

Join the **TrophyCatch** Team!



The program offers a unique partnership between public and private efforts that cultivates results not found anywhere else. We engage our anglers, inspire research projects and brag about our conservation partners! You should become a conservation partner and let us brag about you too!

Program by the Numbers:

The information below pertaining to approved bass is compiled from the launch in 2012 through the end of June 2020. TrophyCatch provides a direct connection and communication with resident and visiting anglers to Florida.

- **TrophyCatch Approved** 10,429 bass weighing 8 lbs. and more.
 - **Lunker Club** (8-9.9 lbs.) total 8,305 approved bass.
 - **Trophy Club** (10-12.9 lbs.) total 2,042 approved bass.
 - **Hall of Fame** (13 lbs. and larger) total 82 approved bass.
- **Active Supporters** 100,000+ via TrophyCatch specific email communications.
- **Florida is the No. 1** place to cast a line – this title has been earned, according to a survey by the *U.S. Census Bureau*. It highlights quality fisheries throughout Florida that comprise more than 7,700 lakes, 10,550 miles of rivers and 2,276 miles of tidal shoreline.

TrophyCatch Reach:

- The **FWC Website** (MyFWC.com) receives 10 million+ visits per year and links to **TrophyCatch.com**, which receives 10,000+ monthly views with an average visit duration of 2 minutes. Traffic has recently increased 28% in new visitors with a 17% increase in sessions too.
- The **TrophyCatch App** allows anglers to capture the required weight photo(s) for submissions while offline.
- The newest addition to TrophyCatch.com is the **TrophyCare** page, which is designed to guide anglers on accurate weighing practices, proper fish handling and measuring practices among other topics.
- The **Facebook/TrophyCatchFlorida** page is approaching 14,000+ followers are updated on program elements, events, partner promotions and research news.
- The **Instagram@FishReelFlorida** page reaches approximately 4,500 followers and highlights not only TrophyCatch, but topics related to Florida's freshwater fisheries. Program and partner videos are posted on **TrophyCatch YouTube**.



- **T-Mails** (Topic Emails) and quarterly Florida **Freshwater Angler** e-newsletters update 100,000+ subscribers. Annually, we reach 455,697+ license holders.
- TrophyCatch typically attends 50+ **Events** reaching 500,000+ people.
- Multiple FWC **Research Projects** have been inspired by TrophyCatch, including the trophy bass tagging study, telemetry tracking and even an angler perception survey.

Recent Promotions:

The **Eyeball Challenge** is the brainchild of our research biologists that offer three rounds of fun for our anglers to challenge their ability to “visually weigh” largemouth bass! We invite you to test your skills in **Round 2** posted at the homepage of TrophyCatch.com.



10,000 Trophies:

A new milestone was achieved by our anglers of over 10,000 approved catches since the program began in 2012. They have collectively caught and released over 91,500 pounds of bass. We celebrated with them via our **#TenThousandTrophies** campaign generating the biggest jump in our Facebook likes/followers to date.

Research Overview:

TrophyCatch has inspired our research biologists to dig deeper when studying bass and the world they occupy. Here are a few of our completed studies:

- **Trophy Tagging Study** estimates the annual catch rate, harvest rate, release rate, abundance and total catch data.
- **Telemetry Study** allows biologists to track trophy fish movements and habitat utilization over time on Kingsley Lake and the Harris Chain.
- **Fish Handling Evaluation** revealed the strength of largemouth bass’ jaws and led the creation of the TrophyCARE page.
- **Eyeball Challenge** is a fun way to engage and challenge our anglers at visually weighing bass. Round 1 had nearly 3,000 participants with 600 correct weight guesses (3.7%). Round 2 is live now and the link can be found at TrophyCatch.com.
- **Angler Awareness and Participation Survey** demonstrated that our anglers prefer email communications and that they participate in the program to provide data contributions.

TrophyCatch offers a unique interaction with bass anglers while celebrating conservation efforts. Join the TrophyCatch Team and become a conservation partner that anglers recognize!

Contact Kp Clements, TrophyCatch Director at 352.409.8815 or Kp.Clements@MyFWC.com

Become a conservation partner & let us brag about you to our Anglers!