



Welcome to the FEBRUARY 2001 edition of the *Deer Farmers' Digest*, a monthly electronic newsletter published by Deerfarmer.com - The Deer Farmers' Information Network. This *Digest* is distributed via e-mail to over 2,100 readers in twenty countries. A copy of ALL the issues of the *Digest* can be found at <http://digest.deerfarmer.com>.

Please feel free to forward the *Deer Farmers' Digest* to other interested people. To ADD or REMOVE your name from our mailing list, please see Subscription Services below.

IN THIS ISSUE

1. Prognosis for the elk industry	1
2. Is your quality assurance up to standards	4
3. Handling whitetails – Part II	6
4. Statistical profile of readers	11
5. Events calendar	11
6. Deerfarmer.com news	13
7. Subscription services	14
8. Contact information	14

1. PROGNOSIS FOR THE ELK INDUSTRY

You can't blame an elk farmer for being a little down these days. The discovery of CWD in Saskatchewan elk herds has resulted in a "temporary" ban by Korea on any elk product imports from Canada and the United States. Koreans are by far the largest buyers of North American velvet. New Zealand has also served notice to Canada that it plans to ban Canadian velvet imports.

Consequently, the prices for elk velvet antler are as low as they have been for a long time. The prices for breeding stock are also down drastically. At a recent sale in Alberta, bred elk cows sold for \$1,600 down from \$15,000 about 4 years ago. Bull calves were sold as low as \$400 each. These lower prices will obviously have an impact on farm cash flows and asset valuations.

So, is the elk industry in trouble, and it is time to cut your losses and get out? Or is this a temporary down cycle, and a great opportunity to get in at bargain prices?

Based on the evidence I heard at the recent Alberta Elk Association conference, I would say that the prognosis for the industry is excellent! This prediction is based on the view that, as the financial analysts on television like to say, "the fundamentals of the industry are sound."

Let's take a look at the evidence upon which this positive prognosis is based.

1. *Quality assurance* – one of the benefits of the CWD scare is that more and better quality assurance programs will be implemented at all levels of the production and distribution systems. (See next article). Once this is done, buyer and consumer confidence will be restored and closed markets will be opened again.

2. *Multi-product animal* – raising elk provides different products for different markets. This increases the market opportunities and reduces the risks to the producer. There are five major product groups: a) elk velvet antler (EVA), b) genetics – breeding animals, semen, c) trophy animals for hunting preserves, d) venison and value-added meat products, and e) by-products such as urine, hides, ivories, etc.

3. *Hunting preserves* – there are still many people in North America that like to hunt. The opportunities and odds of harvesting a wild trophy elk are almost nil. This is due to limited availability of licenses, costs, travel and time involved, and concerns about CWD and TB among wild animals. Well-managed hunting preserves offering trophy elk hunts are doing very well. Selling to these preserves provides a profitable market for surplus and older bulls. Offering more affordable elk hunts would increase this market even more.

4. *Venison* – due to the demand for other elk products, this market has never really been developed. However, it deserves serious consideration based on the demand for lean, low-cholesterol meat products. Another advantage elk meat has, according to Dr. Al Schaefer from the Agriculture Canada Research Station in Lacombe, Alberta, is that it stays tender longer than most livestock. Thus even older animals can be used for the venison market. However, to develop this market, a grading system and an infrastructure is required.

5. *New products and markets* – the elk industry has known for some time that it must reduce its reliance on the Korean markets. There are some major initiatives to develop new markets and products in the North American market. The dietary supplement industry in the United States is over \$44 billion per year. In 1999, some 71% of US households were using dietary supplements. Some large players are beginning to sell elk velvet antler health products in the United States and this should significantly increase demand.

Another new market for elk velvet is the pet market. Some excellent results have been achieved in dogs that are fed EVA supplements, especially in relieving symptoms of arthritis and joint stiffness. (See <http://www.qeva.com>). There are some 60 million dogs in the USA of which about 15% suffer from arthritis. This market alone could absorb all the velvet antler produced in the world.

