-viewer-outdoor-channel/>, viewed 24 November 2017

³⁵² <http://heartlandbowhunter.com/>, viewed 11 December 2017

³⁵³ <http://www.hitmentv.com/about.html>, viewed 11 December 2017

³⁵⁴ <http://www.hitmentv.com/pice-video.html>, viewed 11 December 2017

³⁵⁵ <https://www.honoredveterans.org/>, viewed 11 December 2017

³⁵⁶ <http://www.hsshf.org/>, viewed 11 December 2017

Organisations connected to hunting cont.

HuntInMotion : two hunters who produce articles, DVDs and seminars about their hunting trips around the world. The website pictures lots of dead trophy animals, such as deer with large horns.³⁵⁷

IMB Monster Bucks³⁵⁸ : organises whitetail 'trophy deer hunts', turkey and predator hunts.

International Council for Game and Wildlife Conservation : "a politically independent advisory body which aims to preserve wild 'game' and hunting. To achieve this goal, the CIC is promoting the sustainable use of wildlife resources." The organisation targets governments, associations, experts and individual members, as well as global environmental organisations, UN institutions and public authorities.³⁵⁹

International Hunter Education Association : "the professional hunter education association",³⁶⁰ which aims "to continue the heritage of hunting worldwide by developing safe, responsible, knowledgeable and involved hunters."³⁶¹ The website stated, "During the 20th century, hunters raised billions of dollars for wildlife conservation in North America and championed the cause of wildlife restoration programs. Now, in the 21st century, hunters continue to be the most effective political voice supporting legislation to protect wild things and wild places for future generations."³⁶²

JAKES (Juniors Acquiring Knowledge, Ethics and Sportsmanship) : part of the National Wild Turkey Federation, the programme provides "fun events that help pass on the traditions of responsible hunting, teach the principles of habitat management, hunting ethics and safety" for under 12s in the US.³⁶³

Jim Shockey's Hunting Adventures : a TV show on the Outdoor Channel, that shows Jim Shockey's hunting trips around the world, including polar bear hunting in the Arctic and Cape Buffalo and crocodile hunting in Tanzania.³⁶⁴

Just Junie : a TV show on the Sportsman Channel, which depicts Junie's hunts across the world, and her home in the US where she teaches her sons hunting.

Magic Safari Lodges : produces guides to hunting lodges.³⁶⁵ The 2017 guide contained multiple images of dead elephants and male lions.³⁶⁶

McCrea Outdoors : a company that organised trips for trophy hunting, among other kinds.³⁶⁷

Mule Deer Foundation : an American conservation organisation for mule deer, black-tailed deer and their habitat. One of the organisation's aims was "To support regulated hunting as a viable component of mule deer and black-tailed deer conservation."³⁶⁸

³⁵⁷ <http://huntinmotion.com/galerie/>, viewed 11 December 2017

³⁵⁸ <http://www.imbmonsterbucks.com/sponsors.php>, viewed 27 October 2017

³⁵⁹ <http://www.cic-wildlife.org/who-we-are/the-cic/>, viewed 11 December 2017

³⁶⁰ <http://www.ihea-usa.org/about-ihea/about-ihea-usa/who-we-are>, viewed 11 December 2017

³⁶¹ <http://www.ihea-usa.org/>, viewed 11 December 2017

³⁶² <http://www.ihea-usa.org/about-ihea/about-ihea-usa/who-we-are>, viewed 11 December 2017

³⁶³ <https://www.nwtf.org/about/hunting-heritage/jakes>, viewed 11 December 2017

³⁶⁴ <http://outdoorchannel.com/showabout.aspx?show-id=874>, viewed 11 December 2017

³⁶⁵ <https://uk.leica-camera.com/World-of-Leica/Leica-Partnerships/Nature-Sport-Optics>, viewed 19 October 2017

³⁶⁶ <http://www.magicsafarilodges.com/>, viewed 27 November 2017

³⁶⁷ <http://mccreaoutdoors.com/sponsors-archery/>, viewed 27 October 2017

³⁶⁸ <https://muledeer.org/about-us/mdf-goals/>, viewed 11 December 2017

Organisations connected to hunting cont.

