

Welcome to the JULY - AUGUST 2004 edition of *Deer & Elk Farmers' Digest*, a bi-monthly electronic newsletter for those interested in raising deer, elk, and reindeer. This *Digest* is published by the Deer & Elk Farmers' Information Network (www.Deerfarmer.com and www.Elkfarmer.com).

A copy of ALL past issues of the *Deer & Elk Farmers' Digest* can be found at www.deer-digest.com or www.elk-digest.com. Most of the newsletter articles are also posted in our Library at www.deer-library.com.

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IN THIS ISSUE

| | |
|--|----|
| 1. Marketing Your Deer and Elk Products | 2 |
| 2. Norelkco Progress Report | 13 |
| 3. Nutraceutical Opportunities for Velvet Antler | 18 |
| 4. Controlling Insects on Your Farm | 19 |
| 5. Minnesota Elk Marketing Council | 21 |
| 6. Events Calendar | 21 |
| 7. Subscription Services | 24 |
| 8. Contact Information | 24 |

***** FROM THE EDITOR *****

The major factor hindering the growth and prosperity of our deer and elk farming industry is the lack of markets for our products and services. In the lead article, I provide a detailed discussion on how individuals, associations and companies can improve their marketing. We have provided reports on a couple of initiatives designed to enhance our marketing capability – the North American Elk Products Co-op (Norelkco) and the Minnesota Elk Marketing Council.

Also in this edition of the *Digest*, you will discover how insects can be controlled on your farm. Finally, our Events Calendar has been expanded to include veterinarian conferences, pet shows and other marketing opportunities of interest to deer and elk farmers.

Russell Sawchuk, Editor

1. Marketing Your Deer and Elk Products

By Russell Sawchuk, Deer & Elk Farmers Information Network

Now that you have a farm full of deer and elk, what are you going to do with them? You need to sell them to obtain revenues to pay for the expenses related to your farm, and hopefully make a profit.

In this article, we will cover some of the basic concepts and steps related to “marketing” your deer and elk products and services.

What is marketing

Marketing is more than selling – it consists of four components:

- Product or range of products (and services)
- Price
- Promotion (advertising)
- Distribution (direct, wholesale, brokers).

The four components constitute your “marketing mix.” Effective marketing is the result of getting a right mix.

In addition, successful marketing depends on knowing the answers to the following questions:

- Who are my potential buyers?
- How do I get to them?
- What are *their* needs/wants that I can satisfy?

Why market?

There are several good reasons why you should be constantly marketing:

1. Number of farmed animals growing – possible excess supply over demand
2. Need to be competitive in existing markets
3. Need to develop new markets and products

4. Generate revenues to pay expenses
5. Most deer and elk producers not comfortable with marketing and selling; those that do market have a competitive advantage.

What industries are you in?

Effective marketing depending on knowing what industry you are in. Deer and elk products fall into several different industries:

1. Deer and elk farming and production – agriculture and food industry
2. Hunting preserves – sports, recreation and tourism industries
3. Velvet antler – health and nutraceutical industries.

What deer and elk farmers market

It is surprising just how many products and services are generated by our industry. Here is a list.

1. Primary products:

- Breeding stock
- Trophy animals for hunting preserves
- Animals for meat/venison
- Calves and fawns
- Semen
- Venison and processed meat products
- Antlers (hard and velvet)
- Urine
- Skins, hides and leathers
- Bones and meat by-products
- Milk.

2. Secondary products:

- Fence and related supplies
- Feeders and feeding equipment

- Feed and supplements
- Milk replacer and bottle feeding supplies
- Handling equipment
- Urine collection equipment/supplies
- Tranquillizer darts and guns
- Transportation equipment
- Veterinary supplies
- Scales and weighing equipment
- Cameras and recording equipment
- Tags, micro-chips and ID equipment
- Record keeping books and software
- Books, manuals and videos.

3. Services:

- Hunting on preserves
- Guiding services
- Farm tours
- Animals for parades, shows and advertising
- Bottle raising
- Boarding facilities
- AI services
- Semen collection, storage and handling
- Auction, broker and sales services
- Photography
- Feed development and manufacturing
- Hauling and transportation services
- Farm design and construction
- Handling facilities design and construction
- Fencing construction
- Meat processing and packaging
- Velvet processing and packaging
- Urine processing and packaging
- Veterinary and animal health services
- Workshops, seminars and educational services
- Investment opportunities.

Challenges and downsides to marketing

Be aware that marketing is not all “sunshine and roses.” There are some major challenges to marketing, especially in the deer and elk industry. These include:

1. **Regulations and obstacles.** Provinces and states regulate movement of live animals and they all have different requirements. The sale of deer and elk outside the local jurisdiction requires knowledge and abidance of all the rules. This may also be true of deer and elk products being sold in another country.
2. **Competition.** Not only are there other deer and elk farmers selling their products, but every time you set up a new farmer, you are creating more competition for yourself.
3. **Media noise.** Consumers are becoming increasingly resistant to advertising, and companies are increasing their marketing to compensate. It is very difficult for a small business to have the resources to do advertising that will be noticed and stand out from other advertising.
4. **Loss of privacy.** Once you start advertising, you will be placed on various mailing lists and contacted by companies and individuals trying to sell you something. Also, posting a sign on your farm may potentially invite other problems.
5. **Wasted money.** It is inevitable that you are going to waste a lot of money in marketing. The problem is, you often don't know where you are wasting it. Common mistakes are:
 - Advertising to the wrong people
 - Using the wrong messages
 - Advertising at the wrong time
 - Neglecting to remember that have of the people are logical and half are emotional
 - Other controllable or uncontrollable factors
 - Buying advertising you don't need or doesn't work.

6. **Consumes time and effort.** Marketing will take up a lot of your time and effort. This takes you away from the production aspects, probably the main reason you went into deer and farming in the first place. You can hire people to do your advertising but, to be effective, you need to be in charge. This is especially necessary for:

- Preparing effective promotional and advertising materials
- Implementing your marketing campaign, e.g., mailing
- Handling inquiries and dealing with “tire-kickers.”

Options to self marketing

If you don't want to, or don't know how to, do your own marketing, there are alternatives. Here are four possible options to sell your deer and elk products to generate revenues.

1. **Sales and auctions.** These are common in the livestock industry. This is one way to sell your deer and elk.
2. **Brokers.** These are not very common in our industry. However, they can do an effective job selling products and services for clients. Be sure you select one you can trust.
3. **Marketing co-op.** Rather than deer and elk farmers all individually selling their animals, one option is to set up a marketing co-op, a very common model in the agricultural sector. A co-op provides more money and expertise to tackle the marketing.
4. **Wholesalers and distributors.** If your primary product is velvet, venison or hides, then it may be simpler to set up contracts with companies that purchase your entire supply and redistribute it to retailers or consumers.