Several companies have found that by adding other natural ingredients to EVA, their products have been successful in enhancing sexual health and vitality. Now, I know that the industry has traditionally shied away from this use of their product, but it represents an enormous market. Remember that today's baby boomers were part of the most sexually-liberated generation yet. Most of them are not willing to give up on sex as they get older.

6. *Research* – several research studies have recently been completed, or are underway, that will give the industry a boost. First, research funded by Qeva Corp. has shown that EVA is safe. Toxicology studies on animals found that, even at 250 times the normal dosage, there were no negative effects. Of course, these results assume that appropriate quality assurance procedures are in place to prevent

any foreign substances or chemicals contaminating the elk velvet, and that only safe, known additives are used.

Dr. Marion Allen from the University of Alberta completed a pilot study on use of EVA on rheumatoid arthritis patients. She found that there were no negative effects of using EVA with existing medications. The group that received EVA had the largest improvement, but the results were not statistically significant (probably due to small numbers and short time of treatments). Based on these preliminary results, Dr. Allen and her team are now undertaking a clinical trial of about 220 people and following their progress over 6 months. This will be a double-blind, controlled study and will determine whether EVA can alleviate symptoms. The entire study is expected to take about 3 years.

Two other studies using EVA in the treatment of dogs with arthritis are under way. Confirmation of positive results would be a big boost for the industry and increase demand for velvet.

7. New organizations – in Canada, three new organizations have appeared that can contribute significantly to the advancement and promotion of the elk industry. First, there is the recently established Alberta Elk Centre – a joint venture among the Alberta Elk Association, Alberta Agriculture and the University of Alberta. The AEC will have staff, expertise and resources to undertake research, production and marketing activities.

The Elk Breeders of Canada (EBC) is a national organization representing the various provincial elk associations. EBC's mandate is to identify markets, develop and promote the Canadian elk industry.

The Northern Alberta Elk Meat and By-Products Cooperative is in the initial stages of being established. This will be a new generation cooperative (see Nov. 2000 Digest) that will focus its efforts on developing elk venison products and markets in North America. This initiative should make big strides in developing the necessary grading systems, infrastructure and value-added products.

Although much progress is already being made to sustain the industry, here are a few more things the industry should do.

1. More cooperation in research – even though the elk associations often jointly fund research projects, it would be of benefit to all if they pooled their research funds. The big four – Alberta Elk Association, Sask. Elk Breeders Association, Elk Breeders of Canada and North American Elk Breeders Association – could significantly leverage their research funds if they worked together. I believe more matching research funding could be obtained from governments and foundations by using a cooperative approach.

2. Public information website – the industry could do a better job keeping the public informed about their industry, and about issues affecting the consumers. We have proposed that a common, jointly operated site – elkfarming.org – be set up and maintained for this purpose.

3. More education and training – the industry should work with governments and private companies to develop and deliver training programs to producers. This is already being done with the Velvet Removal Accreditation course in Alberta, but more needs to be done, especially regarding the implementation of HACCP on the farm.

When all these developments come together, the elk farming industry will again be thriving and growing. You might want to pick up your checkbook and go and buy some of those bargain priced animals. After all, you are going to need them.

2. IS YOUR QUALITY ASSURANCE UP TO STANDARDS

[The following article is based on information provided by Mr. Bob Blackmore at the Alberta Elk Association conference held in January, 2001 in Edmonton Alberta, Canada]

Farming is changing! This is having a significant impact on the elk and deer industry. In this new world of farming, the following trends have evolved.

1. We produce for the world, rather than for local or regional markets; thus we are affected by, and must comply with, rules made in faraway lands.
2. Production is world-wide; we must compete with other nations producing deer and elk products. We must meet, or surpass, their standards of quality.
3. People question the safety of food; this is evidenced by the concerns about the safety of beef due to the Mad Cow disease and the safety of genetically modified foods.
4. The public is challenging the assumption that farmers are good stewards of our natural resources. This is evidenced by challenges to game ranching and intensive livestock production. For example, MacDonalds restaurants will now only buy chickens that have been raised under certain “humane” conditions.

