



Project Appleseed  
introduction for  
the US Army



Only the tools of the Warrior change; not his mindset.

# What is Project Appleseed?

Project Appleseed is run by the not for profit Revolutionary War Veterans Association (RWVA), a 501-(c)3 group based out of Ramseur, NC. Its goal is to teach practical field rifle marksmanship and promote our American heritage. Its name is derived from the folk tale of Johnny Appleseed. Like the folk hero, the program wishes to spread its marksmanship and heritage lessons to every American so future generations may also benefit from it.

Project Appleseed strongly supports the US military and provides its training free of charge to it.



# Why is the skills taught by Appleseed important to the military?

In the GWOT, specifically in Afghanistan, engagements frequently occur beyond 300m, the maximum distance our soldiers are trained to fire at. Beyond 300m's traditional soldier fire is mainly suppressive with little effect on the enemy, while we only expect more highly trained soldiers(SDM's and Snipers) to be effective at beyond 300m.

Also consider that accurate long distance marksmanship can mitigate the loss of mortar, artillery and fixed wing assets due to ROE restrictions.

# What can Project Appleseed do for the military?

Project Appleseed's training methodology provides the soldier with the knowledge and skills to use ANY service issued rifle and ball ammo and effectively engage targets out to 500m, traditionally known as the Rifleman's Quarter Mile or the Infantry Half Kilometer. Project Appleseed strives to make everyone they teach a **Rifleman**.

# Why is this important?

“Comments from returning noncommissioned officers and officers reveal that about 50 percent of engagements occur past 300 meters,”

- Maj. Thomas Ehrhart wrote in his Nov. 30 position paper “Increasing Small Arms Lethality in Afghanistan: Taking Back the Infantry Half-Kilometer” at the School of Advanced Military Studies at the Army’s Command and General Staff College, Fort Leavenworth, Kan.

How do we do it?

Please consider the following.



# Army Marksmanship Standards

- Grouping/Zeroing- 5 out of 6 shots in a 4cm circle at 25m.
- Qualification- Minimum of 24 out of 40 hits on a 20"x40" target from 25m(reduced targets) or full distance out to 300m. Shot from the prone(supported and unsupported) and kneeling positions. Expert standard is 36 out of 40 hits.



# Appleseed Marksmanship Standards

- Grouping/Zeroing- 5 out of 5 shots in a 1"(2.5cm) group at 25m.
- Qualification- Score of 210 or higher out of a possible 250 on the Army Qualification Test using 20"x20" targets. Shot at both 25m(reduced targets) and at full distance using the Standing, Kneeling/Sitting, and Prone Unsupported positions on targets out to 400m/yd's.

# Army Qualification Test (AQT)

## Course of Fire

- 100m- 10 shots standing in 2 minutes
- 200m- 10 shots fired from sitting or kneeling in 55 seconds, with a magazine change, one loaded with 2 and the other with 8 rounds
- 300m- 10 shots fired from the prone in 65 seconds, with a magazine change, one loaded with 2 and the other with 8 rounds
- 400m- 10 shots fired from the prone in 5 minutes

# Differences between the two?

## **US Army**

- 20"x40" targets
- Maximum qualification range of 300m.
- Tests only the prone and kneeling positions.
- Less than 10% of targets are at 300m.

## **Project Appleseed**

- 20"x20" targets
- Maximum qualification range of 400m. (Skill to 500m)
- Tests the prone, sitting/kneeling, and standing positions.
- 50% of all targets are at 300m or greater.
- Involves timed magazine changes.

The Army Qualification Test used by Project Appleseed provides Commanders with a greater and more accurate assessment of their troops marksmanship ability, especially for units preparing for possible deployments to Afghanistan, where engagements are frequently farther than 300m.



# Fundamentals of Shooting

"To obtain a first round hit on targets at varying extended ranges, the soldier must be highly skilled in applying the fundamentals of marksmanship to include: aiming, positions, trigger control, sight adjustment, effects of weather, and zeroing"

-FM 23-8 (April 1974)

# What does the Army teach?

- STAB- Steady Position, Trigger Squeeze, Aiming, Breath Control (FM 3-22.9)
- Two Principles of Shooting- Sight Alignment and Trigger Control (AMU)

# What does Project Appleseed teach?

- The 6 Steps to Firing the Shot
- Position Steady Hold Factors
- Natural Point of Aim (NPOA)
- Inches, Minutes, Clicks (IMC)
- Rifleman's Cadence/Accurate Rapid Fire
- The use of a sling as a shooting aid
- Thorough understanding of Ballistics, Range Estimation, and Target Detection.

Both the Army and Project Appleseed are similar in the understanding of what the fundamentals are.

