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Deer Farmers' Information Network

Deer Farmers' Digest Newsletter

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Welcome to the MARCH 2002 edition of the *Deer Farmers' Digest*, a monthly electronic newsletter published for those interested in raising deer, elk and reindeer. This *Digest* (ISSN 1499-1357) is distributed via e-mail to over 2,800 readers in 28 countries.

A copy of ALL the issues of the *Deer Farmers' Digest* can be found at *http://www.deer-digest.com* and in the National Library of Canada at *http://collection.nlc bnc.ca/100/201/300/deer_farmers_digest/.*

Please forward this copy of the *Deer Farmers' Digest* to your friends and any other people who may be interested in deer, elk or reindeer.

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IN THIS ISSUE

1. ORGANIC STANDARDS FOR VENISON

[*Following up on last month's article – A Natural Opportunity for Venison – this article identifies some of the standards that deer/elk farmers must meet in order to sell their venison products as certified organic. This information is taken from the Organic Crop Improvement Association (OCIA) Standards Manual (2002) that can be downloaded from the OCIA web site at http://www.ocia.org*]

Origin of livestock

Livestock products that are to be sold, labeled, or represented as organic must be from livestock under continuous organic management from the last third of gestation. Livestock used as breeder stock may be brought from a non-organic operation onto an organic operation at any time: provided that, if such livestock are gestating and the offspring are to be raised as organic livestock, the breeder stock must be brought onto the facility no later than the last third of gestation.

The following are prohibited:

1. Livestock or edible livestock products that are removed from an organic operation and subsequently managed on a non-organic operation may not be sold, labeled, or represented as organically produced.

2. Breeder or dairy stock that has not been under continuous organic management since the last third of gestation may not be sold, labeled, or represented as organic slaughter stock.

3. Embryo transfer techniques and the use of hormonal reproductive treatments are not allowed. (International requirement).

The producer of an organic livestock operation must maintain records sufficient to preserve the identity of all organically managed animals and edible and non-edible animal products produced on the operation.

Livestock feed

The producer of an organic livestock operation must provide livestock with total feed ration composed of agricultural products, including pasture and forage, that are organically produced, and if applicable, organically handled; except those non-synthetic substances and synthetic substances that are specifically permitted (see page 40 of OCIA manual) to be used as feed additives and supplements.

The producer of an organic operation must not:

1. Use animal drugs, including hormones to promote growth.

2. Provide feed supplements or additives in amounts above those needed for adequate nutrition and health maintenance for the species at its specific stage of life.

3. Feed plastic pellets for roughage.

4. Feed formulas containing urea or manure.

5. Feed mammalian or poultry slaughter by-products to mammals.

6. Use feed, feed additives and feed supplements in violation of the Federal Food, Drug and Cosmetic Act.

Slaughter animals must be fed 100% organically grown feed including pasture. Buffer zone requirements may be waived by the certification committee if an affidavit or non-use of prohibited materials can be obtained from neighboring landowners.

Pasture management must ensure that stocking rates do not exceed the maximum carrying capacity of the land in the region, taking into account the forage production capacity, stock health, and environmental impact.

Overgrazing leading to the degradation of the land may result in non-certification.

Here are a few additional international requirements:

1. Calves, lambs, piglets and kids shall suckle for at least the full colostrums period.

2. Early weaning or feeding milk replacer are prohibited.

3. Youngstock from mammals shall be raised using systems that rely on organic milk, preferably from their own species. In emergencies, the certification bodies may allow the use of milk from non-organic farming systems or dairy based milk substitutes so long as they do not contain antibiotics or synthetic additives.

[Does this means that bottle-raised fawns and elk calves do not qualify as organic under these rules – Ed.?]

Health care practices

The producer must establish and maintain preventive livestock health care practices, including:

1. Selection of species and types of livestock with regard to suitability for site-specific conditions and resistance to prevalent diseases and parasites.

2. Provision of a feed ration sufficient to meet nutritional requirements, including vitamins, minerals, protein and/or amino acids, fatty acids, energy sources, and fiber (ruminants).

3. Establishment of appropriate housing, pasture conditions, and sanitation practices to minimize the occurrence and spread of diseases and parasites.

4. Provision of conditions that allow for exercise, freedom of movement and reduction of stress appropriate to the species.