The recent incidences and publicity surrounding the discovery of CWD in Saskatchewan elk herds has contributed to consumer concerns and distrust. Even though current scientific evidence suggests that there is little risk to humans from CWD, and that no elk products from the infected herds ever got into the food chain, Korea still closed it markets. “Perception is reality” – and the consumer is concerned!

So what can be done to restore consumer confidence in elk products?

An important step would be to implement quality assurance programs that monitor the products from “pasture to plate”. Experience with the Mad Cow disease suggests that the average consumer cannot explain or understand the rules, but does appear reassured when government acts adequately to preserve the integrity of the food supply. As a result, many British beef producers reluctantly accept the animal trace-back system implemented by the government. Farmers fill the out mountains of paperwork even though it adds costs to the end product and decreases their margins. But farmers feel it is worth the effort since consumers are buying beef again.

Here are some possible components of a quality assurance program:

1. *Trace-back and tracking system* – The Canadian Cervid Council is developing a national velvet tagging system. This will create a system that will allow elk farmers to say that they have a good and efficient trace-back system. It will be in place prior to the next velvetting season (June 2001).

2. *Opening the state/provincial borders* – movement of elk is still restricted within Canada. What message does this give to foreign buyers? If we don't have faith in our own disease control systems to allow internal movement of animals, why should others?

3. *Implementing HACCP on the farm* – HACCP is becoming a standard in the food industry so why should it not apply to deer and elk farms that provide products for human consumption. HACCP means keeping careful records of all drugs and medications given to animals; ensuring the quality of feed and supplements; ensuring the environment is free of any contaminants; and that handling, storage and processing facilities and equipment meet all hygienic requirements.

4. *Inspection* – food is subject to federal inspection so why not deer and elk products? This would go a long way to enhancing consumer confidence, but would increase costs as well.

5. *Certification* – some buyers are demanding that the producers and sellers certify the product meets certain standards.

According to Mr. Blackmore, there will probably be 4 levels of certification required. (The examples apply specifically to elk velvet antler for export, but could be used for other deer or elk products as well.)

1. *Veterinarian* – the vet will have to certify that “This date I have inspected the herd, including animals from which antler was harvested for export, and find the animals healthy and free from infectious or contagious diseases and free from parasitic infestation.”

2. *Producer* – the farmer will have to certify the following:

- a. I am duly licensed to operate an elk farm and that my license is in good standing and that I am operating in full compliance with all Canadian and provincial legislation and regulations pertaining to elk farming.
- b. My elk are regularly inspected by a qualified veterinarian and to the best of my knowledge are free from disease.
- c. We removed elk antlers from apparently healthy animals identified as elk or wapiti under supervision of a qualified veterinarian.
- d. I acknowledge having sold (number of) lbs of frozen or dried elk antlers to (name) on (date). A list of the tag numbers of the animals and the corresponding weight of the antler sold are attached to this declaration.
- e. I certify that the aforementioned frozen antlers were harvested from healthy elk and I know of no disease or defect which would affect these antlers.

3. *Exporter* – will have to certify the following conditions have been met:

- a. I being the exporter of the product described below, have knowledge of the origin and handling of this product sufficient to certify the product is:
 - i. Derived from farmed cervids in the Canadian province of (name).

- ii. Harvested from healthy animals and in compliance with the Animal Welfare Code or Practice.
- iii. Handled in a hygienic manner and is considered fit for human consumption.
- iv. Harvested from animals which have not been exposed to any harmful substances affecting humans or animals during the past six (6) months prior to harvesting of the product.

