

Manual for Responsible Packaging



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Background and details:

In this presentation of how we package Nordic moose hunting, I am looking at somewhere between 10 and 15 different hunting areas in Pajala Municipality covering a total area of approximately 8,000 square kilometres, hunting areas that have private landowners or forestry companies or game tenants.

The size of these hunting areas varies between 1,000 and 5,000 hectares where according to estimates by me, landowners, guides and local hunters it is possible to shoot one bull moose per 1,000 hectares with retained product quality.

We have seen a clear increase in the number of bull moose on this land in the past decade, but there is a need for clearer management and plan under which a large continuous area cooperates under formalised regulations.

Here we also have the option of alternating between land areas, which is a precondition for shooting any of the elusive bull moose.

Within the municipality we have access to a large number of hunting cabins containing several bunks and a woodfired stove. The cabins have access to a sauna and they are close to the hunting grounds in question. We also have access to several facilities of a higher standard, served meals and single rooms.

At a rough estimate, there are today 300,000 moose in Sweden, of which hunters annually shoot around 100,000 moose. The moose hunting season in the area addressed in this manual starts on the first Monday in September, with a two-week break for the rutting period (28 Sep-11 Oct 2008) and moose hunting ends on 23 November.

(1 Sep.-28 Sep. 11 Oct.-23 Nov 2008)

We have chosen to offer hunting from the second half of September to the second half of October for the opportunity to hunt bull moose in the form of morning and evening lure hunting.

We are presenting the packaging of trophy hunting for the Europe moose (*alces alces*) in this region since we wish to put focus on the special moose hunting tradition that exists up here and the unique environment with vast forests and extensive wilderness areas, and focus on the special moose hunting method with a free-ranging dog working independently and keeping the moose at bay, so that the hunter can carefully stalk up, guided by the dog's barking.

Another factor that favours the package is that the further north you go, the bigger the moose are. This is due to the living conditions with a greater snow depth and harsher climate.

The extensive wilderness areas with a sparse population also make the area aesthetically attractive.

The moose are warier and the chance of shooting a large bull moose in Swedish Lapland, north of the Arctic Circle, increases the status of the trophy. The size of the trophy will vary between 8 and 28 tines (200-400 SCI points) and we promise an 80 % chance to fell a bull in six days' hunting.

Cooperation with local parties

We choose to cooperate with local parties in the form of landowners, dog handlers and guides as far as is possible without jeopardising the quality of the product. We choose to buy services, raw materials and prepared meals locally in order as far as possible to favour the local economy, thus contributing to long-term cooperation.

As regards the moose, we buy from the hunting rights proprietor one of the allocated permits for an adult moose in the area in question.

In most cases this is done by paying for a permit and then felling the moose, where the hunting guest keeps the trophy and the hunting rights proprietor keeps the meat, which we refer to as a “win-win situation”.

When we rent cabins and buy services which can involve anything from transporting the moose to enlisting dog handlers, we do not knock down prices, but rather consult with the suppliers on pricing, in order to maintain long-term cooperation so that the local partner can provide services the next year too.

We take the time to talk to local parties to hear accounts from the area we are using, in that way to enhance the hunting guest's experience and to make clear what we were on doing and why we are in that area.

As regards the management of the moose stock, above all concerning large sized trophies, we try in consultation with the local hunting community to weigh in the advantages of saving prime bull moose.

To bring about effective management, there should be cooperation over a greater contiguous area, where local hunters fell the intermediate sized bulls and save the bulls with the best genes.

The hunters we meet prize their moose hunting highly and devote their holidays and free days to hunting. When we speak to them we gain the impression that most of the hunters give the highest priority to the meat, while the hunting experience and the camaraderie are other important factors. In our meetings with hunters we see unwillingness to shoot big bulls in the second half of September and the first half of October because of inferior meat quality due to the rutting season, while it is every moose hunter's dream to fell a big bull. As hunting organisers we try to find ways to reach an even better balance in our efforts to create a good hunting product. Hunting tourism creates jobs and stimulates young men and women to work in our industry in this sparsely populated part of the world.

Pricing

Pricing a product is complex and highly individual, at the same time as pricing must be logical and lead to fair competition terms.

The price must correspond to expectations of the package, it must give a profit as well as covering all the potential costs.

I shall here present how I have approached pricing a six-day trophy hunt for the Scandinavian moose.

I know that my price is high in an international comparison; but hunting moose in Sweden is expensive thanks to our tax system, while I feel however that the product justifies the price. It is a rare privilege to be able to fell a large Scandinavian bull moose north of the Arctic Circle in the last wilderness in Europe, Swedish Lapland.

A new factor that I am introducing for 2009 is a kind of guarantee: if the customer does not get a trophy in 2009, then we offer a new chance later at 70% of the standard price.

I have priced a hypothetical case, where I have rounded off the costs to 100,000 SEK.

Costs:

- Guides
- Dogs
- Food
- Accommodation (includes bed linen/sleeping bag)
- Permits (includes weapon, state hunting permit)
- Moose permit
- Transfer

Total: 100,000 SEK

Extra contribution 1:

- EC 1 administration, marketing and office 28 % 28,000 SEK

Total: 128,000 SEK

Extra contribution 2:

- EC 2 sales 20 % 25,600 SEK

Total: 153,600 SEK

Total increment: 56 % 53,600 SEK

Gross profit margin: 35 % 34,896 SEK

Tax:

- VAT 25 % (included in price)
- Tax on profits 50 %

Net profit: 17,680 SEK



Trophy fees:

European Moose

(SCI measurement method 25)

< 200	15,000 SEK
201 - 300	18,000 SEK
301 - 375	27,000 SEK
376<	36,000 SEK

See example on following pages.