National Rifle Association : a not-for-profit organisation that advocates for gun rights. It spends about \$250 million per year,³⁶⁹ including around \$3 million per year lobbying to influence gun policy.³⁷⁰ It describes itself as “America's longest-standing civil rights organization”, but has repeatedly been accused of receiving the majority of its funding from the gun industry itself. The NRA funds various hunting programmes, and its hunting website, hservices.nra.org/, stated, “When it comes to hunting and skills training, America's 13.7 million hunters have known for years where to go: the NRA.”³⁷¹

National Shooting Sports Foundation : ‘the firearms industry's association’, which “works to promote, protect and preserve hunting and the shooting sports.”³⁷² The organisation specialised in “lobbying, grassroots advocacy and public affairs efforts”, to influence gun policy.³⁷³ Its website contained multiple pages on hunting.

National Wild Turkey Federation : an American organisation “dedicated to the conservation of the wild turkey and the preservation of our hunting heritage”.³⁷⁴ It had a ten-year initiative called ‘Save the Habitat. Save the Hunt.’³⁷⁵ and stated that a key aim was preserving the conservation funding generated by hunters.³⁷⁶

On the Right Track : an American hunting TV show. The website stated, “We promote and support the importance of getting our youngsters involved in the outdoors at a young age.”³⁷⁷ It contained lots of images of dead trophy animals, including black and brown bear, and a blog about an Alaskan bear hunt.

Outdoors Dan radio programme : an American radio programme, which aimed “to get people involved in the outdoors”. The programme was currently running a competition for 10 to 18-year-olds, the prize of which was “taking a 125-inch Buck or less or a Doe”.³⁷⁸

Pheasants Forever : an American nonprofit organisation that aims to conserve “pheasants, quail and other wildlife through habitat improvements, public awareness, education, and land management policies and programs.”³⁷⁹ The website contained a large section on hunting.

Pigman : host of ‘Boss Hog’ and ‘Pigman’ TV shows on the Sportsman and Discovery Channels respectively. The programmes depict Brian Quaca on hog hunts.

Primos TRUTH about Hunting : a TV show on the Outdoor and Wild channels that depicts hunters as they “chase turkey, elk, deer, waterfowl, and predators all over North America”.³⁸⁰

QDMA (Quality Deer Management Association) : a North American conservation organisation “dedicated to ensuring the future of whitetail deer, wildlife habitat and our hunting heritage”. It specialises in research and education, and advocates for hunter’s interests in legislation.³⁸¹

³⁶⁹ ‘US Gun Control: what is the NRA and why is it so powerful?’, BBC, 8 January 2016, <http://www.bbc.co.uk/news/world-us-canada-35261394>, viewed 11 December 2017

³⁷⁰ <https://www.opensecrets.org/orgs/summary.php?id=D000000082&cycle=2016>, viewed 11 December 2017

³⁷¹ <http://hservices.nra.org/>, viewed 2 January 2017

³⁷² <https://www.nssf.org/>, viewed 11 December 2017

³⁷³ <https://www.nssf.org/government-relations/>, viewed 11 December 2017

³⁷⁴ <http://www.nwtf.org/about/know-us/todays-mission>, viewed 11 December 2017

³⁷⁵ <http://www.nwtf.org/about/save-the-habitat-hunt>, viewed 11 December 2017

³⁷⁶ <http://www.nwtf.org/about/know-us/todays-mission>, viewed 11 December 2017

³⁷⁷ <http://www.ontherighttrack.tv/>, viewed 11 December 2017

³⁷⁸ <http://www.outdoorsdan.com/>, viewed 2 October 2017

³⁷⁹ <https://www.pheasantsforever.org/>, viewed 11 December 2017

³⁸⁰ <https://www.primos.com/tv/>, viewed 11 December 2017

³⁸¹ <https://www.qdma.com/about/>, viewed 11 December 2017

Organisations connected to hunting cont.

Quail Forever : an American nonprofit organisation that aims to conserve “quail, pheasants and other wildlife through habitat improvements, public awareness, education, and land management policies and programs.”³⁸² The website contained a large section on hunting.