4. *Canadian Food Inspection Agency* – will have to certify the following conditions have been met:

- a. This is to certify that to the best of my knowledge and belief the product described herein was derived from animals residing in Canada, a country which is free from OIE List A diseases affecting ruminants.
- b. Canada is also considered free from bovine brucellosis and bovine tuberculosis and the animals are from herds which have been tested with negative status for brucellosis and tuberculosis.
- c. The herds have been free from rabies and anthrax for the six months preceding harvest of the product described herein.
- d. The product is free from harmful substance/chemical residues and was derived from animals raised on registered farms and which have been inspected by official/accredited veterinarians and found to be healthy and free from clinical evidence of parasitic infections, infections and contagious diseases.
- e. The product was harvested in compliance with the Animal Welfare Code of Practice and was handled in a hygienic manner and is considered fit for human consumption.

The above is just an example of the quality assurance standards being implemented to protect consumers and maintain public confidence in our products.

Can your deer/elk farm meet these standards? If not, you better start working on them now, or face being left out of the markets in the near future.

3. HANDLING WHITETAILS – PART II

[By Len Jubinville of Delclayna Whitetail & Bison Co. Ltd. and <http://www.deerstore.com>.]

How time flies! It's the year 2001 and my New Year's resolution is to help deer farmers to not be so dependent on drugs. Handling deer can sometimes be a little intimidating but should never be so difficult that a person resorts to using drugs to get the job done. Oh, by the way, I'm talking about drugs you inject in the animals not drug drugs, you know what I mean.

Like I mentioned in my first article (in the Dec. 2000 edition of the *Digest*), this one will reveal what I consider is the first thing you will require to handle deer. When I first started, I was under the impression that a good cradle or squeeze would top the list. I've since discovered that it's very

close to one of the last things you will require. You may source out the best cradle, but if you can't get your animals to it efficiently and with very little stress, what good will it do? Number one is a well-planned farm layout custom designed for your specific needs. One to suit your land and your methods of farming.

Beginning with studying an aerial photo or assessing the topography of your land will help in providing you with valuable knowledge. Your plan should include all of the land that you are proposing to use for deer farming now and in the future and then identify which phases you want to start with. The following are important points to consider:

1. Pick your preferred location to build your handling facility and consider basing your decision on:
 - a. its proximity to the farm yard;
 - b. if it can be easily serviced with water, power, and gas if desired;
 - c. high ground that drains and dries quickly; and
 - d. the accessibility for a truck and trailer when shipping and receiving animals.

Remember, all the deer have to do is eat, sleep and walk so build your handling facilities where it best suits you.

1. Starting at the facilities, and staying on high ground as much as possible, draw a line, which will represent the centre of your alleyway. Make your alleys between 25 and 60 feet wide. Try to keep them as short as possible, for these alleys will become, on a per acre basis, the most expensive portion of your total fencing project. This design features up to 19 different pastures with a "T" shape alley system.

2. Perpendicular to your alley, draw if possible, rectangular shaped parcels the size you need for your pastures, e.g., 3 – 20 acre parcels are nice sizes. Keep in mind the size of equipment you plan on using around your farm when it comes time to work up your pastures, cutting grass, or just doing chores. For some, snow has to be considered, as this can be a problem if your alleys are too narrow.

3. Draw your outside perimeter fencing a minimum of 8' inside your property line. This will give you room to install predator fencing and patrol the outside.

