The Clean Water Rule:
Fueling the Fishing & Hunting Industry

Each year, more than 40 million Americans head into the field to hunt or fish. **These are not only long held family traditions, and a way of life for millions of Americans — they are fundamental components of our nation's economy.** The money sportsmen spend in pursuit of their passion supports everything from major manufacturing industries to small businesses in communities across the country. The economic benefits of hunting and fishing are especially pronounced in rural areas, where money brought in during the hunting season can be enough to keep small businesses operational for the whole year. The $200 billion hunting and fishing economy — plus the 1.5 million American jobs it supports — depends on clean water and productive wetlands.

> The Clean Water Rule "will bring about healthier ecosystems that will benefit fish and wildlife, allow the American people places to recreate and [enable] our industry to conduct business."
>
> — Over 100 members of the American Fly Fishing Trade Association commenting on the Clean Water Rule in a letter to President Obama

Fishing & Hunting by the Numbers:

	RETAIL SALES	ECONOMIC IMPACT	JOBS SUPPORTED
Angling[1]	$47.7 billion	$114.5 billion	828,000
Hunting[2]	$38.3 billion	$86.9 billion	680,937
TOTAL	**$86 billion**	**$201.4 billion**	**1,508,937**

[1] *Sportfishing in America: An Economic Force for Conservation* (American Sportfishing Association)
[2] *Hunting in America: An Economic Force for Conservation* (National Shooting Sports Foundation)

Cleaner Water = Better Fishing

The Clean Water Rule ensures that the Clean Water Act once again safeguards 60 percent of the nation's stream miles and millions of acres of wetlands and small lakes that have been at increased risk following Supreme Court decisions in 2001 and 2006. These waters have a significant impact on the quality of downstream waters and are critical trout streams, salmon spawning grounds, and nesting habitat for the majority of waterfowl in North America. Without clear protections for these waters, sportsmen's access to quality days in the field is at risk — and so are the jobs and economic activity sportsmen create.

Here's what the industry is saying about the Clean Water Rule:

"Anyone who has ever swam in our beautiful Great Lakes, or fished or boated on our abundant rivers and waters has benefited immeasurably. **Now is the time to raise our voices in support of clean water** — our economy, and future generations of hunters and anglers, depend on it."

— Andy Kurkulis, owner of **Chicago Fly Fishing Outfitters** and **DuPage Fly Fishing Co.** in Naperville, IL

"The clean water rule is good for our business, which depends on clean, fishable water. Improving the quality of fishing in America translates directly to our bottom line, to the numbers of employees we hire right here in America, and to the health of our brick-and-mortar stores all over the country."

— Dave Perkins, executive vice chairman of the **Orvis Company**, America's longest continually-operating fly fishing business with 66 retail stores and 10 outlets in the United States and approximately 1,700 employees

"My company depends on people enjoying their time recreating outside, especially in or near watersheds. **Clarifying which waterways are protected under the Clean Water Act isn't a nice-to-have, it is a business imperative."**

— Travis Campbell, president and CEO of **Far Bank Enterprises**, an integrated manufacturer and distributor of fly fishing products under the brand names of Sage, Redington, and RIO

"Our outdoor recreation economy is totally dependent on healthy watersheds for our fishable waters, and **the Clean Water Act is the number one protection we have** to ensure the future of our industry."

— John Doerr, CEO of **Pure Fishing**, a leading provider of fishing equipment operating in 22 countries

"This important final rule provides clarity on protections for the lifeblood of many of our country's prized fisheries. The health of these headwaters sets the tone for all waters downstream and creates the backbone of our nation's water resources. **If we as a nation fail to protect our headwater streams and wetlands, we could jeopardize the economy of the hunting and fishing industry and put millions of people out of work."**

— Benjamin Bulis, president of the **American Fly Fishing Trade Association**, the sole trade organization for the fly fishing industry

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