

**W**elcome to the premier edition of The Deer Farmers' Digest, an electronic newsletter published by Deerfarmer.com - The Deer Farmers' Information Network.

In this first edition, we want to confirm that you wish to receive The Deer Farmers' Digest (see instructions at the end on how to be removed), to tell you a little bit about our plans for this newsletter, and let you know who we are. A copy of all issues of this newsletter can be found at <http://digest.deerfarmer.com>

## **ABOUT THE DEERFARMERS' DIGEST**

We plan on publishing The Deer Farmers' Digest on a monthly basis. The Digest is intended to provide news and information to current and potential deer farmers, and people just interested in deer (mostly native species such as white-tailed and mule deer). The newsletter will contain references to new information and features on the Deerfarmer.com (and Deerfarmer.net) web sites.

We will provide news, research and developments of interest to the deer farming industry. From time to time we will also include tips and articles on topics such as getting into the deer business, production, animal health, marketing and the Internet.

## **NEWS WANTED**

If you have any news that would be of interest to our newsletter readers, please send to Russell Sawchuk, the editor at [editor@deerfarmer.com](mailto:editor@deerfarmer.com)

The type of news we would be interested in publishing includes upcoming (deer) conferences, seminars or meetings; research studies and findings; changes in regulations; new products and/or services; new deer web sites or any other related news and developments.

## **WRITERS WANTED**

If you have been in the deer industry for some time, can write and aspire to being published, here is your opportunity! We are looking for short articles on deer farming - production, management, nutrition, health, marketing, etc. We prefer short (500 words or less) practical, how-to articles that would be useful to beginning and experienced deer farmers.

Sorry, we can't pay (yet), but it is an excellent opportunity to market yourself to potential customers. (Also, if you become a regular contributor, we may give you a free web site or other promotional considerations). If you are interested, please send your articles to Russell Sawchuk the editor at [editor@deerfarmer.com](mailto:editor@deerfarmer.com) or fax them to 1-800-267-9993 (in Canada & USA).

## ABOUT DEERFARMER.COM

Deerfarmer.com was originally set up in the fall of 1998 as Canvena.com. The intent of the web site was to support a new company called Canvena Inc. – The Western Canada White-tailed Deer Corporation. After the tragic accidental death of Marvin Ference, the President of Canvena in March 1999, the web site name was changed to Deerfarmer.com. Deerfarmer.com has since become one of the most popular deer sites on the Net. In 1999, the site received 1.2 million hits and had 62,000 user sessions. Currently the site is receiving between 6,000 to 8,000 hits per day!

Deerfarmer.com was created and is operated by Russell Sawchuk, President of Steppingstones Partnership, Inc. Steppingstones, of Edmonton Alberta Canada, was established in 1989 and provides professional business and Internet consulting services to a wide range of corporate clients.

Steppingstones has created a number of other deer and elk web sites, i.e. Albert Elk Association (<http://albertaelk.com>), Alberta White-Tail and Mule Deer Association (<http://albertadeer.com>), Saskatchewan White-tail and Mule Deer Producers Association (<http://saskdeer.com>) and Qeva (<http://qeva.com>). In addition, Steppingstones has provided these organizations with other consulting services.

For more information on Steppingstones, please visit our web site at <http://www.steppingstones.ca>

## OUR MAILING LIST

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](mailto:editor@deerfarmer.com) with REMOVE in the Subject line.

As per our Privacy Policy, your name and e-mail address will only be used for this newsletter and will not be shared with any third party unless we first get your permission. You can have your name put on our mailing list by completing the Guest Book form at our web site at <http://www.deerfarmer.com>.

For more information, comments and suggestions, please contact:

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