

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

1. Name and Address of Reporting Person* JOHNSON SAMUEL C <hr/> (Last) (First) (Middle) 555 MAIN STREET <hr/> (Street) RACINE WI 53403 <hr/> (City) (State) (Zip)			2. Issuer Name and Ticker or Trading Symbol JOHNSON OUTDOORS INC [JOUT]			5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner Officer (give title below) Other (specify below)		
			3. Date of Earliest Transaction (Month/Day/Year) 03/10/2004					
			4. If Amendment, Date of Original Filed (Month/Day/Year)					
			6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person					

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Class A Common Stock	03/10/2004		A		503	A	\$0	1,900,039	D ⁽¹⁾	
Class A Common Stock	12/05/2003		G	V	255	D	\$0	32,288	I	By wife ⁽²⁾
Class A Common Stock								454,490	I	As settlor ⁽³⁾
Class A Common Stock								266,335	I	As shareholder ⁽⁴⁾
Class A Common Stock								100,000	I	As shareholder ⁽⁵⁾
Class A Common Stock								114,464	I	As trustee ⁽⁶⁾
Class A Common Stock								85,602	I	As trustee ⁽⁷⁾
Class A Common Stock								98,000	I	By S.C. Johnson & Son, Inc. ⁽⁸⁾

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. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		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				
Option (right to buy) ⁽⁹⁾	\$19.88	03/10/2004		A		1,950		03/10/2005	03/10/2014	Class A Common Stock	1,950	\$0	1,950	D	
Class B Common Stock	\$0.0000 ⁽¹⁰⁾							(10)	(10)	Class A Common Stock	25,000		25,000	I	As settlor ⁽³⁾
Class B Common Stock	\$0.0000 ⁽¹⁰⁾							(10)	(10)	Class A Common Stock	106,036		106,036	I	As trustee/ shareholder ⁽⁴⁾⁽⁷⁾
Class B Common Stock	\$0.0000 ⁽¹⁰⁾							(10)	(10)	Class A Common Stock	1,037,330		1,037,330	I	By wife ⁽²⁾⁽¹¹⁾
Option (right to buy) ⁽¹²⁾	\$6.2815							02/01/2002	02/01/2011	Class A Common Stock	3,000		3,000	D	
Option (right to buy) ⁽¹²⁾	\$9.145							02/20/2003	02/20/2012	Class A Common Stock	4,695		4,695	D	
Option (right to buy) ⁽¹²⁾	\$10.36							02/20/2004	02/20/2013	Class A Common Stock	4,150		4,150	D	

Explanation of Responses:

- As settlor, trustee and beneficiary of the Samuel C. Johnson 1988 Trust No. One (the "SCJ 1988 Trust").
- Mr. Johnson disclaims beneficial ownership of these shares.
- As settlor, trustee and beneficiary of the SCJ 1988 Trust, which indirectly owns the reported shares as controlling shareholder of SCJ Marketing, Inc.

4. As controlling shareholder of Johnson Trust Company ("JT"), the trustee of certain trusts which directly, or indirectly as shareholders of certain corporations and as general partners of certain limited partnerships, beneficially own the reported shares. Mr. Johnson reports all shares held by certain corporations of which one or more of such trusts may be deemed to be a controlling shareholder. In addition, Mr. Johnson reports all shares held by certain limited partnerships of which one or more of such trusts is a general partner. Due to the nature of such limited partnerships, it is impractical to determine such trusts' proportionate interest (as defined by Rule 16a 1(a)(2)(ii)(B)) in such limited partnerships. Mr. Johnson disclaims beneficial ownership of these shares.

5. As controlling shareholder of Johnson International, the parent corporation of the trustee of the trust which beneficially owns the reported shares. Mr. Johnson disclaims beneficial ownership of these shares.

6. As trustee of the Herbert F. Johnson Family Trust which indirectly as a shareholder of a corporation beneficially owns the reported shares.

7. As trustee of the Herbert F. Johnson Distributing Trust.

8. The reported shares are indirectly owned by Mr. Johnson through S.C. Johnson & Son, Inc., a corporation indirectly controlled by Mr. Johnson.

9. Stock option granted pursuant to the Johnson Outdoors Inc. 2003 Non-Employee Director Stock Ownership Plan.

10. Class B Common Stock is convertible at any time on a one-share-for-one-share basis into Class A Common Stock.

11. The reported shares are held by the Johnson Outdoors Inc. Class B Common Stock Voting Trust ("Voting Trust"), of which Mrs. Johnson is trustee. Two trusts of which Mr. Johnson is settlor, trustee and/or beneficiary are Voting Trust unit holders.

12. Stock option granted pursuant to the Johnson Outdoors Inc. 1994 Non-Employee Director Stock Ownership Plan.

Remarks:

/s/ Johnson, Samuel C.

03/12/2004

** Signature of Reporting Person

Date

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.

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