Secrets to successful marketing

Here are six very important things to keep in mind when planning and doing your marketing.

1. Be consumer, not producer oriented. Always keep the consumer's needs/wants in mind and focus on them. Avoid focusing primarily on product features or your own interests first.
2. Make it easy for people to do business with you. Make it easy for them to:
 - find you (contact information and physical location)
 - contact you (24 hours a day, 7 days a week by mail, phone, fax and e-mail)
 - get information from you (print and electronic)
 - order goods and services
 - pay you (cash, cheque, credit cards, barter and air miles)
 - get follow-up support and service.

Constantly ask yourself whether are you putting obstacles in the way of people wanting to do business with you.

3. The number one reason people will do business with you is because they **trust** you. It is important to earn that trust and keep it. Some ways to promote your trustworthiness are:
 - Offer quality products and services
 - Keep your promises
 - Be professional and honest at all times
 - Reduce risks to buyers (e.g., use guarantees)
 - Let people know how long you have been in business, the longer the better
 - Join and announce your memberships in organizations e.g., NAEBA, Better Business Bureau and Chamber of Commerce.

4. Constantly do market research and gather market intelligence. The simplest way is by asking your customers and potential customers lots of questions regarding their needs and satisfaction with your services. If time or resources permit, consider doing a random survey from time to time or running a focus group session. The more you know about your customers, the more successful your marketing will be.
5. Select a market position and stick with it – whether it’s high, middle or low end. Positioning refers to what image you want to project – a supplier of high quality products or a provider of bargains. All aspects of your marketing must reinforce your positioning. For example, if you positioning is at the high end, then your prices should be above average, your promotional materials will be of high quality, and so on.
6. Repetition and persistence are key to marketing success. Research has shown that you need to advertise 7 to 12 times to a particular audience before you have any impact. Therefore one-shot marketing should be avoided. If you have a limited budget, pick a few strategies and stick with them.

Product considerations

Here are some tips regarding the product component of marketing.

1. Develop and sell high quality products. Marketing is easier if you have a reputation for the best deer and elk products and services. Constantly strive to improve your stock, and get rid of inferior animals.
2. Sell a range of products including complementary products. “Bundling” or one-stop shopping, is currently a hot marketing trend. If you can provide a prospective deer or elk farmer with

everything he needs, then he/she is more likely to buy from you.

3. Know your product and business. People are more likely to buy from you if you can give them answers rather than them having to find it out themselves. This means current knowledge about such things as regulations, licensing and transportation, as well as how to raise and take care of deer and elk.

Pricing factors

Because the deer and elk industry is relatively new, setting a price is often a challenge. Here are some considerations:

1. Your prices should reflect your marketing positioning. Resist the temptation to drastically reduce your prices just to make a sale. It is easy to reduce your prices but much harder to bring them up again once word gets out.
2. Set your prices relative to how the industry is doing. It is unwise to undercut other producers just to make a sale. Remember that price is not the main factor in buying, and that getting a reasonable price implies that there is value in what you are selling.
3. Build in a 10-20% cushion into your pricing plan. This will offer you flexibility in offering discounts for large volume buyers. It will also allow you a margin of safety to cover any unexpected costs or expenses.
4. Be up-front about any additional costs such as delivery, testing or boarding. Most consumers prefer one fee that is all inclusive.
5. Offer a variety of payment options (i.e., make it easy to pay). Accept cash, cheques, barter and credit cards (they may want to earn Air Miles or points towards their next truck or car).

6. For larger sales, you may want to develop and use a sales contract that informs and protects both parties.
7. Consider offering a money back satisfaction or faulty product guarantee.
8. Payment problems are a fact of business. Avoid the temptation to protect yourself to the extent that you lose customers. Get insurance or increase your margins to cover any potential losses.

Promotion

There are many ways to advertise your products and services. The more methods you use, the more successful you will be. Remember it is often attention to detail that makes a difference. Here are some promotional methods that are suitable for the deer and elk industry:

1. **Name** – Select a good one. Also think about registering a brand name for your products. Select a name that is also available as a domain name on the Internet.
2. **Logo** – A good logo can be an asset to your marketing. Design one that reflects your farm and that stands out from the rest.
3. **Theme** – Pick a unique, memorable theme and stick with it. Use it in all your marketing.
4. **Business cards** – cards must contain all relevant information, i.e., name, address, phone, cell phone, fax, e-mail and web address. Use both sides and hand them out to everyone.
5. **Brochures** – These should be well done and reflect the desired image of your business. They should provide information about your farm, deer/elk and distinctive competencies, i.e., what makes you better than the competition from a consumer's point view. Be sure to include complete contact information. Don't include any information (prices) that may change or become outdated. Give your brochures out to everyone that visits or requests information.
6. **Flyers** – These are usually one page throw-aways produced for special events or announcing special deals. Flyers may be used to let people know that you have new fawns/calves for sale. Flyers may be mailed out with a brochure.
7. **Packaging** – Packaging includes your boxes, your truck, your deer/elk trailer, your sales people and you. Packaging will attract or repel customers and prospects.
8. **Classified ads** – These can be effective but you need to advertise repeatedly. Ads can be found on the Internet (*deerfarmer.com, wapiti.net*) or in newsletters, and local newspapers depending upon where your target audience is.
9. **Print advertising** – This would include advertising in such publications as the NAEBA publications or hunting magazines. The advantage of these publications is that they have a very targeted readership. The disadvantage is their limited circulation and restricted availability to a broader potential target audience.
10. **Toll-free numbers** – These are really cheap and make it easy for people from anywhere in North America to call/fax you. Studies also show that toll-free numbers are associated with larger, reputable companies. Toll-free numbers work particularly well with direct mail campaigns.
11. **Attire** – You and your employees represent your business. People will develop attitudes about your business

based on what you and your employees are wearing. Dress appropriately for your clientele and customers. Consider shirts with your farm name/logo that you can wear at conventions and other events.

