



North Dakota Senate

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I'm here to introduce and support Senate Bill 2143. My interest in this started in the Fall of 2019, when I decided it was finally time to purchase my own hunting gear, rather than relying on family members loaning me gear. I went to Fleet Farm, as I didn't want to break the bank purchasing an item I would only wear 1-2 times per year. This is what I was greeted with – 2 color options, some with camo pattern, some without. But what I noticed relatively quickly was, the only clothes that were cut for a female body were in Blaze Pink. There was no signage telling me that Blaze Pink was not legal in ND – and while it is definitely my responsibility to know the regulations in the state I choose to hunt in – I was unaware, so bought the coat that fit the best, in the price range I was willing to spend.



So, you can understand my surprise when a coworker told me it wouldn't be legal in ND. I could clearly remember in my hunter safety course, the instructor telling us that blaze pink was as visible, if not more visible, than blaze orange. So I started my research.

A [study from the University of Wisconsin](#) stated: The “study used a spectrophotometer to compare the amount of light reflected from several blaze orange hunting and blaze pink hats. We also investigated the color contrast with green and orange (the colors most found in the woods in hunting season) under different light sources.

It is well known that blaze orange provides a very good contrast in wooded areas in the spring and summer. However, when compared to the orange colors found in the fall leaves, we discovered that blaze orange was harder to detect than the pink colors that were tested. The pink colors provided a better color contrast and our spectrometric analysis indicated that the blaze pink color had a visibility similar to, or better than, the blaze orange.

Whether deer perceive the difference is a matter for further study. However, we know that because of the nature of deer eyesight, the effect of color is far less significant than the effect of a hunter's scent, movement, deterrents, and noise.”

I know that there have been some questions about color blindness and the color pink. The ND Optometric Society has stated that only the Primary colors of Red/Green are a concern and that Pink is not a concern.

Blaze Pink is legal in 9 states (some sources say 14, but I could only validate 9), including Minnesota and Wyoming. At least 13 states also allow up to a 50% camo pattern.

I hope that you can support making this change in North Dakota to allow for a second color option, along with up to the 50% camo when big game hunting. This change could allow some hunters more options when shopping, to be being slightly safer – when their clothes fit correctly – and maybe even attract more people to hunting.

Human vs Deer Eyesight

