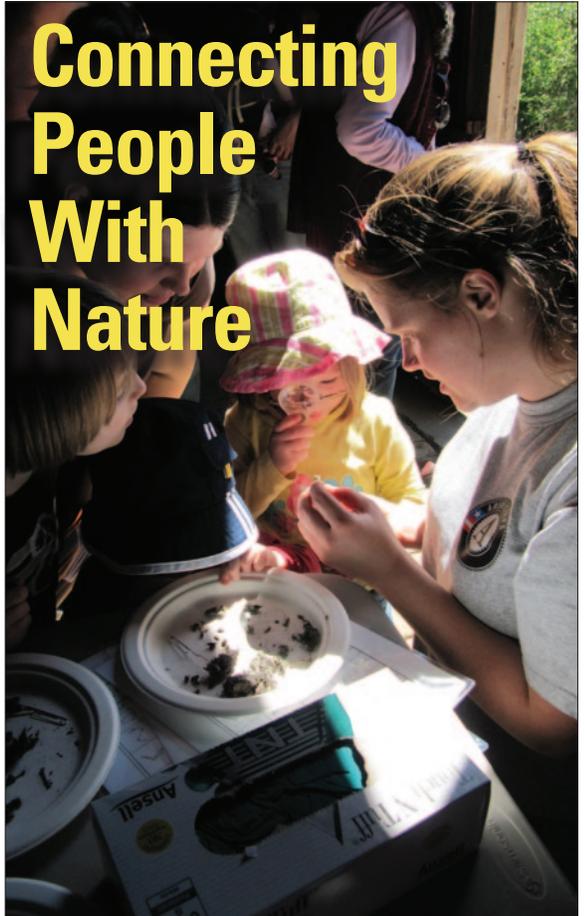
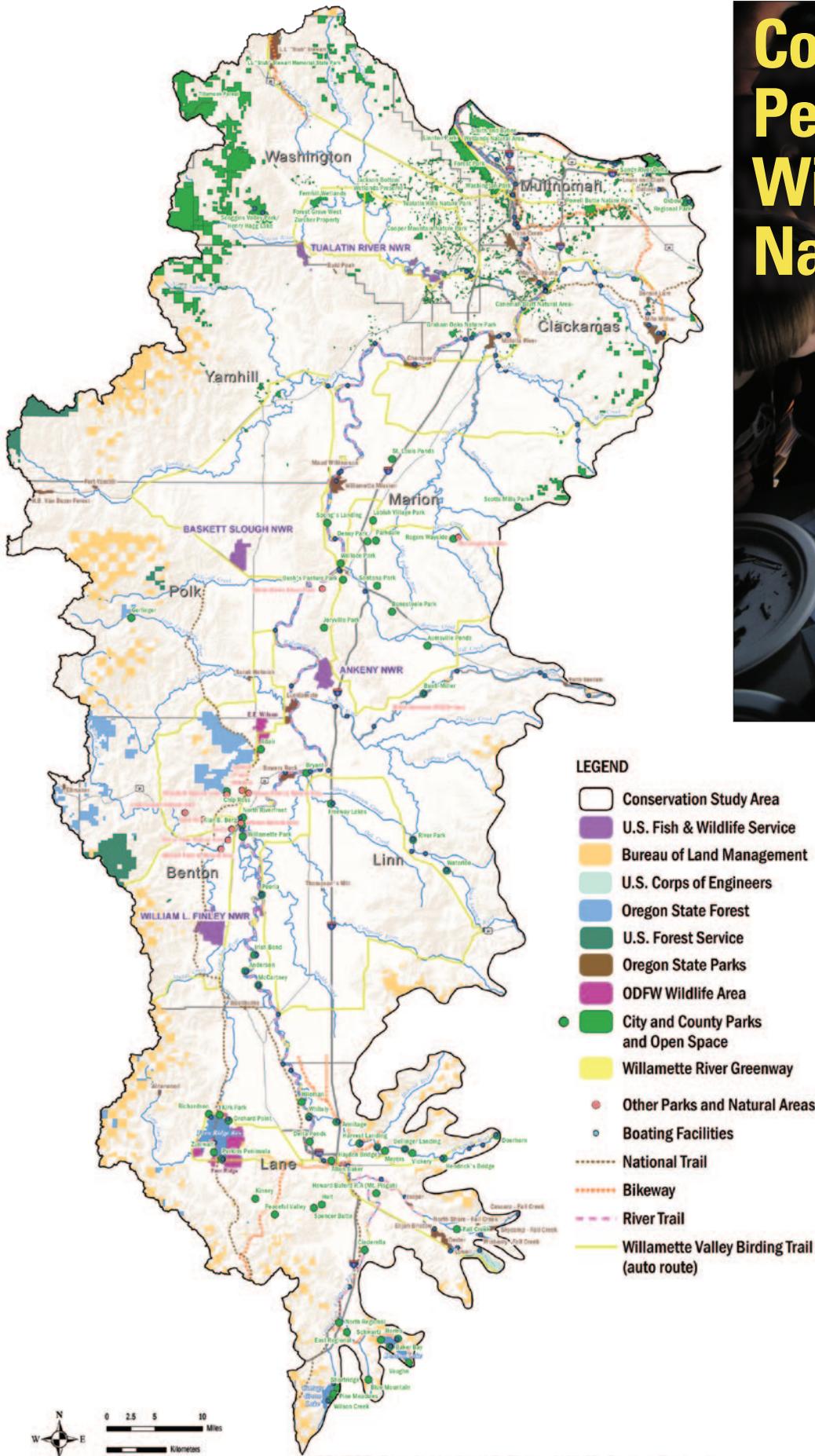




Willamette Valley Conservation Study

Conserving America's Great Outdoors



Connecting People With Nature

Fewer Oregon Youth Learning Outdoor Skills

"Although Oregon is a state with abundant natural resources, there is growing evidence that Oregon's youth are gravitating away from outdoor experiences and towards a virtual indoor reality."

OR SCORP 2008-2012



Nature-based Recreation Makes Sense

In 2008, 2.8 million Oregon residents and non-residents participated in fishing, hunting, wildlife viewing and shellfish harvesting in Oregon. This resulted in \$2.5 billion in fish and wildlife recreation expenditures.

Oregon Department of Fish and Wildlife 2009
Photo: Ian Sane



An Increasingly Diverse Oregon Population

"The face of Oregon is changing. By the year 2030, Oregon's combined Hispanic, Asian and African-American population will make up 22 percent of the state's population."

OR SCORP 2008-2012