12. **Decor** – Prospective customers will form opinions about your products based on the decor of your store, office or farm. It should reflect your honest identity.
13. **Stationery** – The look and feel of personalized stationary make it a powerful marketing tool. Consider using the back side of envelopes to tell people about your farm and what you have to offer.
14. **Order forms/invoices/cheques** – These are an excellent opportunity to gain more business, increase referrals, and solidify relationships with customers. Again, make sure to include all information such as 800 numbers, e-mail and web site addresses.
15. **Hours/days of operation** – These can provide you an advantage over your competitors. Provide alternatives for people to buy from you, e.g., taking telephone orders, providing catalogues, accepting orders by e-mail and having an Internet web site with your products and an order form. Make some of these alternatives available 24 hours a day.
16. **Phone manners** – This is the first contact many customers have with your company. It can be positive or negative. Get an answering machine or voice mail to take messages. Return these promptly.
17. **Neatness** – Messiness causes lost sales because people believe the sloppiness will carry over to other parts of your business. Keep your farm neat and tidy – grass cut, buildings painted, fences fixed, etc.
18. **Customer follow-up** – Follow-up is the key to a loyal customer base. It is very important to establish a database of your customers so you can use it for follow-up and repeated marketing. When you sell them deer or elk, follow up to see whether they need advice or help. This will turn them into repeat customers.
19. **Customer recourse** – Know what you'll do if the customer is not satisfied. Have a clear policy and be sure all your staff know and follow it. Remember, the customer is always right!
20. **Guarantees/warranties** – Help the customer feel safer in doing business with you. Make guarantees generous and be flexible. Satisfied customers are one of the best marketing tools you have.
21. **Community involvement** – The more you're involved with your community, the higher your profits will be. This involves more time and energy than money. It could include involvement with community associations.
22. **Tie-in with others** – Display signs or brochures of other businesses if they will do the same for you.
23. **Reprints of ads or articles** – Make inexpensive reprints for mailings and signs.
24. **Special events** – Staging unique events around your business is a good way to attract free publicity. Have a contest and award a trophy, throw a party for prospects, have an open house at your farm, arrange for school visits or take a fawn/calf to schools.
25. **Testimonials** – These are free, easy to obtain, and very impressive to new prospects. Use them as signs, in your brochures, ads, and in direct mailings.
26. **Smiles/greetings** – They make customers feel special. Employees should smile in person and on the phone.

27. **Sales training** – Customers like dealing with people who know the products and business. Be sure your sales people know the way you do business and reflect your identity. Consider taking a sales training course yourself.
28. **Audio-visual aids** – These can be very effective tools.
29. **Videotapes and CD-ROMS** – These can be used as electronic brochures. They are not that expensive and can have a significant impact.
30. **Refreshments** – Little things such as offering coffee and doughnuts in the morning can have a dramatic impact in sales.
33. **Credit cards** – The easier you make it for someone to buy, the more they will buy. The discounts and paperwork are worth the effort. Belonging to some organizations such as the Chamber of Commerce may entitle you to lower discount rates.
34. **Financing** – Many customers will want what you are selling, but won't have the money now. Financing can win sales.
35. **Club and association memberships** – Join these to become part of the community and gain credibility. The Better Business Bureau and the Chamber of Commerce are a good place to start. Also be a member of the major state and federal deer/elk associations.
36. **Team sponsorships** – A good way to get involved in the community.
37. **Samples** – Good quality free samples are one of the most effective marketing tools ever devised, e.g., elk velvet antler capsules, venison, etc.
38. **Consultations** – These are like free samples and work very well for the service business, e.g., farm design and layout, handling facilities, etc.
39. **Demonstrations** – These let customers see what it would be like to own what you sell. Hold a field day on your farm for new elk farmers and others considering entering the industry.
40. **Column in publications** – Many local and business publications will publish a column on your field of expertise. Don't ask for money, only for the mention of your farm name, e-mail and/or web site. National and regional deer/elk publications (including the *Deer and Elk Farmers' Digest*) are always looking for good articles.
41. **Books and articles** – Publishing will establish your credibility. Even self-publishing will help.
42. **Contests and sweepstakes** – These will call attention to your business and obtain precious names for your customer mailing list. If possible, have entrants come to your place of business. Offer one of your products as a prize to better target your audience.
43. **Phone-hold marketing** – When customers are on-hold, impart useful information about your company.
44. **Roadside stands** – Suitable for certain products. However, check your state or county regulations first.
45. **Co-op funds** – Many manufacturers make funds available if you mention them in your ads. Perhaps other businesses will do so too.
46. **Research studies** – The more you know, the better you will be able to market.

47. **Posters** – These can be anything you want but should add pizzazz and visibility to your identity. They can be used everywhere.
48. **Take-one boxes** – Place one of these in any location frequented by your prospects and fill it with your brochures. The brochures can be informational or promotional.
49. **Gift certificates** – Consider offering them if your product can be given as a gift.
50. **Reputation** – One of the most important components to marketing. Be sure to establish and maintain a good reputation.
51. **Personal selling** – Take advantage of all opportunities when on the telephone or visiting to promote and market your farm. Always have business cards and brochures handy.
52. **Information gatekeepers** – Be sure that your local agriculture office knows that you are a deer or elk farmer (send them some cards and brochures). It might also be useful to place materials in the Chamber of Commerce office, your local town hall and the tourism centre (if you want visitors).
53. **Direct mail** – This is an effective marketing strategy since it can be very targeted and can produce excellent results. However, you must have the right mailing list (start with your customer and inquiry list), and prepare an effective direct marketing package. One mailing is often not enough.
54. **Trade shows** – Elk and deer conventions are the best place to be, followed by general agricultural shows. Prepare a professional looking display and have plenty of hand-out materials on hand. Trade shows are a good place to build up your mailing list. Be sure to promptly follow up on any inquiries or requests you get.
55. **Internet** – The Internet is a must tool for any serious marketer. An e-mail address will make it easier for people to reach you. A web site can provide information about your farm and deer/elk 24 hours a day. Collecting the e-mail addresses of potential customers will enable you to undertake effective opt-in e-mail marketing campaigns.
56. **Public relations** – The media, especially in smaller communities, are always looking for local stories. Cultivate a relationship with the local reporters, and when something newsworthy happens, send out a news release or hold a news conference. Keep the clippings and use them as part of your mailings.
57. **Customer mailing list** – Start putting one together now. The list should include all people that have purchased from you, people that have phoned or written in for information, and information gatekeepers. Use this list for direct marketing as described above.
58. **Signs** – It's a personal choice as to whether you should have a sign on your farm or not. However, if you do, it should include contact information such as phone and web address, especially if there is a lot of traffic. Signs with the same information should be put on vehicles.
59. **Special events** – Host a special event once or twice a year. This could be having school children visit your farm, a barbecue (venison, of course) for your customers and so on. Be sure to invite the local media and politicians.
60. **Seminars and workshops** – If you are comfortable providing training, this is an excellent way to bring prospective customers to your farm, and to impress

them with your knowledge, integrity and professionalism. Be sure they all have your brochures and business cards. However, a bad workshop could have negative consequences.