5. Performance of physical alterations as needed to promote the animal's welfare and in a manner that minimizes pain and stress (e.g., dehorning).

6. Administration of vaccines and other veterinary biologics. Vaccinations (including vaccination to stimulate production of maternal antibodies), probiotics, and similar preventive techniques are

permitted when diseases are known to exist in the farm environment and cannot be controlled by other techniques. Legally required vaccinations are allowed.

7. When preventive practices and veterinary biologics are inadequate to prevent sickness, a producer may administer approved synthetic medications.

The producer of an organic livestock operation must not:

1. Sell, label or represent as organic any animal or edible product derived from any animal treated with antibiotics, any substance that contains a non-allowed synthetic substance or a prohibited non-synthetic substance.

2. Administer any animal drug, other than vaccinations, in the absence of illness.

3. Administer hormones for growth promotion.

4. Administer synthetic parasiticides on a routine basis.

5. Administer synthetic parasiticides to slaughter stock.

6. Withhold medical treatment from a sick animal in an effort to preserve its organic nature. All appropriate medications must be used to restore an animal to health when methods acceptable to organic production fail. However livestock treated with prohibited substances must be clearly identified and shall not be sold, labeled or represented as organically produced.

[Of interest to elk producers is that the use of Lidocaine is permitted. However, use requires a withdrawal period of 90 days after administering to livestock intended for slaughter.]

Livestock living conditions

The producer of an organic livestock operation must establish and maintain livestock living conditions which accommodate the health and natural behaviour of animals including:

1. Access to the outdoors, shade, shelter, exercise areas, fresh air, and direct sunlight suitable to the species, its stage of production, the climate, and the environment.

2. Access to pasture for ruminants.

3. Appropriate clean, dry bedding. If the bedding is typically consumed by the animal species, it must comply with organic feed requirements.

4. Shelter designed to allow for: a) natural maintenance, comfort behaviors, and opportunity to exercise; b) temperature level, ventilation and air circulation suitable to the species; and,
c) reduction of potential for livestock injury.

The producer of an organic livestock operation may provide temporary confinement for an animal because of:

1. Inclement weather.

2. The animal's stage of production.

3. Conditions under which the health, safety, or well being of the animal could be jeopardized.

4. Risk to soil or water quality.

The producer of an organic livestock operation must manage manure in a manner that does not contribute to contamination of crops, soil or water by plant nutrients, heavy metals, or pathogenic organisms and optimizes recycling of nutrients.

Transportation

Here are the international requirements regarding transportation of animals:

1. Throughout the different steps of the process, there shall be a person responsible for the well being of the animal.

2. Animals presented for transportation must be in a condition that enables them to endure the stress of travel.

3. Animals must be clearly identifiable.

4. Animals must be treated humanely during loading, unloading, shipping, holding and slaughter. (The handling during transport and slaughter shall be calm and gentle. The use of electric sticks and such instruments is prohibited).

5. The mode of transportation must be: a) clean and free of protrusions that could cause bruising and/or injury, and b) provide adequate ventilation and comfortable head space so the animal is able to stand in a natural position.

6. When transport is by axle, the journey time to the slaughterhouse shall not exceed sixteen (16) hours. If the trip takes longer, the livestock must be fed and watered according to their needs.

7. Administering tranquilizers or stimulants during loading, transport, or unloading is prohibited.

Slaughter

Here are the requirements regarding slaughter:

1. Slaughter facilities must be inspected and certified or recognized certified organic.

2. The number of animals per holding pen shall be limited allowing plenty of space or each animal to move about.

3. Holding pens may have slatted floors only if there is a bedded surface with space for all stock to lie down.

4. Slaughter must be effected under sanitary conditions which shall usually mean government approved slaughterhouses.

5. Slaughter shall normally take place the same day that the animals arrive.

6. The following methods of slaughtering and handling are permitted. Animals must be rendered insensible to pain by a single blow or gunshot or by an electrical means that is rapid and effective. Killing of slaughter stock on pasture will be subject to all applicable laws.

7. Shackling, hoisting or slaughtering prior to having rendered the animal unconscious is prohibited.

8. Before and after slaughter, organic carcasses and meat products must be clearly identified in such a manner as to preclude confusion with non-certified meat. The animals must be slaughtered as a separate lot and certified meat hung apart.