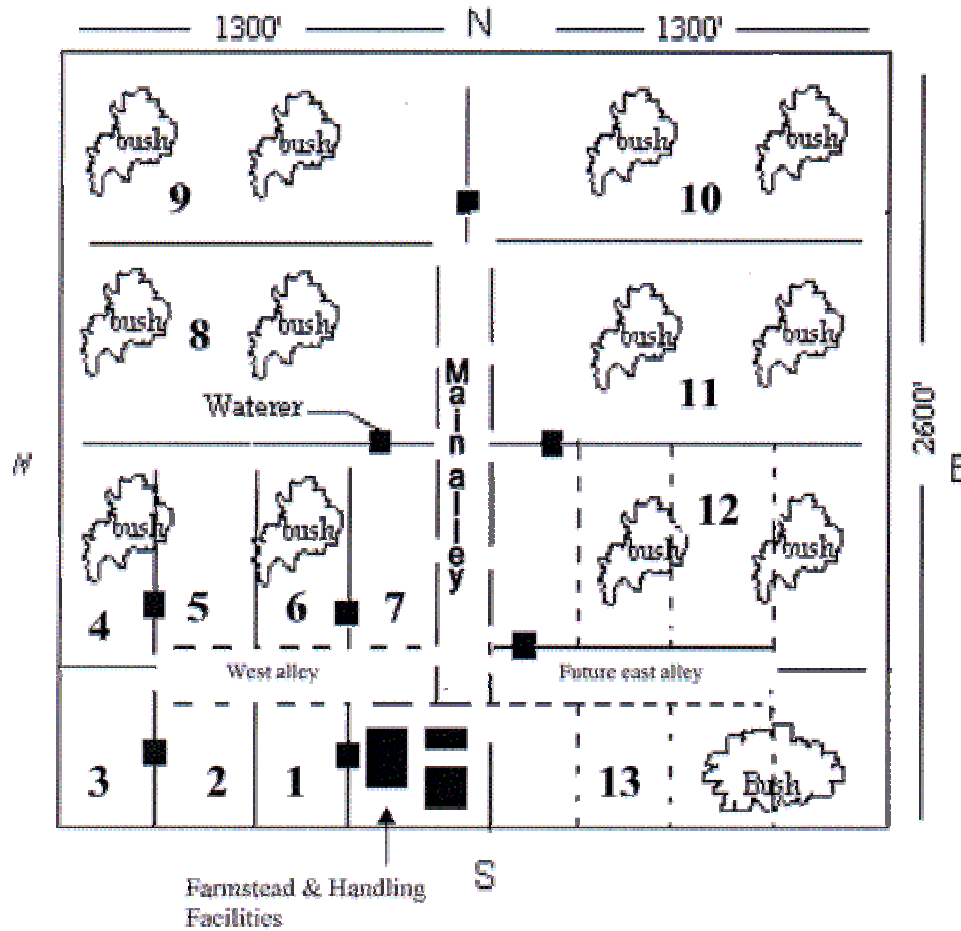
4. Draw all your gate locations keeping the following recommendations in mind:

- a. There should be a gate in all cross fences where they meet the exterior perimeter fence. These will come in handy when moving animals and when patrolling from the inside.
- b. Every pasture that's adjacent to the alleyway should have 3 gates (2 small ones and one big one) opening to the alley. For location see drawing.
- c. Pastures at the end of an alley only require one huge gate (12' to 20').

The main reasons for a good farm layout is to be efficient in moving your deer from pasture to pasture or from pasture to the handling area with the least amount of stress on you and your deer.

Delclayna's Dream Deer Farm

Featuring up to 19 different pastures



Pastures 1 to 7 are approximately 5 acres each; pastures 8 to 13 are about 20 acres each with pastures 12 and 13 showing future options for subdividing into smaller pastures.

O.K. Let's handle deer. It's a calm, cool day in October, and the kids are due back from school in three hours. Mom and Dad decide to round up the deer from pasture number #5 and have them in the holding pen at the handling facilities before the children are back from school at which time they plan to handle them. Their decision was based on the following criteria:

1. Never handle deer on a windy day.
2. Never handle deer when it's really hot outside, wait until it cools off or handle early in the morning when it's usually cooler.
3. Never handle deer if there are bucks with hard antler in the group.
4. If possible do not handle deer if the does are past the 5th month of their pregnancy.