61. **Word-of-mouth** – If you want people to recommend you to their friends and neighbours, your need to have an outstanding product and provide outstanding service. Nobody talks about average products or service.
62. **Directories** – Be sure your farm is listed in the appropriate directories. Many communities have a business directory; get your farm listed. There are also a number of on-line directories where you can post for free, e.g., deerfarmer.com. These Internet directories will give you international exposure.
63. **Enthusiasm** – It gets passed on by you to your employees, from them to customers, and from customers to potential customers.
64. **Satisfied customers** – These can single-handedly create your word-of-mouth campaign whereas unhappy customers can put you out of business!
65. **Farmers' markets** – Some elk and deer farmers have had success in selling velvet antler capsules and meat at local farmers' markets. This activity provides an opportunity to increase awareness and knowledge regarding game farming as well as being a great source of income.
66. **Inquiry postcards** – These are self addressed postcard that you mail out or hand out at trade/consumer shows and other events. It makes it easy for potential customers to request more information. Be sure to “code” the cards so that you can measure the success of your various advertising strategies.
67. **Animal advertising** – An enterprising entrepreneur in Britain started a company to sell advertising on special apparel worn by cows in the pastures beside major highways. If you can get your deer or elk to wear a blanket with advertising on it, it might be worth a try.
68. **Postcards** – Research shows that postcards are an effective media because everyone who handles them usually reads them. Mail postcards to your regular and potential customers and to announce special events.
69. **Give-aways** – These are items that you give or sell to your customers to constantly keep your company name in front of them. Good items could be a calendar with elk pictures, a key chain made from elk leather with your farm name on it, a computer mouse pad with your logo or any other similar products.
70. **Talk shows** – Several elk farmers have seen sales increase dramatically after they appeared on a local radio or television talk show. Ask to be on – don't do a hard sell, but rather talk about the benefits of game farming, velvet antler and rancher meat products.

Internet marketing

The Internet has become such a significant component of our society that every serious marketing program should incorporate the various aspects of this technology.

Here is a brief overview of the various Internet applications that are available for marketing and promotion.

1. **E-mail** – More business communications now take place using e-mail than any other communications technology. Therefore, having an e-mail address for your business this day and age is pretty well a must.

2. **Domain name** – Even though there are 35 million domain names registered, there are still good ones to be found. Register and manage your own domain name using services such as DirectNic at <http://www.directnic.com> DirectNic allows you to set up an e-mail using your domain name without having a web site. Domain names are the highest priority of search engines in finding relevant websites.
 3. **E-mail marketing** – E-mail allows you a very cost-effective way to keep in touch with your customers. However, do NOT spam! E-mail should only be sent to existing customers or to people who have “opted-in” to your mailing list. Use your e-mail mailings to provide useful information, not just high-pressure sales pitches.
 4. **Classified ads** – For direct selling of animals, products and services, there are free classified ads. The two better ones are at deerfarmer.com and wapiti.net. [Deerfarmer.com](http://deerfarmer.com) allows photos and longer ads. Provide lots of information and book ads for only a month. Submit new ones rather than renew as this will keep you near the top of the list.
 5. **Directory listings** – Sites such as Deerfarmer.com have a self-administered farm directory. Be sure that you are registered and keep your listing up to date. If you are a member of NAEBA or your local state association, you may be eligible to have you farm listed on their web sites as well.
 6. **E-zines** – These are electronic newsletters and offer a number of marketing opportunities:
 - a. You can write and publish one yourself. However, this requires a lot of time and commitment.
 - b. You can buy ads at very reasonable costs in existing electronic magazines.
 - c. You can write articles for magazines such as the *Deer and Elk Farmers’ Digest*. This gives you and your farm exposure and credibility.
 7. **Discussion Forums** – These are great places to hang out and contribute. You can become known and establish a reputation. Two relevant ones are hosted by Deerfarmer.com and Wapiti.net.
 8. **Banner ads** – These can be purchased to sell products or attract visitors to your web site. However, the general feeling is that these no longer work very well.
 9. **Autoresponders** – These can save much work and provide a convenient service to your customers. Set up as many as you need to provide immediate automated information via e-mail.
 10. **Website** – If you are selling products and services on a regular basis, you probably should have one. A simple “brochure” site will do for most farms, but some may want to incorporate on-line selling as well.
- Here are some tips for an effective website:
- a. Have a website with your own domain name rather than part of another one or a free service.
 - b. Provide adequate and comprehensive information about your farm, products and services. The more information the better.
 - c. Use lots of quality photographs along with text. People like to see your farm and animals.
 - d. Have a guest book to collect names, and ask people whether they want to be put on your confidential mailing

list. Use this list as per conditions stated above.

- e. Keep your site current; the more often you add or change it, the more frequently will people feel a need to visit it.
- f. A website is no good if no one knows about it. Promote it aggressively both on-line and off-line by:
 - registering with search engines
 - posting a notice of your website in the classifieds and discussion forums
 - sending out a notice to your e-mail list
 - asking for links on relevant related websites
 - including the website address in as many of the other promotions discussed above as possible.

Measuring your marketing effectiveness

You should develop and implement systems to provide data on which promotion strategies work and which do not. That way, over time, a very cost-effective marketing program will be put into place.

The following can be used to measure marketing success.

1. **Asking.** Everyone who makes an inquiry is asked how he/she found out about the service. The various order and inquiry forms can collect this data that will be

periodically analyzed and then used in marketing planning.

2. **Coding.** Print advertising and brochures distributed through various channels should be uniquely coded. These can then be used to track inquiries and registrations. For example, brochures distributed at a particular conference or trade show would be uniquely coded. By checking the code, it will be possible to measure the response rates from that event.
3. **Surveys.** A random sample of members should be surveyed to provide feedback to improve your operations, and to respond to changing customer requirements. These surveys should ask participants where they first heard of your services, and their preferred methods of receiving information about upcoming services and events. The surveys will also gather information about satisfaction with the services and features.
4. **Internet.** On your website, counters can keep track of the number of “hits” or visits to your site. Because extensive cross-marketing can be used, these hits will be correlated to other advertising activities. A guest book is also included on the website to get more information and leads on potential customers. E-mail and telephone inquiries will also be tracked.

Using these strategies, you can decide where to focus your marketing dollars and energies. You will be able to allocate your resources to marketing channels that will have the biggest returns.