9. Carcass marking agents must be approved for use by the local government regulatory agency and meet the requirements of these standards.

10. Meat products must be clearly identifiable back to the primary producer and through to point of sale. Care must be taken to keep certified products isolated from all possible contamination and prohibited materials during transit and point of sale.

From my perspective, deer and elk farmers already meet most of these requirements. The key challenges are in the areas of ensuring the feed meets organic requirements, and having available an organically certified slaughter house.

The other observation is that our industry treats their animals in a more humane and natural way than do many other livestock industries. We need to get this message out more to blunt the criticisms from the game farming opponents.

2. WORLD'S OLDEST WHITETAIL DEER DIES

[*By Russell Sawchuk from information provided by Harold Kriesche of the Deer Ranch and Richard P. Smith. Also see our article on Elizabeth in the March 2000 edition of the Digest.*]

Elizabeth, believed to be the oldest whitetail doe in the world, died on January 27, 2002. She was 24 years and 7 months old when she passed away of old age at the Deer Ranch in Michigan USA.

Elizabeth was owned by Harold Kriesche and his wife Sally. The Kriesches bought their deer business in 1988 which included Elizabeth, who was 11 years old at that time. Elizabeth was born on June 3, 1977.

Elizabeth produced 38 fawns in her lifetime, including twins in May 2001. Elizabeth didn't have her first fawn until she was 2 years of age in 1979. She had a single fawn that year. Starting in 1980, she consistently produced twins every year through to 1990, except in 1988. Through 1989, at the age of 21, the doe had produced a total of 20 fawns. She almost doubled that figure by the time she reached 24 in 2001 with 38 fawns.

Kriesche said he tried to put Elizabeth on birth control in 1998 when she was 21 years old, thinking he would make it easier on the old deer by reducing the drain associated with fawn reproduction. However, Harold's efforts to prevent the doe from conceiving didn't work. She gave birth to a male and female fawn on May 24, 1999 and had twins in 2000 and 2001.

Wild whitetails seldom exceed 10 years of age, but a few deer of both sexes do manage to live longer than normal. Does have a better chance of reaching older age than bucks because they don't endure the stress associated with the rut. Deer without antlers are also more likely to be passed up by hunters. The oldest doe taken by a hunter in Michigan was an amazing 19.5 years old. That doe was shot during the 1967 hunting season and her age was determined from her teeth. Does that were 14.5 and 15.5 years of age have also taken by hunters.

I'm sure Elizabeth will be missed at the Deer Ranch as she was a very productive member of the family.

3. NUTRITION REQUIREMENTS FOR DEER AND ELK

[*Reprinted with permission from the Canadian Elk & Deer Farmer, Early Summer 1999*]

Elk are ruminants, like cattle and sheep, and therefore can make use of fibrous feeds because of the microbes that aid digestion in their rumen. However, ruminants vary in their selection and use of fibrous feeds. Fallow and whitetail deer are very selective eaters, choosing to consume only the most succulent and digestible plants and plant parts. Red deer and elk will eat and digest feeds higher in fiber content, but will leave plant parts that bison, sheep and cattle will readily consume.

All deer are highly seasonal in their eating habits. Voluntary intake decreases by as much as 40 – 60% during the winter, as compared to spring and summer peaks. This is a considerable advantage in temperate climates, where low-cost pasture growth peaks at the same time as the feed intake of farmed deer and elk.

Feed requirements

Feed nutrient requirements can be classified in a short list of "major" requirements and a longer list of "minor" ones. Major nutrients include water, crude protein, energy, calcium, phosphorus, salt and fiber.

Minor, but essential, nutrients include magnesium (Mg), potassium (K), sulphur (S), iron (Fe), copper (Cu), iodine (I), cobalt (Co), manganese (Mn), selenium (Se), molybdenum (Mo), chromium (Cr), fluorine (Fl), nickel (Ni), vanadium (Vi), tin (Sn), arsenic (As), vitamins A, D and E, and essential fatty acids.

Crude protein (CP)

Protein is needed for maintenance, muscle and bone growth, and tissue repair. Elk that are rapidly growing or lactating and bulls recovering from the rut have higher protein needs. To some extent, greater protein requirements can be met by increased intake. However, the percentage of protein in diets designed for these animals is usually increased as well.

