UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

FORM 4

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

		2. Transaction Date (Month/Day/Year)	Execution Date, T		ction Instr.				5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)			
		Table I - No	n-Derivative	Securities Acq	uired,	Dis	posed of, o	or Ben	eficially	Owned				
(City)	(State)	(Zip)								Form filed by Mo Person	re than One Rep	orting		
COLUMBIA	MO	65202							X	Form filed by One	e Reporting Pers	on		
(Street)			4. If A	mendment, Date of	Original	Filed	(Month/Day/Ye	ear)	6. Indiv Line)	vidual or Joint/Group	Filing (Check A	pplicable		
(Last) 1800 NORTH R	(First) COUTE Z	(Middle)		3. Date of Earliest Transaction (Month/Day/Year) 05/19/2021						President & CEO				
<u>Murphy Brian Daniel</u>				erican Outdoo		,	L		Director Officer (give title	Other	Owner (specify			
1. Name and Addre		uer Name and Ticke					5. Relationship of Reporting Person(s) to Issuer (Check all applicable)							

		Coo	ie V	v	Amount	(A) or (D)	Price	Transaction(s) (Instr. 3 and 4)			
Common Stock	05/19/2021	М	1		7,200	A	\$0.00 ⁽¹⁾	96,422	D		
Common Stock	05/19/2021	F			234 ⁽²⁾	D	\$31.46	96,188	D		
Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)											

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transa Code (8)		of Deri Sec Acq (A) o Disp of (I (Inst	6. Date Exercisable and Expiration Date (Month/Day/Year) Securities Acquired A) or Disposed of (D) Instr. 3, 4 and 5)		nd 7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Performance Rights	(1)	05/19/2021		М			7,200	(1)	05/01/2022	Common Stock	7,200	(1)	0	D	

Explanation of Responses:

1. Each performance right represents a contingent right to receive one share of the Issuer's common stock. The performance rights vest based on market cap performance over a three-year performance period. The number of shares to be delivered is the maximum number of shares that may be delivered pursuant to the award. The shares will be delivered on May 1, 2022.

2. Represents shares of common stock withheld by the Issuer to satisfy certain tax withholding obligations associated with the settlement of performance rights.

Remarks:

/s/ Douglas V. Brown, as

** Signature of Reporting Person

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.

attorney-in-fact

05/21/2021

Date