2. Norelkco Progress Report

By Russell Sawchuk, Norelkco Project Consultant

In the last issue (May-June 2004) of the *Deer and Elk Farmers Digest*, we proposed the creation of the North American Elk Product Co-op (Norelkco) as a way to revive our elk farming industry. This New Generation co-op would collect, process and sell value-added elk products to the pet and human nutraceutical markets in Canada and the United States.

Since the concept was proposed, much has happened to bring Norelkco closer to being a reality. Here is what has been accomplished so far:

1. A detailed proposal was prepared outlining why Norelkco was needed, what it would do, and what it could look like. The proposal has been widely distributed to interested parties.
2. An Internet website – *www.norelkco.com* or *www.elk-coop.com* – was designed and put on-line to provide ongoing information about this proposed New Gen co-op.
3. The Norelkco proposal was mailed to 102 directors on the boards of elk producer associations in Canada and the United States. A cover letter asked for financial contribution to the Norelkco start-up fund and volunteers for an organizing committee.
4. The Saskatchewan Elk Breeders Association (SEBA) formally voted to support Norelkco and take the leadership role in getting the co-op established. SEBA appointed one of its Board members – Ralph Venaas – as project co-ordinator to help organize Norelkco.
5. SEBA made a financial contribution to Norelkco and established a separate account to receive and manage donations made to the Norelkco start-up fund.
6. Several meetings were held in Saskatchewan that involved the project consultant, SEBA board members and government representatives. These discussions laid out a plan on how to proceed with the Norelkco project.
7. A law firm – Behiel, Munkler and Will of Humboldt – that has experience with New Generation co-ops was identified and contacted to do the incorporation of Norelkco in Saskatchewan to serve all Canadian elk producers.
8. An accounting and agricultural business consulting firm – Myers, Norris and Penny – were contacted to assist with the project as it progressed. The consultants assigned to the Norelkco project have experience with setting up other New Gen co-ops.
9. Grant applications were prepared and submitted to obtain government financial assistance to organize and establish Norelkco in Saskatchewan, Canada. The applications included requests for funding from Prairie Hub (\$4,000), ANGen (\$2,000) and Co-operative Development Initiative (\$90,000).
10. Presentations were made to elk producers at the Saskatchewan velvet antler competition in Melfort, Saskatchewan, and at the Alberta velvet antler competition in Millet, Alberta. Over 20 elk producers in Saskatchewan made donations to the Norelkco start-up fund.
11. In the United States, the Iowa Elk Breeders Association (IEBA) voted to take

the leadership role in organizing Norelkco for American elk farmers. The IEBA assigned a past president – Jim Bosier – to act as project co-ordinator.

12. The IEBA agreed to act as the Norelkco “banker” in the USA to receive, manage and dispense start-up funds. A separate bank account was established to track these funds. IEBA made the first financial donation to this account.
13. The Michigan Deer and Elk Marketing Program formally voted to support Norelkco and made a financial contribution to the start-up fund.
14. Two resource people – Jon Johnson, Business Development Specialist with the Iowa Ag Innovation Center and Jeff Jobe, Co-operative Development Specialist, USDA Rural Development – were identified and contacted to assist with the project.
15. Mark Hanson of the law firm of Lindquist & Vennum of Minneapolis, MN was contacted to assist with the incorporation of Norelkco as a New Gen co-op in Iowa to serve American elk producers. Mr. Hanson is one of the most experienced lawyers in establishing value-added agricultural co-ops in the United States.
16. Two presentations about Norelkco were made at the North American Elk Breeders Association (NAEBA) convention held at the end of July in Morton, Minnesota. Over 20 participants made donations to the American Norelkco start-up fund.

Due to legal and political considerations, Norelkco will have operations in Saskatchewan and Iowa. However, the intent is to have Norelkco operate as one entity, especially when it comes to marketing of value-added, velvet antler products. Discussions are underway to assess the best organizational structure that will ensure high

levels of co-ordination and maximum efficiencies.

At this time, the plan is to go ahead and incorporate Norelkco as a New Generation co-op both in Saskatchewan and in Iowa. This would create the legal entities with a Board of Directors necessary to proceed with the other steps required to make Norelkco fully operational, e.g., business plan, raise capital from delivery and equity shares, hire staff, etc. It is expected that these incorporations will take place in September to October of 2004.

More to be done

In order for the Norelkco project to continue to move ahead, two things are needed.

First, elk producers with a range of business and agricultural experience are needed to serve on the interim Board of Directors for Norelkco Canada and Norelkco USA. The “ideal” candidates would meet the following criteria:

1. *Credibility and competence.* Board members should be individuals who have gained respect in their communities because of their sound judgment skills and their ability to accomplish tasks. If the Board lacks competence, then there will be a lack of confidence among prospective members.
2. *Industry knowledge.* Board members need to understand the industry in which Norelkco will be competing. Members should understand the full scope of operations including processing and marketing, and not just the production side of the business.
3. *Financial stability.* Because organizing a co-op can be time-consuming, directors should be individuals who are in a position to devote time to the co-operative without jeopardizing their personal operations.

4. *Patience and balance.* Directors will be criticized, insulted and will often find themselves in high-pressure situations. Individuals who are willing to lead should have the ability to handle these sort of situations. Individuals who possess patience, good communication skills and the ability not to take things personally are more likely to be effective board members.
5. *Ability to separate emotions from business judgment.* Directors should not let emotions cloud their common sense. A successful New Generation co-op is built on sound business judgment. Even though the enthusiasm and emotions that surround rural co-operative development are great motivators, they should not be the controlling factors.

If you are interested in serving on the interim Norelkco Board of Directors, or know of someone who it, please contact:

- In Canada – Ralph Venaas at Ralph@norelkco.com or phone at 306-435-3479.
- In the United States – Jim Bosier at Jim@norelkco.com or phone at 319-232-5500.

Secondly, start-up funds are required to cover the various expenses associated with

organizing Norelkco. These include matching grant funds, communication costs, meeting expenses and various legal/consultant fees.

Elk producers are being asked to make an initial contribution of \$100 each to the Norelkco start-up fund. Cheques/checks should be sent to:

Canadian elk producers send your cheque or money order to:

Norelkco Fund
c/o Saskatchewan Elk Breeders
Association
381 Parkview Road
Yorkton, Saskatchewan
CANADA S3N 2L4

American elk farmers should send their check or money order to:

IEBA / Norelkco
c/o Iowa Elk Breeders Association
2727 Adair-Union Street
Creston, IA 50801-7514
USA

For on-going progress reports, please visit the Forums at the Norelkco website located at www.norelkco.com.