Maintenance rations should be at 10 – 12% crude protein, whereas rations for lactation or antler growth should provide 14 – 18% crude protein. Growing rations should contain 16 – 20% crude protein.

If a single diet is fed to all gender and age groups, a 16 – 17% crude protein level is optimal. Total dietary protein content must be determined to follow these general guidelines.

Like other ruminants, elk and deer can make use of non-protein nitrogen sources to satisfy part of their protein requirements. Rumen microbes transform non-protein nitrogen into microbial protein. The microbial protein in turn, as it passes out of the rumen with the digesta, becomes a protein sourced available for digestion in the lower gastro-intestinal tract.

Urea may be used to replace a portion of true protein nitrogen in an elk ration with no adverse results. In practice, total amounts of urea or ammonia (non-protein nitrogen) that could be used in a ration depends upon the roughage source.

Feeds naturally high in protein include legumes (alfalfa, clover, trefoil) and vegetable protein supplements such as roasted soybeans, soybean meal, canola meal and linseed meal. The crude protein content of a commercial feed will be displayed on the feed tag as will the proportion of non-protein nitrogen (%ECP/NPS: estimated crude protein from non-protein sources). In general, feeds containing non-protein nitrogen are less expensively priced.

Energy

Energy is derived from the digestion of several compounds, including carbohydrates and fat. Excess dietary protein can also be used as an energy source, but it is a costly practice.

Next to water, energy is the most essential nutrient, required in the largest quantity in the diet. Energy is required for all bodily functions including maintenance, growth, and activity. Lack of energy will seriously compromise health, production and reproduction.

Energy requirements of elk are commonly expressed as metabolizable energy (ME). ME quantifies the amount of energy available to the tissues after subtracting energy losses in digest and metabolic conversions. Total energy requirements are estimated by totaling the appropriate requirements for maintenance, gain, gestation, lactation or velvet production. Metabolizable energy units may expressed in kilocalories (kcal), kilojoules (kJ) (1 kcal = 4.186 kJ or megajoules (MJ). We refer to 1 MJ or ME as a “feed unit.” For example, energy requirements for a 260 kg elk female during lactation are estimated to be 80 feed units per day.

Elk will voluntarily adjust their intake to meet their energy requirements to the extent that maximal gut fill capacity permits. In a study conducted with whitetail deer fawns at Pennsylvania State University, minimal feed energy content required was 9.2 feed units; feeds of poorer quality than this should not be fed as a maintenance diet. This corresponds to an overly mature grass hay or good quality oat straw.

Energy requirements of all deer species follow a seasonal pattern. In winter, deer decrease their basal metabolic rate by 40 – 60%, thereby significantly reducing their energy requirements for maintenance. Pastured or free ranging deer increase their maintenance energy requirements by 60% in comparison to penned animals due to their increased activity.

As ruminants, elk can meet much of their energy requirements from the digestion of fibrous feeds such as hay, haylage and pasture. Smaller species, such as fallow deer, have less rumen and fiber digesting capacity than do larger deer such as red deer and elk. Fallow and whitetail deer require more concentrate (grains and supplements) and less fiber in their rations in comparison to elk and red deer.

Energy fed in excess of maintenance and production requirements will be stored as body fat. Fat deposition in deer is remarkably sensitive to photoperiod. In a Michigan study with whitetail fawns, well-fed fawns essentially stopped growing by mid-November. In contrast, fawns fed a restricted diet lost weight during the autumn. Regardless of dietary treatment, all fawns deposited fat, starting in early autumn and peaking by mid-December. However, fat reserves in the well-fed fawns were two times larger than in nutritionally deprived fawns.

Concentration of dietary energy is the strongest determinant of bodyweight gain. Cows/does must not be overfed during winter, or calving problems will increase. Rations should be designed for maintenance only. Calves should at least maintain their weight over winter.

Rations for immature elk calves can be designed to ensure winter weight gains but need to be assessed from an overall economic status. Weaned elk fed a marginal diet during their first autumn and winter will demonstrate compensatory gain on pasture the following summer. However, despite the compensatory gain on summer pasture, elk fed a marginal diet during their first winter can never catch up in body weight to elk fed a well-balanced diet throughout their growth period.