5. When flushing deer out of a pasture learn to do it alone or with one other person only. Alone with a dog on a long leash works well.
6. If possible have gates open to the alleyway and holding pen 2 days before, as this will allow some deer to get familiarized with their new surroundings.
7. Make sure that what the deer can see the first day they're introduced to the alley and what they're going to get used to, is exactly what you want it to be the day you will push them to the holding pen. They have a remarkable memory and they will notice anything strange and most often react adversely.
8. Whether you're on foot, quad or horseback you promise to never run or move fast.
9. You will maintain a level of noise so the deer will always know where you are at all times, e.g., some talking or hitting 2 sticks together is very effective.
10. Always remember to bring as much patience with you as you possibly can.

Now that we know our 10 commandments I would say we're ready to take the following steps to move our deer into the holding pen.

1. Place your deer handling sign in the driveway at the road. This sign should say something like this: Deer Round Up In Progress – Please Come Back Later, or call us on our cell, or wait for us in the house please. The last thing you want is someone driving up or walking up to the facilities just at the same time you and your deer are approaching the holding pen.
2. Check your gate at the holding pen to confirm it's still working properly. If it's a swinging gate make sure that a gust of wind cannot close it and if it's a guillotine gate make sure it's operating freely up and down.
3. Something we like to recommend is using what we call a push screen to move your animals down the alley. This screen should have been at the far north end of the alley prior to opening the pasture gates 2 days ago and it would be wise to go and check it now. Note: A push screen is a solid fence on wheels that can be pushed with a quad, tractor, or truck. Constructed using a metal frame with game fencing and covered with a solid fabric that deer can't see through. This screen should be 8' high by the width of your alley.

Wild animals really respect something solid, so the same effect can be achieved by walking down the alley with a stretched piece of solid fabric. I find the latter tough to do especially if the deer are hesitant in entering the holding pen and if it becomes a little breezy.

4. I should mention that the main alley has solid fabric attached to the wire on both sides for 500' starting at the facilities. The two gates where the alleys meet are also solid with the east one closed and the west one open. You are now ready to enter pasture #5 to start flushing your deer out.
5. Entering pasture #5 via the main alley through the north end of the pastures 6 & 7, you come in behind your animals. By this time, most of the deer in pastures 5, 6 and 7 are at the south fence by the west alley.

6. Moving slowly south, zigzagging around and making some noise you flush out your deer through the 3 open gates at the south end of your pasture. If for any reason a few come running back in, which is most unlikely, you just squat down and remain calm for a while. This is where it's nice to be alone or if there are two of you, you remain close together. If deer have more than one predator at a time to concentrate on, that's where they really panic and you could have the chance to witness what we call the "boomerang effect" in action.

7. By now all the deer that were in pasture #5 should be in the main alley and mostly huddled together against your push screen at the far north end.

8. Make another pass in your pasture to confirm that no deer are hiding any place. Being reassured that no deer remain in pasture #5, you proceed down the west alley and close the west gate at the alley junction.

9. Now you're ready to go back down the west alley, up through pasture #5, across the back of pasture #4 and #8 and into pasture #9. From there continue east along the south fence of #9 and come in behind your push screen.

10. You are now home free. By now your deer are at the south end of your alley or well on their way. Moving your push screen ahead to where you reach the point where there's fabric on the fence, you pause for a while. Observe your animals from behind your screen and slowly start pressuring them to enter the holding pen.

11. Take time to study and learn all the signals that the deer like to give you before they do something. It's like they want to communicate with you and themselves. Example: A little shake of the tail when it's down means everything is O.K. and I'm planning to move ahead soon.

12. Still moving ahead slowly, let the deer go in and out of the holding pen. Eventually they will feel more comfortable inside the holding pen and at that time when they're all in and stay in, you close the gate by pulling on your handy cable installed along the alley.

With all your deer safe in the holding pen you leave them alone for awhile or in this case, till the children come home from school.

Moving deer from the pastures to the handling facilities is the task that most people find more difficult to do. By applying the same concept that we've just described to most pastures, you will find your job will be much easier.

In the next article we will handle the deer. In the meantime if you have any specific questions about handling your deer, please feel free to contact me.