The latest copy of the Norelkco proposal can always be downloaded from www.norelkco.com/proposal.pdf

3. Nutraceutical Opportunities for Velvet Antler

By Russell Sawchuk, Deer and Elk Farmers Information Network

The more research I do, the more excited I get about the potential markets for elk velvet antler (EVA) as a nutraceutical product. I believe the future for EVA sales is bright because of three developing trends:

1. Growth in complementary and alternative medicines
2. Issues with chemical drugs
3. Expanding pet health care markets.

Let's look at the supporting data behind these trends.

Growth in complementary and alternative medicines

According to a new nationwide government survey, 36 percent of U.S. adults aged 18 years and over use some form of complementary and alternative medicine (CAM). CAM is defined as a group of diverse medical and health care systems, practices, and products that are not presently considered to be part of conventional medicine.

The survey, administered to over 31,000 representative U.S. adults, was conducted as part of the Centers for Disease Control and Prevention's (CDC) 2002 National Health Interview Survey (NHIS). Developed by NCCAM and the CDC's National Center for Health Statistics (NCHS), the survey included questions on 27 types of CAM therapies commonly used in the United States. These included 10 types of provider-based therapies such as acupuncture and chiropractic, and 17 other therapies that do not require a provider such as natural products (herbs or botanical products), special diets and megavitamin therapy.

Here are some more findings from this research study that have implications for our velvet antler products.

Some 19% of adults used natural products, including herbal medicine, functional foods (garlic), and animal-based (glucosamine) supplements during the last 12 months.

The most commonly used natural products were echinacea (40%), ginseng (24%), ginkgo biloba (21%), and garlic supplements (20%).

Alternative medicines were used most often to treat:

- back pain or problems
- head or chest colds
- neck pain and problems
- joint pain and stiffness, and
- anxiety or depression.

I believe that velvet antler may provide relief for all these ailments (although I'm not sure about anxiety or depression).

The characteristics of those most likely to use alternative medicines include:

- women
- older adults
- Asian adults (43% compared to 36% for whites and 26% for blacks)
- adults who live in urban areas.

Adults living in the west and Pacific states (California, Oregon, Washington, Alaska and Hawaii) were the greatest users of biologically based therapies.

The study researchers say that the data confirm most earlier observations that most people use alternative medicines to treat and/or prevent musculoskeletal conditions or other conditions associated with chronic or recurring pain.

The high prevalence of CAM use for these conditions is not surprising when one considers that one-quarter to one-third of the

adult population might be suffering from one of these disorders in any given year and that many forms of chronic pain are resistant to conventional medical treatment.

Some 38 million adult American have used natural health products in the last 12 months (this does not include those taking vitamins or minerals).

Of those taking natural products, some 5.2 million (15%) of American used glucosamine (for which EVA could be a replacement).

Some 12 million adult Americans used alternative medicines for back pain, while 4.7 million used it for neck pain and 3.4 million used it for joint pain or stiffness. Another 3.2 million used alternative medicines for arthritis.

The reasons for trying natural health products (excluding vitamins) were:

- thought it would be interesting to try (52%)
- therapy combined with conventional medical treatments would help (48%)
- conventional medical treatments would not help (19%)
- suggested by conventional medical professional (15%)
- conventional medical treatments were too expensive (14%).

I would say that based on the data provided by this study, the market potential for EVA products in the USA looks very good. However, it will be a matter of effective marketing execution for us to be successful.

Issues with chemical drugs

Since there is some pretty good evidence that velvet antler helps with arthritis and joint problems, I want to focus that that health condition.

There are over 100 different types of arthritis conditions affecting more than 24 million

people in North America, according to Dr. Elvis Ali, Doctor of Naturopathy with Swiss Herbal Remedies Ltd. Joint conditions like osteoarthritis are usually associated with inflammation, pain and stiffness in the affected area.

Osteoarthritis and the accompanying increased synovial fluid and inflammation can cause pain, stiffness, cartilage and joint deformity, decreased range of motion, and brittle bones. In our aging population, one in three adults with arthritis suffer from chronic joint pain. By the age of 70, approximately 85% of those will suffer from osteoarthritis.

In 2001, anti-arthritic prescriptions jumped to 14 million, up from 9 million in 1998. The most prominent prescribed medications today have side effects requiring counteraction – usually to do with the stomach and the liver.

Glucosamine sulphate is widely used (by 5.2 million Americans) as a natural alternative to prescription anti-arthritic medication. However, recent studies have shown it may contribute to high blood pressure in some individuals. Hence, there is a desire to find gentler, kinder remedies.

Consumers spend \$6 billion a year for Vioxx and Celebrex, which are said to be as good as, or better than, standard pain killers – and easier on the stomach. But Vioxx in particular has not lived up to the hype. Linked with serious side effects, most notably an increased risk of heart attacks, its manufacturer, Merck & Co. has been sued repeatedly. While chemically similar, Celebrex by Pfizer has not been tied to increased heart attack risk.

Neither drug fights pain better than over-the-counter medications, though they cost six times as much. A month's supply of ibuprofen at doses people with arthritis normally take costs \$17; a comparable supply of Celebrex costs \$108 and Vioxx, \$110.

These drugs were developed to get around the side effects of the traditional pain killers such as ibuprofen and aspirin which often caused bleeding ulcers and other stomach problems.

Velvet antler, with no known side effects, may be an ideal replacement for these other medications being used to treat osteoarthritis. Another intriguing possibility is that EVA be taken with these prescription or over-the-counter drugs. Dr. Marion Allen found in her study that EVA does not interfere with standard medications used to treat arthritis patients. Dr. Susan Hemmings found that EVA protects the liver from toxic substances. Therefore, this could be a huge potential market for velvet antler nutraceutical products.

Expanding pet health care markets

According to the American Pet Products Manufacturers Association (APPMA), Americans will spend \$34.3 billion on their pets in 2004. The spending on pets has doubled in the last ten years and this growth is expected to continue in the foreseeable future.

The \$34.3 billion will be spent on:

- \$14.3 billion for food
- \$7.9 billion for supplies and over-the-counter medications
- \$8.3 billion for veterinary care
- \$1.6 billion for live animal purchases
- \$2.2 billion for other services.

The US pet market is now larger than toys (\$20 billion) and candy (\$24 billion).

More specifically, the pet care market has a value of \$28 billion worldwide, with the US market valued at \$12 billion. As consumers have become increasingly attracted to, and comfortable with, the use of natural and organic products themselves, they are becoming equally receptive to the use of natural products for their pets.

Pet product margins in the overall health and natural sector average about 34%. Additionally, 14% of natural food store customers purchase pet care products, pet food and pet supplements at least once a year. A recent study found that 22% of pet owners have used some form of alternative therapy on their pet. (Nutraceuticals World, March 2003).