Bulls/bucks need to enter the rut in good condition since body weight losses as high as 30% are typical. Failure to build up adequate energy reserves before rutting season can compromise reproductive performance. Body weight reserves need to be built back up after the rut, after which animals can be fed a maintenance diet until antler growth begins.

Feeds relatively high in energy content include the cereal grains – corn, oats, barley and mixed grain. Corn contains the most energy of any grains. Vegetable meals such as soybean, linseed and canola meal also contain high levels of energy but are also high in protein value. Oil seeds such as soybeans and canola are high in fat and therefore high in energy content.

Elk are very susceptible to rumen acidosis caused by overfeeding of grain. Grain feeding levels need to be changed slowly to allow the rumen microbes to adapt. Similarly, changes in feedstuffs need to be introduced gradually. Elk must be closely monitored during the winter to ensure they are still consuming adequate forage to maintain rumen function.

Calcium, phosphorus and other minerals

The metabolism of calcium and phosphorus is interrelated. These two minerals are considered simultaneously when designing or evaluating a ration. Both minerals are important constituents of bone. Calcium is also essential for nerve impulse transmission, muscle contraction, secretion of some hormones and enzyme activation. Phosphorus is an essential constituent of enzymes involved in fat, carbohydrate and energy metabolism.

The actual amount of calcium and phosphorus required by elk increases greatly during growth, lactation and antler growth. A minimum of 0.7% calcium and 0.4% phosphorus is suggested for elk rations. Of equal importance is ensuring a calcium to phosphorus ratio of at least 1.5 to 1. How wide a ratio is tolerated by elk has not been researched although other ruminant species can tolerate calcium to phosphorus ratios as high as 5:1.

Calcium levels are relatively high in hay, especially legumes, but phosphorus content is quite low. Grains are the opposite, being relatively high in phosphorus and low in calcium. Rations comprised of hay/haylage and natural grains and oilseeds or meals will not provide enough minerals and

vitamins. Hay analysis is required to decide which type of mineral/vitamin supplement is most suitable. Access to browse (twigs and leaves) improves natural mineral intake on pastures.

Commercially prepared mineral-vitamin supplements are extremely variable in both nutrient content and price. Follow these general guidelines.

1. Choose either a 2:1 (2 times as much calcium as phosphorus), or 1:1 (equal calcium and phosphorus) depending on forage analysis and grain feeding levels. Avoid low calcium, high phosphorus minerals as they tend to be both unpalatable and expensive.

2. Next check the levels of vitamins A, D, E, and selenium. All of these nutrients are expensive and will add to the cost. Selenium and vitamin E levels should be increased in late winter/early spring; feed vitamin levels decrease during storage and will be quite low by this time. Vitamin E and selenium are also important to prevent nutritional myopathy and to defray the stress imposed by handling. Supplemental vitamin E feeding can decrease during pasturing; fresh grass is a good source of natural vitamins.

3. Check trace element levels for copper, zinc and manganese. Elk, unlike sheep, require supplemental copper. A feed or mineral designed for sheep will not contain any added copper.

4. Check the feed tag for salt levels (if present, will be listed as sodium or Na). Some minerals include salt, others don't. Additional salt will be necessary if no other source is provided, particularly in spring and summer. Elk will not voluntarily consume much salt in winter.

5. Lastly, decide if you need to purchase a mineral (mineral-vitamin supplement) or a premix (mineral-vitamin supplement containing higher levels of vitamins and trace minerals). If you purchase a commercial concentrate (i.e., prepared ration that already has minerals and vitamins added), a mineral will be sufficient. If, however, you are supplementing with straight grains, a premix is preferable.

4. MORE ON DEER FARMING IN AUSTRALIA

[*I was incorrect in my statement made in the January 2002 Digest regarding Australia having a national deer marketing organization. Here are two e-mails I received to set the record straight. Ed*]

Dear Editor,

Firstly, thank you for a very informative newsletter. It is a valuable step in keeping people in the deer industry around the world informed on issues in other countries.

Secondly, I advise that your statement in the January 2002 newsletter that said "Australia and New Zealand have NATIONAL marketing agencies for ALL deer species" is NOT correct in relation to Australia.

