



**W**elcome to the SEPTEMBER 2000 edition of the Deer Farmers' Digest, a monthly electronic newsletter published by Deerfarmer.com - The Deer Farmers' Information Network. The Digest is distributed via e-mail to over 1,500 readers world-wide. A copy of ALL the issues of this Digest can be found at <http://digest.deerfarmer.com>

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### 1. MARKETING THROUGH EVENTS

**W**ith the recent addition of a new and improved Calendar of Events to the Deerfarmer.com website (<http://events.deerfarmer.com>), I thought it would be appropriate to discuss how to use events as part of your marketing strategy. By marketing through events, I am primarily referring to having display booths at conferences and tradeshow.

Marketing at relevant industry events has a number of advantages:

1. High numbers and concentration of your target audience. If you are selling products and services to deer farmers, what better place to meet a lot of them than at a deer convention.
2. An opportunity to meet personally with your current and potential customers. It provides a venue to talk, discuss and hand-out updated information.
3. An opportunity to show and demonstrate your products first-hand. If you are selling handling equipment, you can demonstrate its features and use at a trade-show. For certain products, this is much more effective than using brochures or other media.

4. Many events attract visitors from a large geographic area, usually national and often international. This gives you an opportunity to expand your potential customer base to other regions and other countries.
5. These events are also an excellent place to recruit, select and sign-up distributors and retailers of your products and services.
6. It is a great place to check out the competition and gather market intelligence by visiting their booths, and talking to customers of their products.
7. By holding a contest or draw, you can build up your mailing list and identify potential marketing leads to follow-up.
8. It is a great way to distribute brochures to potential customers. Many people attend shows and exhibits merely to collect brochures. They study the brochure and place their orders on the basis of that information.
9. Your presence at the event demonstrates to customers that you are a serious and major player in the industry since you have made the investment in time and effort to be there.
10. Finally, and most importantly, you can make sales right on the spot. If your products are small, your customers can take the product home with them. If you are selling large items or live animals, you can take orders for delivery when you return to your farm or office.

There are also disadvantages to trade shows and conventions:

1. It is expensive. Costs include booth rentals, travel, accommodation, display materials, staffing and being away from your business. For specific target audiences such as deer or elk farmers in a state or province, it may be cheaper to advertise in the local association's newsletter or do a direct mailing. An alternative may be to share a booth with another non-competitive vendor.
2. Only a small portion of deer or elk farmers attend conventions or trade shows. Therefore, you will not reach all of them at any given event.
3. Trade shows and conventions attract different types of visitors. It is important to select the ones that have the types of attendees that you are interested in reaching.
4. Trade shows may not be the best venue for small operations. If you are selling venison, some of the buyers at trade shows are looking for tons per month, something an individual farm cannot supply.

Let's take a look at specific applications of event marketing.

1. *Deer or elk industry conventions* – these are usually held once a year by associations to provide learning opportunities for their members, conduct association business and raise funds. Most of these have a trade show associated with them. These events are ideal places for deer/elk farmers who are interested in selling breeding stock and related products to other farmers. It is also an excellent place

for other vendors (feed companies, handling equipment manufacturers, etc.) who have products to sell to this target audience.

2. *Farm and agricultural fairs* – these are held in almost every state and province. They are an ideal place for associations to have trade booths to increase public awareness about the industry. As well, farm fairs are an excellent place to attract new farmers into the deer and elk industry. Existing farmers already have the land and experience, and many are looking for diversification opportunities.

3. *Hunting and sportsmen shows* – these tend to be general consumer shows geared toward outdoor enthusiasts. If you offer hunting services and/or private hunts, these are an excellent place to have a booth and sign up customers. These shows are also a good place for associations to have booths to increase awareness, disseminate accurate information and gain support for the deer/elk farming business. It is also a good place to identify potential investors and partners for individual ventures.

