

FOOD FOR THOUGHT

By Travis "T-Bone" Turner - Bone Collector, National Spokesperson for Whitetails Unlimited

Everywhere I Go, Camo is Cool!

I'm lucky to be able to travel all over this great country for my job, and while being away from home has a downside, being able to experience the people and places of the good old U. S. of A. is a personal treasure.

In talking with other people who also travel a lot, I sometimes hear talk about 'dead time' and being bored, but for this boy, being bored is never a problem. I use this 'between time' to catch up on emails with my phone, think of new projects, or my favorite hobby – people watching.

The great philosopher Yogi Berra once said, "You can observe a lot by just watching," and he was right. What I've observed by watching lately is all the different things that are now covered by camouflage. Have you noticed this too? It's always been present in outdoor magazines and shows, but it does my heart good to now see the parade of camo through every airport I'm in, and that includes big city airports as well as the smaller ones.

Heck, camo is cool – it's all over main-stream television, and not just the country music performers either. It seems that redneck and outdoor living is cool now, and that's just fine with me.

I think a lot of that has to do with main-stream shows that have become popular like Duck Dynasty and Swamp People, and of course all the great programming on the Outdoor Channel and Sportsman Channel. It's not only us real rednecks that are watching these channels anymore; younger people in cities are just as likely to be watching as someone who just finished up their farm chores.

I also give a pat on the back to the fine folks at Realtree® for adding a wide range of colors to their great Realtree



Xtra® pattern, which has made it more fashionable for people who may never go into the woods. That really does not make a difference to me. I'm just happy they are embracing our way of life – and who knows, maybe that fashion camo in someone's jacket may just lead them into the outdoors, where camo actually works.

Some of the recent products sporting Realtree® camo include casual clothes, book bags, OtterBox phone covers, Nike high-top athletic shoes, Mello Yello® drink packaging, tools, girl's clothing and accessories, kayaks, GoPro camera housings, sunglasses, athletic shoes, Bluetooth speakers and headphones, golf equipment, fishing gear, and jewelry. That's quite a long list, and this is in addition to all the Realtree® clothing and gear that is used by my friends and me for our hunting and outdoor recreation trips.

So the next time you see someone

decked out in camo, or see some product with a camo option that you know will never be used where there is real dirt on the ground, just smile and feel good that our lifestyle is entering the mainstream. Camo and hunting continue to grow in popularity, with many urban "hipsters" looking to hunting and fishing to add to their 'organic' lifestyle. After all, what's more organic and pure than harvesting your own natural meat? It's something that real conservationists – people who hunt and fish – have always known: there is no better way to 'be organic' than shopping in God's grocery store.

Be proud of your sport, your support of real conservation, and understand the money you spend on guns, ammo, and licenses support this renewable resource for everyone.

Thumbs up from Ole T-Bone!