Trophy hunt – Scandinavian moose

Scandinavian Moose

NordGuide offers a six-day moose hunting adventure in Swedish Lapland. This hunting is 1 to 1 guided hunting with a free running dog, where the guest hunter has many opportunities to fell a Scandinavian moose in the Kingdom of Sweden (80 per cent chance of a trophy bull). NordGuide has at its disposal about 60,000 hectares of hunting grounds, varying between forest land and large barren mires. The hunting is done together with a professional hunting guide and a specially trained free-running dog that works independently and holds the moose at bay. When we hear the dog baying, we carefully sneak up into the wind to get in a shot at the skittish moose. We will also try hunting by luring the moose.

Accommodation is at an inn/ hunting lodge with access to a sauna. We serve food with a local flavour, made from ingredients from the Tornedalen forests.

Welcome to a hunt above the Arctic Circle, stalking the world's most elusive moose, a challenge to every hunter!

Program

Day 1:

Arrival Luleå Airport, the guide meet you for transfer to the hunting camp (transfer 1–3 hours)

Check-in at the camp, setting the rifle sights

Dinner, rundown on the hunt, safety rules and hunting regulations

Day 2–6:

05.00 Breakfast served at the camp

05.30 Luring/calling moose

06.00 Transfer to the hunting grounds

07.00 Moose hunt 1X1 with free running dog

Snacks and lunch served at the campfire

18.00 Luring/calling moose

19.00 Sauna and dinner

Day 7:

05.00 Breakfast served at the camp

05.30 Luring/calling moose

06.00 Transfer to the hunting grounds

07.00 Moose hunt 1X1 with free running dog

Snacks and lunch served at the campfire

Transfer to the airport

Information: This hunt takes place from September 15– September 28, October 11.– October 31. 2009

Included in the hunting:

- All transfers
- All meals
- Accommodation with bed linen
- 1:1 professional guide service
- Hunting dog
- 1 adult moose licence
- Weapon import licence or borrowed weapon, hunt invitation, state hunting permit, trophy measurement (master measurer), in-field hunt preparation
- Sauna

Not included:

- Trophy fee (see attached trophy list).
- Alcoholic beverages.
- Helicopter.

Price: 1 hunter 1x1 guide service:

Price per person (incl. VAT): SEK 94 712

* NordGuide offers 30% discount next year (2010) if you do not get your trophy.



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About NordGuide

The company, which has been in operation since the mid-1990s, specialises in a quality travel concept featuring sea, forest and mountains. The company operates solely with experienced and well-trained guides who understand the importance of putting service and the guest before all else. We also work with packages of one day to several days' duration and we collaborate with the best companies in the business. Our unique network and cooperation philosophy make us leaders in adventure experiences combined with game cooking and know-how.

Tommy Holmberg



About Swedish Lapland

Norrbottnen is the northernmost county in Sweden, with a population of 250,000 people, 160,000 reindeer and 65,000 snowmobiles spread over a quarter of Sweden's total area. We represent 2.8 % of the Swedish population which totals nine million. Norrbotten has 14 local authorities or municipalities. In area, Kiruna is the biggest and Haparanda the smallest. Luleå Municipality has the largest population - 72,000 - while Arjeplog has the smallest with just 3,000. Norrbotten contains the highest mountain in Sweden, Kebnekaise (2,111 m), as well as the deepest lake, Hornavan (226 m). Three of Sweden's four state-protected rivers run through Norrbotten: the Torne, Kalix and Pite rivers.



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Package design:

Heading:

6 days' trophy hunting for Scandinavian moose. Connected to the heading, the information that at least six days are required to succeed in bagging the trophy, at the same time as we use the attraction of the brand name "Scandinavian moose".

Main text:

Here we try in a graphic way, using as few words as possible, to sell the hunting while mentioning the methods we use and the settings where we will be hunting.

Fact box:

Here we set out brief facts about what is included and not included, as well as the period in the year when we carry out hunting, the charge per hunter and how many guides we use for the hunt in question.



Programme:

Here we give a picture as detailed as possible of how your hunting day will look, what time we get up and how long the hunting days will be, as well as when and how we eat.

Pictures:

Pictures both illustrate well and sell well, so we choose to include two pictures in the package.



Facts about the region:

Here we give a brief picture of the whole region, in order to briefly paint a picture of an exotic and thrilling place with a rich culture and nature.

Facts about the company:

Here we try to give a picture of how we work and our philosophy towards methodology and service-mindedness.

When we have succeeded in selling the package, we send an invitation to the guest, including the guest's ID number and address. We notify that the guest will be hunting moose with us and what dates the hunting takes place, and the official designation number of the estate where we will be hunting. All this makes the travel and customs clearance easier.

We also send out hunting regulations which the guest shall read through and approve, sign and return to us to ensure that we are in 100% agreement on the procedure before the guest arrives.

A hunting memo is also sent to the guest containing a description of the area and a detailed programme.

Tommy Holmberg
NordGuide