Australia does not have a "marketing and promotion" body. Some of the research levy is used from time to time for the "market development" aspect of research and development, but Australia does

not have an organization like the New Zealand Game Industry board, which is involved in product promotion.

The Australian industry has in the past sought to have levies directed to the funding of its industry policy body and for industry and product promotional efforts. However, the government legislation under which the compulsory levies are collected do not permit this.

Governments are increasingly less inclined to legislate compulsory levies as they want to remove the government from commercial activities and definitely won't institute organizational funding levies as they see them as a type of compulsory unionism.

I hope this clarifies the issue for your readers.

Regards,
Nola Anderson
Chair, Deer R&D Advisory Committee (Australia)

* *

Dear Russell,

Thank you for yet another great edition of your *Deer Farmers' Digest.* Special thanks for giving our industry structure the thumbs up.

However, the Australian industry never had a centralized marketing body or agency similar to New Zealand. Marketing of Australian venison has always been, and still is, carried out by private enterprise. Within the scope of the research and development charter of the RIRDC, the government operated the Rural Industry Research and Development Corporation. Several market research and development programs/studies were funded in intervals over the years. The reports were published and made available to private enterprise to act upon.

In 1996, Australia had over 30 listed exporters of venison. Today, there are less than a dozen impacting on the market.

I trust this will round up the picture. Thank you again for your excellent publication.

Best regards,
Rudy S. Keller
Director – Hon. Secretary
Deer Industry Association of Australia (DIAA)

5. CWD FOUNDATION ESTABLISHED

The CWD Foundation was recently created (February 2002) as an independent Colorado non-profit corporation. Their goal is to stop, control and eliminate Chronic Wasting Disease (CWD) from all cervids (elk and deer) both in wild and domestic populations over the next ten years.

The Foundation plans to raise private and public funds to achieve their goals. The funds will be used for CWD education and networked information dissemination. Most importantly, the funds will be used to sponsor CWD research into the definition of the disease pathogens and the development of a live animal test, together with prophylatic medication and a possible vaccine.

The CWD Foundation is seeking donations, volunteers and cervid blood. For more information, please contact Jan Elsworth, Managing Director or Rich Forrest, Project Coordinator.

CWD Foundation
Box 55
South Fork, CO USA 81154
Phone: 1-866-STOP-CWD (1-866-786-7293) or 719-657-2167
Fax: 719-657-2113
Web: *http://www.stopcwd.org*

6. EVENTS CALENDAR

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

NORTH AMERICAN ELK BREEDERS ASSOCIATION 12th Annual Convention will be held on March 21-24, 2002 at the Riviera, Las Vegas, Nevada, USA. For more information contact *mailto:info@naelk.org* or phone 816-431-3605.

ALBERTA WHITETAIL AND MULE DEER ASSOCIATION Annual Convention will be held at the Capri (Red Deer, Alberta, Canada) April 5 to 7, 2001. For more information contact AWMDA at *mailto:info@albertadeer.com* or visit their web site at *http://www.albertadeer.com*

WHITETAILS OF WISCONSIN ANNUAL MEETING will be held on April 6, 2002 at the Stoney Creek Inn, Wausau, WI. For more information see *http://www.whitetailsofwisconsin.com* or e-mail *mailto:info@whitetailsofwisconsin.com*

NORTHEAST DEER & ELK FARMERS CONVENTION AND ANNUAL MEETING will be held on April 19-21, 2002 at Bangor, Maine USA. For more information contact Hank Dimuzio at 802-388-8979 or *mailto:ledgend@together.net*

CHEMICAL IMMOBILIZATION OF ANIMALS seminar will be held on April 20-21, 2002 at the Penn Aviation Airport, Williamsport, PA. The seminar, put on by Safe Capture International, Inc., and sponsored by Pneu-Dart, will consist of 16 hours of training by Dr. Keith Amass. Advanced registration is only $375. For more information and to register, phone 608-767-3071, or *mailto:safecaptur@aol.com* or visit their web site at *http://www.safecapture.com*

DEER BRANCH NEW ZEALAND VETERINARY ASSSOCIATION Annual Seminar will be held in Nelson, New Zealand May 15-17, 2002. This is a technical conference for veterinarians, researchers and advanced farmers. This conference will be in the week preceding the NZ Deer Farmers' Association Conference in Wellington. Enquiries to Peter Wilson, at *mailto:P.R.Wilson@massey.ac.nz* or fax 0064 6 3505616

Many more events, including deer/elk sales, trade shows and workshops, are listed in the Calendar section of Deerfarmer.com at *http://events.deerfarmer.com.* Take advantage of this free service to list your upcoming events.