Till next time, I say goodbye and may you handle your buck\$ with care.

Len Jubinville

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4. STATISTICAL PROFILE OF READERS

It is time for our annual statistical review of our mailing list for the *Deer Farmers' Digest*. In our first analysis (reported in the Feb. 2000 edition of the *Digest*) we had just over 600 names in our confidential opt-in mailing list. Our list (as of Feb. 2001) now has 2,106 names, an increase some 250%. (The *Digest* can also be read and downloaded from our website, so many more people probably see the newsletter than just those on our mailing list.)

The distribution by country has remained relatively the same – 70% from the United States (69% last year); 24% from Canada (27% last year) and 6% from other countries. Subscribers from other countries include New Zealand (33), Australia (29), Mexico (11) and one or two from Argentina, Chile, Ecuador, Spain, France, Hungary, Ireland, Latvia, Malaysia, Netherlands, Norway, Pakistan, Sweden, Chad, and the United Kingdom.

Further broken down by state, the largest number of subscribers come from Pennsylvania (174), followed by Wisconsin (153) followed by Texas (147), Minnesota (125), Michigan (94), Missouri (66), Iowa (61), Ohio (59), New York (58) and Illinois (47). We also have subscribers from another 38 states in the USA.

In Canada, the largest number come from Alberta (316), followed by Saskatchewan (96) and Ontario (73). There are subscribers from all the other provinces and territories as well.

As far as we know, 64% of our subscriber list in the United States are deer or elk farmers. In Canada, 74% of the recipients are cervid farmers. (This may be an underestimate as our earlier form did not request this data).

It is important to point out that we distribute the *Digest* almost exclusively via the Internet (although we do have a few print subscribers). Therefore, our mailing list represents those deer and elk farmers that use this technology (which is mostly in Canada and the USA). As the use of the Internet continues to expand, we expect more subscribers from other countries.

I trust this data is useful in identifying the areas of high interest and activity in deer and elk farming. If you are planning any promotion or marketing campaigns, these are the states and provinces that I would target.

5. EVENTS CALENDAR

Here is a list of upcoming events of interest to deer and elk farmers.

NORTH AMERICAN ELK BREEDERS CONVENTION will be held in Toronto, Ontario, Canada on Feb. 21-24, 2001. Call 888-431-3605, fax 306-924-9792 or info@naelk.org for more information.

NADEFA ANNUAL CONFERENCE AND EXHIBIT – Deer Farming in the 21st Century - will be held in Albuquerque, New Mexico, USA on Feb. 28 – March 3, 2001. Call NADeFA's National Office at 301-459-7708, fax 301-459-7864 or visit our website at <http://www.nadefa.org> for more information.

ALBERTA REINDEER ASSOCIATION ANNUAL MEETING will be held on Saturday March 3, 2001 at 1:00 p.m. at the Bison Centre of Excellence (4301 – 50th Street) Leduc, Alberta Canada. For more information contact Sharon at 780-939-3645 or at maxsharon@hotmail.com

CANADIAN CERVID COUNCIL ANNUAL GENERAL MEETING will be held at Victoria, British Columbia Canada on March 9-10, 2001. For more information call 780-460-9424 or contact Serge Buy at buy@glen-net.ca

ONTARIO DEER AND ELK FARMERS ASSOCIATION CONVENTION will be held on March 23 and 24, 2001 in Mississauga (Toronto) Ontario. For more information phone 519-443-7540, e-mail odefa@mail2.glen.net.ca or visit <http://www.ontariodeerelkfarmers.com>

SASKATCHEWAN WHITETAIL AND MULE DEER CONVENTION will hold their 2001 Convention on March 23 and 24, 2001 at the Saskatoon Inn, in Saskatoon Saskatchewan Canada. For more information, e-mail Lisa at info@saskdeer.com or phone 306-783-5257 or visit <http://www.saskdeer.com>.