Raised Hunting : a TV programme on the Outdoor Channel about “an average American family that has used hunting as a platform to teach ethics and values to their family.”³⁸³

Rocky Mountain Elk Foundation : an American organisation that aims to “ensure the future of elk, other wildlife, their habitat and our hunting heritage”. Its programmes focus on land protection through acquisitions and access agreements, habitat stewardship, and advocacy on issues relation to elk conservation and hunting.³⁸⁴

Ruffed Grouse Society : an American conservation organisation “dedicated to preserving our sporting traditions by creating healthy forest habitat for ruffed grouse, American woodcock and other wildlife.”³⁸⁵

Safari Club International : describes itself as “the leader in protecting the freedom to hunt and promoting wildlife conservation worldwide.” ‘Since 2000, SCI has spent \$140 million on protecting the freedom to hunt through policy advocacy, litigation, and education for federal and state legislators to ensure hunting is protected for future generations.’³⁸⁶ One of SCI’s key focuses was the relaxation of laws around the import of trophy animals to the USA.³⁸⁷

SheepShape TV : “a documentary/reality-style television program that follows host and bone cancer survivor, Chad Hall, on extreme hunts around the world”,³⁸⁸ aired on the Sportsman Channel. Previous episodes featured grizzly and brown bear hunts.³⁸⁹

Shoot Like a Girl : an American organisation that aimed to “to grow the number of women who participate in shooting sports”. Its website stated: “A natural progression in shooting sports is hunting, and Shoot Like a Girl encourages women to realize hunting is a choice they can make to provide true organic food for their families. Protecting the environment, managing wildlife and preserving our hunting heritage is important, and women make a difference in these efforts.”³⁹⁰

So-Cal guided hunts : a company for guided hunts in Southern California. Types offered include predator, hog, deer and black bear hunts.³⁹¹

Sportsman’s Alliance Alaska : “Hunters and anglers working together to preserve fish and game habitats and hunting and fishing opportunities on our public lands in Alaska.”³⁹²

³⁸² <https://www.pheasantsforever.org/>, viewed 11 December 2017

³⁸³ <http://www.raisedhunting.com/>, viewed 11 December 2017

³⁸⁴ <http://www.rmef.org/Conservation/HowWeConserve.aspx>, viewed 11 December 2017

³⁸⁵ <http://www.ruffedgrousesociety.org/>, viewed 11 December 2017

³⁸⁶ <https://www.safariclub.org/who-we-are/missions-involvement>, viewed 11 December 2017

³⁸⁷ <https://www.safariclub.org/what-we-do/freedom-to-hunt/international-affairs>, viewed 11 December 2017

³⁸⁸ <http://www.sheepshape.tv/>, viewed 11 December 2017

³⁸⁹ <http://www.thesportsmanchannel.com/galleries/sheep-shape-hunting-highlights/>, viewed 11 December 2017

³⁹⁰ <http://shootlikeagirl.com/about.html>, viewed 2 October 2017

³⁹¹ <http://socalguidedhunts.com/book-a-hunt/>, viewed 11 December 2017

³⁹² <http://www.sportsmansalliance4ak.org/about.html>, viewed 11 December 2017

Organisations connected to hunting cont.

Steve's Outdoor Adventures : a 'professional hunting consultancy', specialising in North American 'big game' hunts, and with its own TV show on the Outdoor Channel. Under 'hunting adventures', the website had pages on many different types of trophy hunt, including moose, elk, caribou, mountain lion, and black, brown and grizzly bear.³⁹³

Swarovski Optik Quests : "Each action-packed episode features a team of SWAROVSKI OPTIK Pro-Staffers traveling to the world's most exotic locations in search of the planets most difficult and sought-after trophies while showcasing SWAROVSKI OPTIK's high precision, high quality, sought-after optics" (The Discovery Channel).³⁹⁴ The 2014 Season featured a brown bear and black bear hunt.

Switchback Outdoors : an online TV channel that specialises in 'semi-live hunting videos'. Previous episodes feature trophy animal hunts for elk, deer and black and brown bears.³⁹⁵

Tennessee Wildlife Resources Foundation : a not-for-profit organisation that aims "to promote habitat conservation, responsible land stewardship, and the preservation of Tennessee's hunting and fishing heritage".³⁹⁶ Programmes included conservation programmes, as well as hunter education for Tennessee youths, special needs children, and physically disabled men, women and children.³⁹⁷

Texas Sportsman TV : a TV show about hunting and fishing, due to be aired on The Sportsman Channel in 2018.³⁹⁸ The website included multiple images of bucks and other trophy deer with large horns.³⁹⁹

The Bucks of Tecomate : a TV show on the Discovery Channel on buck hunting in the USA.