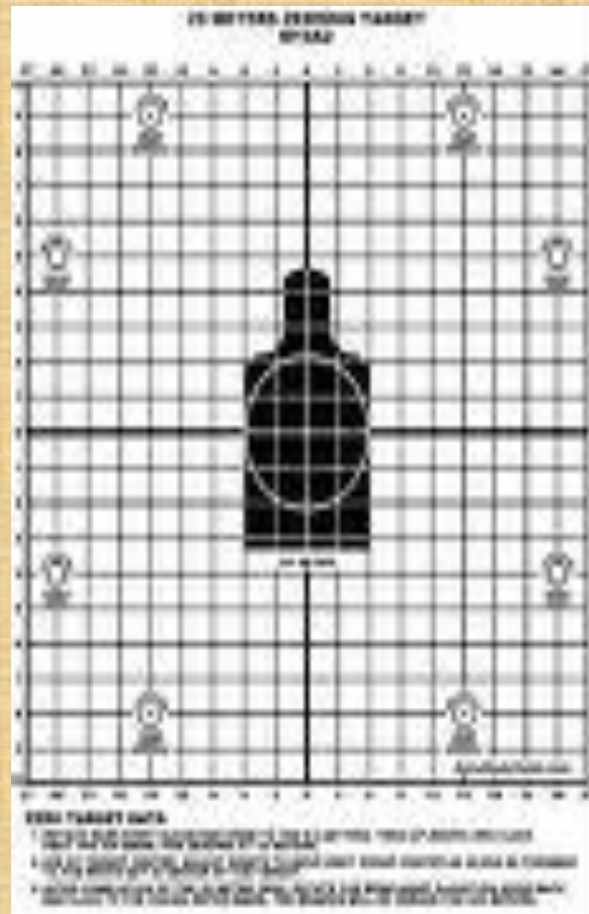
Where they differ is in the explanation and demonstration of them. Once beyond the fundamentals, the differences really begin to show, such as in the understanding of sight adjustments, ballistics, range estimation, and target detection.

In the Army, soldiers typically need to go to specialty schools and training to receive this knowledge.

With Project Appleseed we consider these topics vital and basic to shooting and they are taught to everyone.



# Rifle Zeroing



# What does the Army teach?

- Follow the instructions found on the M16/M4 zero target. Go the proper amount of clicks indicated on the grid pattern.
- NO EXPLANATION OF WHY OR HOW THE SIGHT WORKS.
- What if the soldier doesn't have the proper zero target available? How can they effectively and efficiently zero their rifle?
- What if they are issued a different rifle such as a EBR/M21/M14/M110/M24 etc.?

# What does Project Appleseed teach?

- Inches, Minutes, Clicks (IMC)- A simple and effective method referred to as IMC is used to teach students how to make sight adjustments on their rifle in 3 easy steps.
- This increases the soldiers confidence and ability with their rifle and provides a soldier with a much better understanding of how the rifle and zeroing process works and enables them to zero at any distance on any target!

The Army teaches Equipment  
Specific Marksmanship.

Project Appleseed teaches  
Practical Field Marksmanship.

Why is this important?



# The Answer.

The fundamentals and program of instruction taught by Project Appleseed apply to ALL rifles. They apply to the M16/M4, M14, M21, M24, M110, etc.

The US Army more and more is teaching equipment specific marksmanship. Techniques that are specific to just the M4/M16, such as resting your magazine on the ground. These techniques are fine but set the soldier up for failure if they are ever assigned a different weapon system such as a M14 in Afghanistan or Iraq. A combat zone is not the place to be learning a new marksmanship technique because the one you had practiced doesn't work with your newly assigned weapon system.

Project Appleseed trains every soldier to be able to effectively engage the enemy out to 500m with their current issue rifle and ammo. No special custom rifles and ammo are needed.

After completing Project Appleseed's program of instruction, every soldier will have a more thorough understanding of marksmanship, ballistics, target detection, range estimation, and will be more confident and competent in their ability to engage a target with their rifle well beyond the Army's standard of 300m. What does this mean to you? More competent highly trained effective soldiers on the battlefield, resulting in greater enemy threats being eliminated and less American casualties.

# Where has Project Appleseed trained the military previously?

- July 20-23, 2009- A group of SDM's from the SC USARNG 1<sup>st</sup> BN-178th FA received training based on the Appleseed method of instruction at FT Stewart, GA.
- October 5-9, 2009- Based on the incredible results of the above training, the SC USARNG invited Project Appleseed back to FT Stewart to instruct the entire battalion of 1<sup>st</sup> BN-178th FA soldiers in preparation for their deployment to Afghanistan.
- March 8-12, 2010- Project Appleseed was once again asked to teach a group of SDM's, this time at White Sands Missile Range for an active duty Army unit, the 2<sup>nd</sup> Engineer Battalion, also in preparation for a deployment to Afghanistan.







# Where has Project Appleseed trained the military previously?

- August 17-20, 2010- Project Appleseed provided a 4 day Marksmanship Training Course to 40 soldiers of 3<sup>rd</sup> BDE, 10<sup>th</sup> Mountain Division at FT Drum, NY. This was to increase the long range accuracy of the soldiers in preparation for a upcoming deployment to Afghanistan.
- In March of 2009 the Combat Applications Training Course at FT Jackson, SC incorporated Appleseed's sight adjustment methodology, IMC, into their POI, creating a much greater understanding of sight adjustments and ballistics by their students. This reduced training time and ammunition costs for the course.







# Where has Project Appleseed trained the military previously? (cont.)

- Every weekend around our the United States, individual service members from every branch attend Project Appleseed's marksmanship clinics on their own personal time to increase their knowledge and ability with a rifle. Hundreds of these clinics are held year round in practically every state at NO cost to current service members.
- Many of Project Appleseed's instructors are prior, current, or retired service members themselves.

# QUESTIONS?