7. DEERFARMER.COM NEWS

Here is what been happening recently at Deerfarmer.com:

1. *Digest advertising* – to help us offset some of the costs associated with preparing and publishing the *Deer Farmers' Digest*, we are now accepting advertising in this *Digest*. In our survey that was reported in last month's *Digest*, 68% of the respondents said they would support advertising in this newsletter.

We offer three places to advertise in each edition of the *Digest* – beginning of newsletter just after the table of contents ($45 per month), after the last article ($30 per month) and in a new Classified Ads section ($12 per month for a 5 line ad). Discounts are available if ads run three months or longer. The ads, along with any links, will remain part of the newsletter when it is posted on the Deerfarmer.com web site and at the National Library of Canada.

The *Digest* is e-mailed monthly to about 2,800 subscribers – 72% in the United States, 20% in Canada and 8% in 26 other countries. The Deerfarmer.com site gets between 40,000 and 60,000 visits each month from about 12,000 different individuals.

The *Deer Farmers' Digest* can deliver your message cost-effectively to a very targeted audience in the deer/elk farming industry. Please order your ads at the Deer Farmers' Store located at *http://store.deerfarmer.com*

2. *Deer Farmers' Store* – our store on the Deerfarmer.com site is now open for business. To start, we are offering sample business plans for deer/elk farms, Digest subscriptions, back issues, advertising, and Deerfarmer.com knives for sale. The site is perfectly secure and safe, and you can order using a range of payment options.

If you find the *Digest* and the Deerfarmer.com site of value, please support us through advertising and purchases from our store. These revenues will keep us going, and help us develop new and improved features and information services.

8. CLASSIFIED ADS

Welcome to our new Classified Ads section of the Digest. Your ad (maximum 5 lines) can be here for only $12 per issue. Visit our Store at *http://store.deerfarmer.com* to place your ad.

WILDLIFE GENETICS INTERNATIONAL offers professional DNA services to deer and elk farmers that are accurate, fast and cost-effective. Contact July Lenek at *mailto:jlenek@wildlifegenetics.ca* phone 205-352-3563 or visit our web site at *http://www.wildlifegenetics.ca.*

THE DEERHANDLER™ is the best system designed to handle your deer easily and effectively without the need for chemical immobilization. Use the DEERHANDLER™ for testing, inventory, and health shots. Visit *http://www.deerstore.com* or contact Len at *mailto:info@deerstore.com* or phone 780-973-7020.

4M RANCH in Florida has big-bodied, large-antlered northern whitetail deer that have been acclimatized to the southern USA. If you are looking to start a deer farm or enhance your genetics in the south, contact Franz at 561-546-9287 or visit our web site at *http://www.4M-Ranch.com*.

THUNDERHEAD GENETICS for sale – semen, bred does and fawns. Thunderhead is a whitetail buck from Gloryview Whitetails in Alberta who set a new Canadian record as a two-year old. Contact John Boyko at *mailto:aboyko@compusmart.ab.ca* phone 780-459-7365 or visit their web site at *http://www.deerfarmer.net/gloryview*

HUNTING DOG DON'T WANT TO HUNT NO MORE? If you have an older hunting dog that is suffering from joint stiffness or arthritis, please check out *http://www.arthritis-in-dogs.com* Lots of information, links and resources on arthritis. A free trial sample of Qeva Joint Mobility for Dogs is available for you to try with your dog.

9. 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 mailto: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 at *http://www.deerfarmer.com/forms/guest.htm*

The *Digest* is also available in a print format (ISSN 1499-1349). A $3 per issue ($36 per year) fee applies to cover postage, paper and handling costs. You can subscribe on-line at our Store located at *http://store.deerfarmer.com.*

As per our 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!

10. CONTACT INFORMATION

We are always looking for articles and news about deer, elk and reindeer 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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