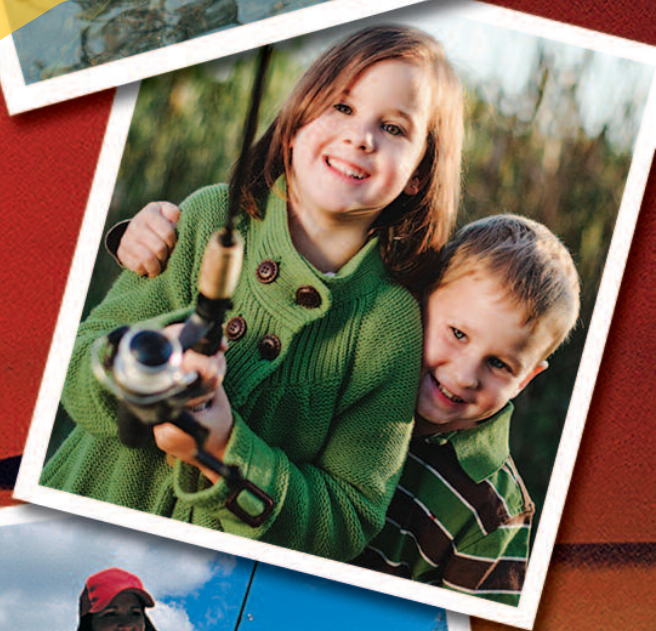


KEEP CANADA

Fishing



The Economic FACTS...

IT'S ALL ABOUT THE



Money...

In 2010, anglers spent slightly less than **5 times** the total value of commercial fishing.

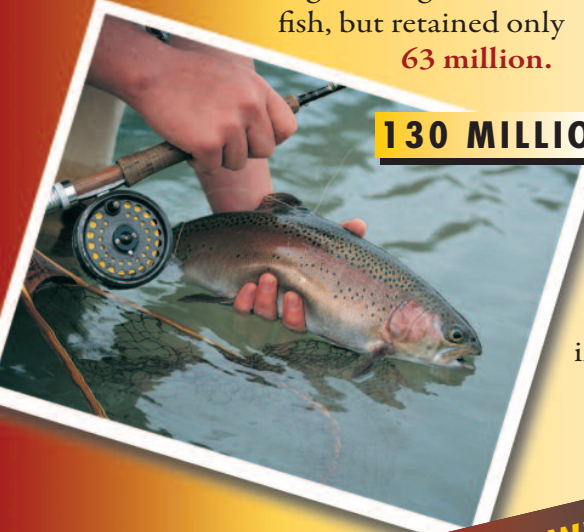
\$8.3 vs \$1.7 BILLION

CATCH & RELEASE

In 2010, anglers caught **193 million** fish, but retained only **63 million**.

130 MILLION RELEASED

Recreational anglers consumed **less than 4%** of the total fish harvested in Canada in 2010.



NATIONAL FISHING WEEK
CSIA'S ANNUAL FLAGSHIP
PROMOTIONAL EVENT
IS HELD EVERY JULY
AND GENERATES OVER
\$3,000,000 OF MEDIA
EXPOSURE ANNUALLY FROM
COAST TO COAST TO COAST.



vancouver 2010



OLYMPIC SPIRIT

Anglers' expenditures are **3 1/2 times** the economic contribution of the 2010 Winter Olympics.

\$8.3 BILLION

FISHING ON THE RISE

Almost 300,000 more Canadians bought a resident fishing licence in 2010 than in 2005. That's an **INCREASE of 11.3%**.



PUTTERS & PUCKS

More Canadian adults fish than play golf and hockey combined.

Cheers!

In 2010, anglers' expenditures were more than **1 1/3 times** the total sales of wine by wineries, liquor stores and agencies that year.

\$8.3 vs \$6.1 BILLION



Canadian angler expenditures consistently rival national beer sales.



GUESS WHAT...

Anglers' expenditures in 2010 were almost **1 1/2 times** the total franchise restaurant sales for Tim Hortons.

\$5.6 BILLION



FISHING IS ONE OF THE TOP 5 OUTDOOR ACTIVITIES UNDERTAKEN BY CANADIAN PLEASURE TRAVELLERS.

THE TOTAL \$8.3 BILLION THAT ANGLERS SPENT IN 2010 WAS:

- **1 1/2 times** the G.D.P. of Prince Edward Island.
- More than all food services & tavern receipts in British Columbia in 2010 - **\$7.8B.**
- More than the revenues generated by all Canadian amusement and recreational industries* in 2010.

*except gambling industries

CASTING FOR VOTES

Industry sources estimate that the voting strength of Canadian anglers is **1 1/2 times** the voting strength of Canadians 65 and over.

21% vs 14%



FAMILY LICENCE-FREE WEEKS & WEEKENDS NOW OCCUR ACROSS CANADA.

SPENDING MONEY

The Fish Tale...