The three major growth areas in pet care appear to be in products for joint therapy (arthritis), skin and coat health and obesity/overweight.

We now have scientific evidence that EVA does help dogs with joint problems. Pet food made from deer and elk meat is very lean and thus could address the overweight problems in dogs.

The growth in pet ownership in Canada and the United States is expected to continue for the following reasons:

1. There is now plenty of evidence that shows pets are good for health. Studies have found that pets reduce stress, heart rate, anxiety and encourage exercise, e.g., taking the dog for daily walks.
2. Pets have been shown to preserve marriages.
3. As the “baby-boomers” age, and their children have leave home, the empty nests are being increasingly replaced by pets.
4. Innovative products such as automatic feeders and electronic fences enable more working people to own pets.

Many people consider pets as part of the family and thus are willing to spend to ensure their pet’s health and well being.

These trends in pet ownership and pet care bode well for increased sales of a natural, safe product such as velvet antler, and to some extent, deer/elk pet food.

4. Controlling Insects on Your Farm

Controlling biting insects such as flies and mosquitoes on your deer or elk farm is important as these insects are not only annoying to your animals, but may carry diseases as well. The challenge is to maximize effectiveness of your insect control programs at a cost you can afford.

Area-wide management programs that involve treating rivers and streams with microbial insecticides have been successful, but require good timing and co-ordination. More localized management practices include smoky fires to repel flies and moving livestock away from aquatic sources of infestation.

When considering insect control options for your deer and elk, producers should calculate potential costs and logistics and the amount of stress on the animal.

Spray concentrates

Spray concentrate formulations include emulsifiable concentrates, flowables and wettable powders that are diluted before the application.

Most concentrates are diluted with a large amount of water and applied with high pressure equipment to provide a coarse spray. The objective is to wet the animal thoroughly. A few concentrates can be diluted with low volume oil solvents and applied as a fine mist to moisten the animal's surface.

Spray treatments offer the advantage of complete body coverage. They usually provide good initial control, but their residual effectiveness may be short lived. To spray livestock, producers need a corral, application equipment and a source of water.

Pour-ons and spot-ons

Pour-ons are formulated so a small amount of insecticide can be applied on the animal's spine. Most are ready to use and require no

further dilution. Some pour-ons are systemic insecticides that move into the animal and circulate through the body. Other non-systemic product spread across the body surface with body oil and moisture.

A spot-on differs only in that a small of material is applied at one location on the spine.

Pour-ons are easy to use and allow an exact dosage to be applied to each animal. To apply, producers will need a corral and squeeze chute. Some pour-ons can be more easily applied with a syringe gun. Residual effectiveness varies, but it is good for two or more weeks.

Insecticide ear tags

Ear tags can be impregnated with insecticide concentrate that is slowly released over an extended period.

The tag is a controlled-release applicator, but the amount of insecticide that is released decreases over time.

Ear tags are not systemic. Instead, the insecticide is spread over the body as animals groom themselves and rub against each other.

Producers will need an ear tag applicator, corral and a squeeze chute with a head gate.

Ear tags can be labour intensive, especially the time animals are tagged. However, they are also cost effective since they provide three to four months' control of a susceptible target pest.

Dusts

Dust formulations combine a low concentration of active insecticide with a dust diluting agent. They can be applied with hand shakers, mechanical applicators and self-treatment dust bags.

Feed-throughs

Feed-throughs combine a small dose of insecticide or insect growth regulator with feed or minerals. Most are mixed and formulated by the feed or mineral supply company.

Insecticide boluses can also be classified as a feed-through.

Feed-through chemicals pass through the animal's digestive system and are excreted in the manure. The chemicals control fly maggots or the larval stage of the adult fly. They do not control adult flies.

Feed and minerals must be consumed continuously during the fly season so that the manure is always treated.

Self-treatment back rubbers

Back rubbers can be built by wrapping burlap bags around a cable or chain and hung where livestock can pass under them. They are charged with insecticide concentrates that are diluted with approved base oils following label instructions.

Apply one gallon of diluted solution per 20 feet of homemade burlap back rubber.

To get maximum benefits, place the back rubbers in alleys or locations where animals must pass regularly, such as between pastures

and feeders, water or minerals. Free choice locations do not ensure regular use, but livestock can learn to use the back rubber in a shady, loafing area.

Their effectiveness is determined not only by the insecticide, but with frequency of use.

Dust bags

This self-treatment device operates under the same principle as a back rubber. Weatherproof dust bags are commercially available, but high humidity and steamy weather sometimes impair their effectiveness.

Devices

These include a variety of mechanical and electrical devices used to lure and destroy insects. Some examples are electrical bug zappers, mosquito magnets, fly traps, and sticky strips. They can be effective in reducing the number of insects in localized areas such as barns and handling facilities, but are less effective in pastures.

Natural

Insects do have natural predators such as birds, dragonflies and reptiles. Farmers should make their environment friendly and attractive to these insect-eating creatures.

Source: Louisiana State University new release.

5. Minnesota Elk Marketing Council

Forty Minnesota elk farmers have banded together to form the Elk Marketing Council Corporation. This new organization was set up to market farm-raised elk meat products to the public and has begun an aggressive promotion campaign. The elk meat will be sold under the brand name of Premium Midwestern Elk.

The Elk Marketing Council, with its office headquarters in Rogers, markets Minnesota grown elk products selected from over 300 farmed elk herds. The Council is looking to generate sales in excess of \$1 million in 2004. Premium Midwestern Elk products have been on the market in the snack food line for the past four years. The Elk Marketing Council expects to triple the amount of elk processed into products compared to the previous year. Products that will be sold through a variety

of channels include fresh burgers and a smoked wild rice brat.

The Minnesota Department of Agriculture (MDA), Agricultural Utilization and Research Institute (AURI), and Minnesota Grown have assisted the elk producers in making their products more widely available. The elk meat is being promoted as a high-protein, lean red meat and a good choice for people on low-carbohydrate diets. Elk meat recipes, cooking instructions and meal ideas can be found on the Council's website at www.healthyelkmeat.com.

For more information on the Elk Marketing Council, or to learn more about marketing opportunities, contact Scott Salonek at 763-428-8561.

6. Events Calendar

Here is a list of upcoming events of interest to deer, elk, and reindeer farmers. We have expanded these listings to include events that offer marketing opportunities for the industry.

