



**To:** Honorable Members of the Banking, Commerce and Insurance Committee  
**Re:** LB 686 – Merchant Category Codes  
**Position:** Support  
**Date:** March 17, 2025

---

Honorable Members of the Banking, Commerce and Insurance Committee,

On behalf of the Congressional Sportsmen's Foundation (CSF), I respectfully ask that you support Legislative Bill 686 (LB 686), which would protect Nebraska's firearm retailers from discriminatory business practices while also protecting hunters and recreational shooters from having their purchases tracked or halted by financial institutions when purchasing a firearm or ammunition. Given the importance of firearm ownership to Nebraskans, as well as the role that firearms and ammunition play in supporting Nebraska's conservation efforts through the American System of Conservation Funding (ASCF), LB 686 represents a win-win for Nebraska's sportsmen and women.

Founded in 1989, CSF is the informed authority across outdoor issues and serves as the primary conduit for influencing public policy. Working with the Congressional Sportsmen's Caucus (CSC), the Governors Sportsmen's Caucus (GSC), and the National Assembly of Sportsmen's Caucuses (NASC), CSF gives a voice to hunters, anglers, recreational shooters, and trappers on Capitol Hill and throughout state capitols advocating on vital outdoor issues that are the backbone of our nation's conservation legacy.

Protecting the personal information of sportsmen and women is critical to the continued success of the time-honored outdoor traditions in the Cornhusker State. By prohibiting financial institutions from distinguishing firearm retailers from other retailers – a business practice that unfairly discriminates against the firearms industry and law-abiding sportsmen and women – LB 686 ensures that hunters and recreational shooting sports participants may continue to lawfully purchase the sporting equipment needed to participate in Nebraska's outdoor traditions without concern for their personal privacy being used to create a registry or database designed to track or discriminate against lawful firearm owners.

Further, as it relates to the ASCF, hunters and recreational shooters, through self-imposed manufacturer-level excise taxes on the firearm and ammunition, serve as a primary source of revenue in support of the Nebraska Game and Parks Commission (NGPC) conservation and management of the state's public trust wildlife resources. LB 686 protects the consumers most likely to drive demand in the marketplace for the very items that manufacturers pay an excise tax on to deliver conservation funding to state fish and wildlife agencies. Ultimately, by prohibiting the tracking of firearm transactions, this legislation safeguards a significant source of conservation funding for the NGPC.

---

### **Your Inside Connection to Outdoor Legislation**

---



Without these important consumer protections, hunters and recreational shooters in Nebraska could be subject to discrimination by financial institutions or anti-sportsmen organizations which would likely deter participation in Nebraska's strong sporting traditions while decreasing critical conservation funding. With that in mind, I respectfully request that you support the passage of LB 686 and protect the sanctity of Nebraska's strong sporting heritage and the industries that support opportunities to participate in them. Should you require additional information, please contact me at any time.

Sincerely,

Jake Gould  
Coordinator, Great Plains States  
Congressional Sportsmen's Foundation  
jgould@congressionalsportsmen.org | 202-594-7973

---

**Your Inside Connection to Outdoor Legislation**