4. *Specialized trade shows* – these are suitable for specialty products. For example, if you are selling elk velvet antler capsules, then attending a health food or nutraceutical show may be appropriate to sign up distributors and/or sell directly to the public. If you have meat products such as venison jerky, then some of the large food shows may be the place to go. However, as indicated above, buyers are usually looking for large quantities and consistent supply.

All these types of events are listed in the Deerfarmer.com Calendar of Events found at <http://events.deerfarmer.com> We have listed association meetings/conventions, hunting and sports shows, farm fairs and food trade shows. (You can find many more from the links listed in the Steppingstones Library website located at <http://www.steppingstones.ca/library/tradeshows.htm>) Check these lists and identify ones that may be suitable for your business or association.

In Canada, there are federal and provincial funds and other assistance/services available to exhibit at foreign trade shows. Check with your local economic development department for more information.

Now for some specific tips for getting the most value from your event marketing. Here are some suggestions for things you should do BEFORE the show:

1. Send an invitation to your customers to meet you at the show.
2. Send a photo or drawing of your booth so that your visitors can easily spot you.
3. Send your customers a map of the exhibit hall marked to show your booth, the rest rooms, the food stands, pay phones, and all the exits.
4. Send an entry form for a contest to be entered at your booth.
5. Be sure you have all brochures, displays and other materials ready well in advance.

DURING the show, we suggest the following:

1. Staff your booth with enough staff and the right people. Don't blow your opportunities. Be sure a knowledgeable person is at your booth at all times. People who work at your booth should be personable, extroverted and friendly with a high energy level and proper social graces. Remember their behaviour and decorum are a reflection of your company.
2. Many trade show and convention visitors are party animals. Capitalize on this by have a hospitality suite where you can entertain and meet with your most important prospects.
3. Have one of your staff (or hire someone) to walk around the show handing out flyers encouraging people to visit your booth.
4. People don't like to walk into a booth where they might feel trapped – be sure your booth has an open feel to it.
5. If you can, include a hands-on demonstration or something people can handle. Studies show folks love to touch things.
6. Research shows that location has very little to do with the amount of traffic at your booth. So don't spend extra to get a preferred spot.
7. Keep things very easy to understand; a few large pictures are better than many small ones. Be sure your farm or company name is highly visible.
8. Quickly separate the serious prospects from the browsers. Don't spend too much time even with serious prospects; there are many others to meet. Arrange to meet your serious prospects later at your hospitality suite.
9. Have no chairs in the booth unless you plan to close sales there. If you must have a chair and table setup, put it in a quiet corner.
10. Don't give away too much literature. People get overloaded. Save your best for follow-up.
11. Be sure to take breaks every four hours and see the entire show as early as possible to gain a feel for the competition.
12. If you offer a draw or prize as a way to collect business cards, offer something of value to your target audience. That way, your mailing list will be more relevant. If you offer a trip to some warm place in winter, everyone will enter but the proportion of, say deer farmers, may be very low. This is particularly true in public, consumer type shows.

AFTER the show, do the following:

1. Contact your leads within one week after the show. If possible, send a thank you note to others who visited your booth.
2. Calculate all your costs for attending your show, and compare to the sales or potential sales. Did the show provide a reasonable return on your investment of time and money?

3. Do a debriefing with your staff/family to discuss what went well, and what could be improved. Write it down and put it somewhere you can find it when planning your next marketing event. With experience, your event marketing will become more successful and profitable.

Yes, event marketing takes a lot of work and planning. But by carefully selecting your venues and following the suggested tips, your efforts will be well rewarded.

## 2. AVOIDING AND TREATING GRAIN OVERLOAD

[Reprinted with permission from the August 2000 Deer Lines & Antler Tines, official publication of the Alberta Whitetail and Mule Deer Association – <http://albertadeer.com> The article was written by Brett Oliver Lyons, Market Planning and Research Officer for the Association, and a moderator and contributor to Deerfarmer.com Discussion Forums at <http://www.deerforum.com>]

**G**rain overload, also known as “Lactic Acidosis” or “Acute Carbohydrate Engorgement”, is a condition experienced by ruminants such as cattle, sheep and goats. Wild ruminants such as elk and deer appear to be more susceptible to this condition than traditional livestock species.