Florida Veterinary Medical Association will hold its 75th annual convention at the Wyndham Palace Resort in Orlando, FL on **September 10 to 12, 2004**. For more information call FVMA at 1-800-992-3862 or visit http://www.fvma.com/vet_conference/

American Holistic Veterinary Medical Association will hold its annual convention in Kansas City, MO (Kansas City Marriott Downtown) on **September 10 to 14, 2004**. For more information, visit http://ahvama.org/annual_conference/main.html

Colorado Veterinary Medical Association will hold its annual convention in Steamboat Springs, CO on **September 11 to 15, 2004**.

For more information, visit their website at <http://www.colovma.com>

Southwest Veterinary Symposium will be held on **September 23 to 26, 2004** at the Gaylord Texan Resort and Convention Center in Grapevine, TX. For more information see <http://www.swvs.org> or phone 972-664-9800.

CanWest Veterinary Conference – jointly hosted by the Alberta and British Columbia Veterinary Medical Associations – will be held at the Banff Centre in Banff, Alberta on **October 2 to 5, 2004**. For more information, please visit <http://www.avma.ab.ca> or phone 780-489-5007.

Wild West Veterinary Conference will be held in Reno, Nevada on **October 6 to 10, 2004**. For more information, visit <http://www.wildwestvc.com/main11.asp> or phone 916-723-9920.

Wisconsin Veterinary Medical Association Convention will be held on **October 7 to 10, 2004** at the Monona Terrace in Madison, WI. For more information, visit <http://www.wvma.org> or phone 608-257-3665.

Order des Médecins Vétérinaires du Québec (OMVQ) will hold their annual general meeting in Saint-Hyacinthe, QC on **October 15 to 16, 2004**. For more information, call them at 1-800-267-1427 or visit <http://www.omvq.qc.ca>

Pennsylvania Veterinary Medical Association will hold its 122nd Annual Scientific Meeting on **October 21 to 24, 2004** at the Sheraton Station Square Hotel at Pittsburg, PA. For more, please see <http://www.pavma.org>

Saskatchewan Association of Veterinary Technologists (SAVT) will hold their 20th annual general meeting and conference in Saskatoon, SK (Radisson Hotel and the Western College of Veterinary Medicine) on **November 12 to 14, 2004**. For more information, call 1-866-811-7288, email savt@savt.ca or visit <http://www.savt.ca>

North American Veterinary Conference (NAVC) and the National Association of Veterinary Technicians in America (NAVTA) will hold an annual meeting in Orlando, FL on **January 8 to 12, 2005**. Contact them at info@navc.org or visit <http://www.navconline.com>

Minnesota Elk Breeders Association Annual Conference will be held **January 15, 2005** at the Marriott, Rochester, Minnesota USA. For more information, please e-mail info@mneba.org

Missouri Veterinary Medical Association Annual Convention will be held on **January 21 to 23, 2005**. For more information phone 573-636-8612 or e-mail mvma@mvma.us

Michigan Veterinary Conference will be held at the Lansing Center and Radisson Hotel on **January 27 to 30, 2005**. Phone 517-347-4710 or visit <http://www.michvma.org>

Ontario Veterinary Medical Association (OVMA) will hold their *Better Medicine, Better Life* conference in Toronto, ON on **January 27 to 29, 2005**. For more information, visit <http://www.ovma.org>

Indiana Veterinary Medical Association (INVMA) will hold their annual meeting in Indianapolis on **January 28 to 30, 2005**. For more information, visit <http://www.invma.org>

Iowa Elk Breeders Association Annual Convention will be held on **January 29, 2005** at the Jester Park Lodge, Granger, Iowa. For more information call 641-782-2903 or visit <http://www.iowaelkbreeders.org>

Virginia Veterinary Medical Association will hold their annual general meeting in Roanoke, Virginia on **February 3 to 5, 2005**. For more information, visit <http://www.vvma.org/conference.htm>

Ontario Association of Veterinary Technicians (OAVT) will hold their 27th annual conference and trade show in London, ON (London Convention Centre and Hilton) on **February 17 to 19, 2005**. For more information, contact them at events@oavt.org or visit <http://www.oavt.org>

Ohio Veterinary Medical Association will hold its annual conference on **February 24 to 27, 2005**. For more information, see <http://www.mvcinfo.org>

New Jersey Veterinary Medical Association will hold their annual meeting in Florham Park, NJ (Hamilton Park Conference Centre) on **March 4 to 6, 2005**. For more information, visit

<http://www.njvma.org/public/events/index.asp>

Global Pet Expo, one of the world's largest pet products trade shows, will be held at the

Orange County Convention Center in Orlando, FL on **March 13 to 15, 2005**. For more information see

<http://www.globalpetexpo.org>

Canadian Veterinary Medical Association will hold their annual convention in Victoria, BC on **July 13 to 16, 2005**. For more information, visit <http://www.cvma-acmv.org/>

Other Marketing Opportunities

CVMA (Canadian Veterinary Medical Association)

Publication: *The Canadian Veterinary Journal*

- Established: 1959
- Frequency: Monthly
- Circulation: 6600
- Language: English and French
- Ad Rates: Ranging from \$150.00 to \$3810.00 CAN for one installation

Convention: CVMA Annual Convention

- Upcoming Date and Location: July 13-16, 2005 in Victoria, B.C.
- Booth Costs: \$1500 CAN for standard
- Attendance: 400-600 veterinarians and 75+ technicians

Mailing List: CVMA mailing list

- Rental: \$450.00 CAN
- Circulation: 2800 clinics
- Contact: Louise Fournier, 613-236-1162 (extension 110)

Other Promotional Opportunities: Sponsorship of items for Animal Health Week

- Dates: First week of October
- Available: Sponsorship opportunities for 2005

IVMA (Iowa Veterinary Medical Association)

Publication: *IMVA Update*

- Frequency: Monthly
- Circulation: 1400
- Language: English
- Ad Rates: \$135.00 - \$475.00 USD (Ad also placed on website)

Publication: Membership Directory & Resource Guide

- Frequency: Bi-annual
- Circulation: 1400
- Language: English

Convention: IMVA Annual Meeting

- Upcoming Date and Location: September 23 – 24, 2004 in Ames, Iowa
- Booth Costs: \$800.00 USD
- Attendance: 500
- Sponsorship Opportunities: \$750.00 - \$1500.00 USD

7. Subscription Services

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If you want your name ADDED to our mailing list, please sign our Guest Book form at <http://www.deerfarmer.com/html/guest.html>.

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As per our Privacy Policy, your name, e-mail address, and any other personal information will only be used by the Deer & Elk Farmers' Information Network. 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, elk, and reindeer farming to publish in this newsletter. E-mail, fax, or mail your ideas and articles to the Editor (see information below).

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