SASKATCHEWAN ELK BREEDERS ASSOC. CONVENTION will be held in Saskatoon, Saskatchewan, Canada on March 29 to 31, 2001. Please call 306-924-9790, fax 306-924-9792 or visit our website at <http://www.elkbreeders.sk.ca> for more information.

AWMDA ANNUAL CONVENTION & TRADESHOW. The Alberta Whitetail and Mule Deer Association Annual Convention and Tradeshow will be held April 6 to 8, 2001 at the Ramada Inn, Edmonton Alberta Canada. Contact: Alberta Whitetail and Mule Deer Association 5102 - 54 Avenue, Camrose Alberta T4V 3C9 Phone: 780-672-5988; Fax: 780-672-5978 info@albertadeer.com web: <http://www.albertadeer.com>

WISCONSIN DEER AND ELK FARMERS CONVENTION will be held on April 20-21, 2001. Call 888-233-1667 for details or e-mail to info@wcdefa.org or visit <http://www.wcdefa.org>

EAST CENTRAL BRANCH OF NADEFA spring meeting will be held in Morgantown, West Virginia, USA on April 28, 2001. For more information contact Thelma Morgan at 814-694-2298 (tjdoe@aol.com) or Tammi Grandia at 304-768-0344.

Many more events, including deer/elk sales, tradeshow and workshops are listed in the Calendar section of Deerfarmer.com that can be found at <http://events.deerfarmer.com>. Take advantage of this free service to list your upcoming events.

6. DEERFARMER.COM NEWS

Here are some of the recent developments at Deerfarmer.com:

1. *New websites:* over the last month we have been very busy developing and programming three new sites for our clients. We feel that <http://www.wildernesswhitetails.com> is one of the best websites you will find for an individual deer farm. This website was developed for Wilderness Whitetails of Wisconsin and showcases both their whitetail farming operation as well as their hunting preserve.

Another website that you should check out is <http://www.whitetailsofwisconsin.com>, a site we developed for the Whitetails of Wisconsin Association. This site has one of the better membership directories that provide good information on each member deer farm in that state.

Finally, check out <http://www.hallscreek.com> a site we developed for Halls Creeks Hunting Club in Missouri. If you are interested in whitetail deer or turkey hunts, visit this site.

2. *New Farm Directory coming:* the site has been set up at <http://www.globaldeer.com>. The new directory will include all deer and elk species, and will be expanded to include farms in the U.K., Europe, Australia and New Zealand (and perhaps others). In addition to the usual contact information, the enhanced Directory will also capture detailed information on products and services that you offer.

The Global Deer & Elk Directory site is taking longer to set up because we have to use database technology to manage the large number of listings and allow for interactive searches. Our existing software tools have some limitations that is making development of the Directory a considerable challenge. In the meantime, we continue to post listings in our current deer farm directory.

3. *Discussion Forums active:* if you have not recently visited our Discussion Forums at <http://www.deerforum.com>, then you should check it out. There are numerous postings every day with plenty of very good information and advice. We also get many news releases and media articles here at Deerfarmer.com. These are posted in the Industry and Association News forum as soon as they are received. So it is a good place to check to keep informed about what is happening in our industry.

7. SUBSCRIPTION SERVICES

We respect your right to privacy. If you wish to be removed from our mailing list at any time, simply send an e-mail to editor@deerfarmer.com with REMOVE in the Subject line.

If you want your name ADDED to our mailing list, please sign our Guest Book form that can be found at <http://www.deerfarmer.com/forms/guest.htm>

The Digest is available in a printed format. A \$3 per issue (\$36 per year) fee applies to cover postage, paper and handling costs.

As per Privacy Policy, your name, e-mail address and any other information you provide us will only be used by Deerfarmer.com. This information will not be shared with any third party unless we get your permission first!

8. CONTACT INFORMATION

We are always looking for articles and news about deer and elk farming that we can print in this newsletter. E-mail, fax or mail your ideas and articles to the Editor as per below.

For more general information, comments and suggestions, please contact:

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