FISHING TRIP
EXPENSES**
30%

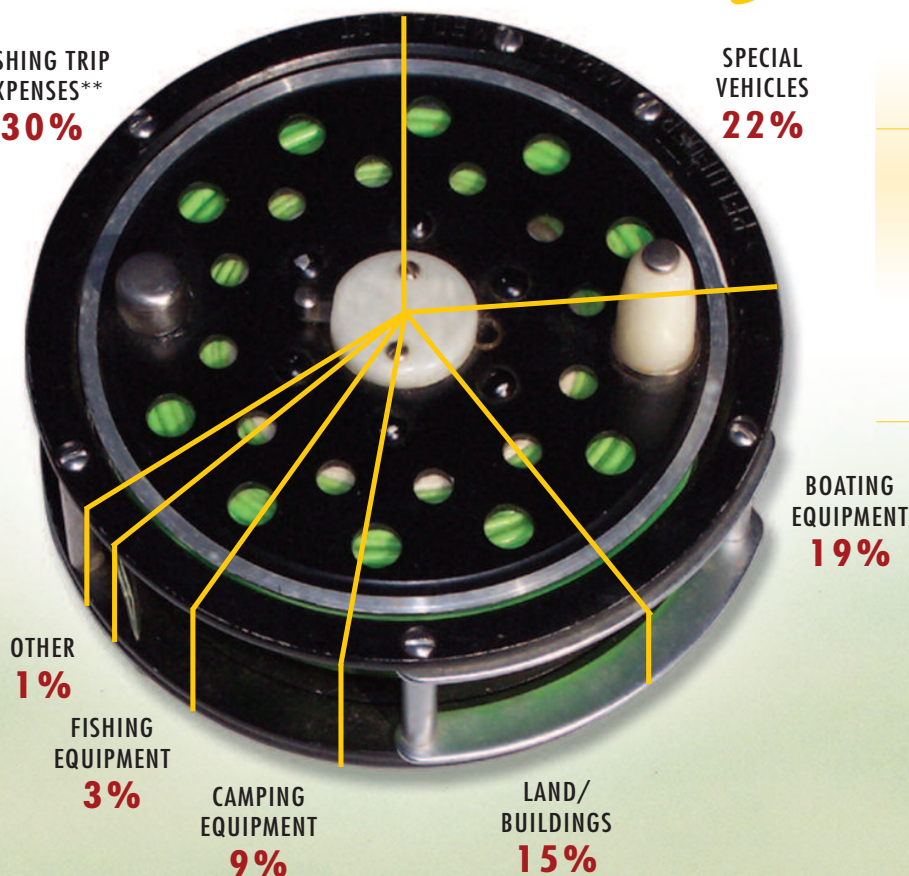
SPECIAL
VEHICLES
22%

FISHING TRIP EXPENSES**

food and lodging (31%), transportation (37%),
package deals (16%), fishing services (8%), fishing supplies (8%),
and other (1%), used for recreational fishing.**

FISH TALES & MONEY TRAILS

Anglers spend a total of **\$8.3 billion*** annually to
support their outdoor passion, creating jobs in tourism,
transportation, retail goods, boating, vehicle sales and more.



Anglers spent **\$1.6 billion** on boating equipment for recreational fishing in 2010.

* According to the Department of Fisheries and Oceans (DFO). 2010 figures.

PAST AND PRESENT

Conservation

With close to 7 billion people on our planet every place is impacted in some way by humans. So how does Canada have such healthy fish and wildlife populations for so many species to thrive? The answers may surprise you.

In the early 1900's, with far fewer people in North America, many fish and wildlife populations were in serious decline due to unregulated over harvest. A few passionate hunters and anglers recognized the imminent threats and formed the Boone and Crockett Club: the first conservation organization. Their initiatives evolved and are the basis for conservation and sustainable use of natural resources in Canada and the U.S. Their foresight resulted in the creation of government fish and wildlife management agencies, professional academic training and scientific standards, creel and bag limits with closed seasons enforced by game wardens, public ownership of fish, wildlife, parks and protected areas

– and what today is known as the North American Model of Conservation has become the greatest environmental success story in world history.

With the support of the fishing and hunting industries and like-minded conservation organizations, people who hunt and fish continue to quietly dedicate more millions of volunteer hours and dollars in support of fish, wildlife and habitat improvement efforts than *all other groups combined*. Many non-game species benefit as well. As government budgets for natural resource conservation continue to be cut across Canada, the efforts of anglers and hunters grow in importance to sustaining the future of our magnificent outdoor heritage.

Healthy fish and wildlife are the foundation of our vibrant fishing and hunting economy. As in the past, conservation challenges today will have anglers and hunters to meet them and future generations of Canadians will be in their debt.

ACCORDING TO INDUSTRY SOURCES, ALMOST **9 MILLION** CANADIANS, OVER 25% OF THE POPULATION, ENJOY RECREATIONAL FISHING.

WE FISH, WE HUNT, WE VOTE.



THE FUTURE OF

Fishing...



Thousands of **FREE Catch Fishing** booklets are distributed to young and novice anglers annually by the CSIA.

Recreational fishing is an excellent outdoor activity that fosters family values and can assist children in their emotional and social development.

CSIA
Canadian Sportfishing Industry Association

KEEP CANADA

Fishing

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Sources of Recreational Fishing Statistics — Survey of Recreational Fishing 2010 — Department of Fisheries and Oceans (+ previous editions); Ontario Ministry of Natural Resources; Statistics Canada; provincial/territorial government websites; Travel Activities and Motivations Survey (TAMS) 2007; Recreational Fishing Industry.

Sources of Comparisons to other industries — Report 7: Impact of the 2010 Olympic and Paralympic Winter Games on BC and Canada, PricewaterhouseCoopers 2011; Tim Hortons website; Statistics Canada.

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