

— BACKGROUND BRIEFING · #GAMEMEATWEEK

Game Meat Week at a glance

Why FACE and its Members celebrate game meat every November, and what it does for hunting in Europe



THREE EDITIONS

2024 Launch

4–10 November · first European Game Meat Week

2025 Second edition

10–15 November · about 1.2 million people reached

2026 Third edition

2–8 November · recipes, quiz, photo frame and toolkit

You Join in

post with #GameMeatWeek and tag @FACEforHunters

— WHY, WHAT AND HOW

1

**Why it started**

- To raise awareness of game meat as a healthy, local and sustainable food
- To show hunting's role in sustainable food systems and rural communities
- From the field to the plate

A positive story about hunting

2

**The goal**

- Show the health, environmental and cultural benefits of game meat
- Connect hunters, conservationists and food lovers
- Make wild game a natural food choice for more people

More people choosing game meat

3

**How it works**

- One week every November, one hashtag: #GameMeatWeek
- Recipes, facts, stories, national initiatives and local events
- Hunters and supporters post too, tagging @FACEforHunters

Simple, visual and shareable

2025 REACH
≈ 1.2 million

FACE + its Members

one European campaign · 37 countries

TOP PLATFORMS
Instagram · TikTok

STRONGER TOGETHER

4

**FACE and its Members, together**

- The campaign only works because FACE and its Members act as one: one week, one hashtag, one European message
- FACE provides the framework: landing page, recipes, quiz, photo frame, visuals and social media coordination
- Members bring it to life nationally, with their hunters, chefs, restaurants, local events and media
- Every national post amplifies the others: together we reach far more people than any of us alone

One European voice, many national stories

5

**Building social acceptance of hunting**

- Shows people a side of hunting they can relate to: good, healthy food on the table
- Fits what consumers care about: sustainability, animal welfare, local food and rural communities
- Presents hunting as part of a sustainable food system and a living tradition
- Gives hunters a positive story to tell, supporting the "Society" pillar of the FACE Strategy

A more balanced picture of hunters

**Make it count in your country**

Share your national plans, visuals and stories with FACE early · communication@face.eu · www.face.eu/game-meat-week