The Czech-Moravian Hunting Union : no information could be found.

The Hunt : a TV programme about hunting on the Outdoor Channel.⁴⁰⁰ the website featured multiple images of dead trophy animals, such as deer with large horns, and including a dead black bear.⁴⁰¹

Theodore Roosevelt Conservation Partnership : a "non-profit corporation that works to preserve the traditions of hunting and fishing" in North America. Its key focus areas were the protection of habitats and clean water, sportsmen's access, and the outdoor recreation economy, through advocacy and conservation programmes.⁴⁰²

³⁹³ <http://www.steveshunts.com/>, viewed 11 December 2017

³⁹⁴ <http://outdoorchannel.com/showabout.aspx?show-id=14778>, viewed 30 October 2017

³⁹⁵ <http://switchbackoutdoors.com/video-gallery/>, viewed 11 December 2017

³⁹⁶ <http://www.twrf.net/>, viewed 11 December 2017

³⁹⁷ <http://www.twrf.net/>, viewed 11 December 2017

³⁹⁸ <http://www.texassportsmantv.com/about>, viewed 11 December 2017

³⁹⁹ <http://www.texassportsmantv.com/photo-gallery>, viewed 11 December 2017

⁴⁰⁰ <http://www.millertv.net/about-us/>, viewed 11 December 2017

⁴⁰¹ <http://www.millertv.net/photo-gallery/>, viewed 11 December 2017

⁴⁰² <http://www.trcp.org/mission/>, viewed 11 December 2017

Organisations connected to hunting cont.

Tony Semple Foundation for Hope : an American foundation that provides a "3-4-day experience for today's life-challenged youth through our hunting or fishing".⁴⁰³ The website featured multiple images of children and teenagers with dead trophy animals.

US Sportsmen's Alliance : an organisation that "protects hunting, fishing and trapping from the animal-rights movement in all 50 state legislatures, the courts and the ballot box."⁴⁰⁴ Its Government Affairs Department "is a team of experienced lobbyists, lawyers, and campaign specialists who are on the front lines protecting and advancing our outdoor heritage in all 50 state legislatures, in Washington D.C., in the courts, and at the ballot box."⁴⁰⁵

Wheelin' Sportsman : part of the National Wild Turkey Federation, the programme organises activities like hunting, fishing and shooting for disabled individuals.⁴⁰⁶

Whitetails Unlimited : an American "non-profit conservation organization that has remained true to its mission and has made great strides in the field of conservation." Programmes included hunter safety/education,⁴⁰⁷ and the organisation described itself as a staunch supporter of "the second amendment, hunter rights, and promoting the sport of regulated hunting."⁴⁰⁸

Women in the Outdoors : female-focused outdoor skills training programmes, provided by the National Wild Turkey Federation. Activities include introductions to hunting.⁴⁰⁹

Youth Shooting Sports Alliance : an organisation that provides equipment for youth shooting and hunting programmes across the USA. The organisation focuses on "introducing safe and responsible shooting sports to the youth and insuring that hunting and shooting traditions and opportunities remain intact".⁴¹⁰

⁴⁰³ <http://www.tonysemplesfoundation.org/>, viewed 11 December 2017

⁴⁰⁴ <http://www.sportsmensalliance.org/>, viewed 11 December 2017

⁴⁰⁵ <http://www.sportsmensalliance.org/government-affairs/>, viewed 11 December 2017

⁴⁰⁶ <https://www.nwtf.org/wheelin>, viewed 11 December 2017

⁴⁰⁷ <https://www.whitetailsunlimited.com/about-us/mission/>, viewed 11 December 2017

⁴⁰⁸ <https://www.whitetailsunlimited.com/conservation/hunting-tradition/>, viewed 11 December 2017

⁴⁰⁹ <https://www.nwtf.org/about/hunting-heritage/wito>, viewed 11 December 2017

⁴¹⁰ <http://www.youthshootingsa.com/about-us/>, viewed 11 December 2017

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