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The House Natural Resources committee meeting  
Date: Wednesday, January 24<sup>th</sup>, 2018  
Time: 9am

### **WHY "Hunter Pink"/BLAZE PINK?**

- Using pink makes women feel more welcome and included in a sport that's always been male-dominated
- Women prefer to always look and feel attractive (even while hunting), having pink as an option can help with any insecurities over what they are wearing.
- When a woman walks into a hunting apparel retailer and can see a section of pink, she can immediately identify that that section of the store is specifically for her
- Pink is color that can immediately identify a female, women don't want to be mistaken as a man, even from a distance or in the woods

According to University of Wisconsin Professor and textile expert, Majid Sarmadi, lab analysis of blaze pink had similar if not better visibility to humans as blaze orange, proving to be just as safe.

### **Other States offering "hunter pink"/blaze pink:**

- WI was the first state to adopt it, and passed Assembly Bill 291 in February 2016
- Colorado was the 2<sup>nd</sup> state, however has set guidelines on Blaze Pink that the pantone color needed is 806c (which is used in the DSG Outerwear jacket as a sample exhibit)
- NY, LA, VA & MN have all approved "hunter pink"/blaze pink for use in their respective states
- It is said that another 5-6 states are also close to approving as well before their respective 2018 seasons begin

### **Potential issues raised in the past**

#### **COLORBLINDNESS:**

-Some people are color blind to pink, some to orange, and some to both.  
At the Archery Trade Association Show just a few weeks ago, the President of a women's outerwear company that manufactures both blaze orange and blaze pink, had shared with me an interesting conversation that she had with a gentleman who is colorblind that owns an archery shop. She was given some more insight on this very issue. The shop owner (who is colorblind to both blaze orange and blaze pink) had shared from his perspective, that neither color made a difference to him. He was surprisingly able to distinguish which was blaze orange and which was blaze pink by what he described as the intensity/exposure level of the color and not the color itself.

## WOMEN IN HUNTING

-The total number of women hunters surged by 25 percent between 2006 and 2011, after holding steady for a decade, according to Census Bureau statistics.

-According to the 2015 edition of the Hunting and Target Shooting Participation report, issued by the National Shooting Sports Foundation, the number of females hunting with a firearm has increased from 1.6 million in 2001 to nearly 3.1 million in 2014, an 87% increase.

-Today approximately 11% of US hunters are women

-According to statistica.com, in 2017 there were 16.9 million registered hunters in the US.

-According to a study dated May 2015 by Southwick Associates of women who hunt, 60% report as to hunting whitetail, 27% turkey, and 27% small game.

“Women are a huge part of the outdoor market and even influence spending decisions by others in their households. Smart companies need to reach out to the female segment,” said Rob Southwick, president of Southwick Associates, which designs and conducts the surveys at HunterSurvey.com, ShooterSurvey.com, and AnglerSurvey.com. “Our annual ‘Women in the Outdoors’ report offers a lot of insight on this consumer segment not found anywhere else.”

“Because of our past 8 years experience building apparel for women in a male dominated sport, we know that be doing something as little as giving women an attracted alternative to the norm, has and will help to grow women’s participation. The more women involved, in turn means more children and families involved.” –Wendy Gavinski, DSG Founder & President

-After doing some research on social media, and following posts of ‘hunter pink’/blaze pink, I found that not all women want it, but there is a lot of women that do, and would like for the great state of Michigan to allow the use of it.

In summary, the addition of “hunter pink”/blaze pink can and will help the state of Michigan offer an alternative to women to look forward to. It will attract more women to the sport, which brings more families to the sport, and keeps the sport strong. In addition, the more women that feel invited to an always male dominated sport/industry, will help raise more revenue & tax money (clothing, equipment, travel, licenses, etc).