Acidosis usually occurs when animals have consumed large quantities of cereal grains or other sources of readily fermentable starch, or have had their diet suddenly switched from a high roughage diet to a high concentrate diet. It will usually manifest itself in the herd in one of two ways – an acute case will usually be terminal, while milder cases can be turned around. There is also the possibility that some of the affected animals will be more susceptible to secondary infections.

Acidosis is caused by an increase in lactic acid-producing bacteria in the rumen and the rapid production of lactic acid in both the d- and l- forms (these are the same chemical formula but have different rotational movement). It commonly occurs when there is a sudden change in diet, or when animals gain access to grain in large quantities. However, animals that are maintained on a high energy ration may normally be in a marginal state of acidosis due to the formation of lactic acid by the rumen bacterial flora. Therefore, ingredient changes, poor mixing of grains in the ration, or faulty feeding can produce acute acidosis in your deer.

Treatment must begin as soon as it is realized that an animal has eaten more than a normal amount (as little as half again as much) of grain or other sources of readily fermentable starch. The longer the treatment is delayed, the more difficult it is to reverse the progressive chain of events that will end in death in 2 to 4 days.

The underlying problem is the rapid fermentation of starch in the rumen with the resultant production of lactic acid. The lactic acid is picked up by the blood stream in amounts that are high enough to generally disrupt normal body chemistry. Lactic acid can also pool in joints and heavily worked muscles resulting in severe tendonitis, arthritis and lameness. It has also been suggested, that very acid conditions in the rumen may damage the lining of the mucous membrane, allowing bacterial to enter the blood stream and reach the liver, injuring this organ as well.

Usually the greedy feeders are the first to be affected. Symptoms comprise of staggering and apparent blindness, subnormal or normal body temperatures. This will usually be followed in 24 to

48 hours by recumbency, and finally coma and death. A profuse diarrhea may develop in later stages. Milder cases can recover when the high grain or high concentrate ration is removed, and extra roughage is provided.

The severity of the signs depend largely upon the amount of cereal grains or concentrates eaten. In the first few hours, a full rumen and restlessness may be all that is seen. There are mild cases, that do not progress beyond simple indigestion. However, in severe cases there may be evidence of extreme agitation and some pain (crying and getting up and down). The animal will often stagger and even appear blind. Their appetite will decrease dramatically during the first day as will rumen contractions. The feces may become soft.

The temperature of the deer will become sub-normal unless the animal is exposed to the hot sun. As the lactic acid level in the blood and body fluids increases, circulatory collapse or shock will begin; this will increase the heart rate. Animals with a heart rate of less than 100 are more likely to respond to treatment than those with a heart rate of 120-140 or higher. Respiration rate increases and breathing becomes shallow, diarrhea usually develop and is profuse.

The excess lactic acid in the rumen causes a large amount of fluid to be transported into the rumen. This process dehydrates the body and is detectable by an increase in the hematocrit reading (percentage of red blood cells in the whole body). This dehydration in combination with acidosis can cause circulatory collapse. This is best detected clinically by a paling of the mucous membranes, a fast heart but barely perceptible pulse. The rumen may feel full and doughy; if less grain was consumed, it may feel resilient because of increased fluid and gas. The rumen will have no contractions but one may hear a lot of gas rising through the fluid. Usually after two days the animal will lie down and not voluntarily get up.

The color of the mucous membrane of the eyes (vulva or penial sheath) should be observed early and regularly for evidence that the normal healthy pink is changing to pale pink or to white. If the mucous membranes are becoming pale, and the heart rate is above normal range, or if the animal is becoming depressed, or if it staggers slightly, or is showing evidence of pain, a veterinarian should personally evaluate and treat your animals.

In moderate cases, drenching or dosing 50 grams of magnesium hydroxide or magnesium oxide in a liter of warm water per 70 kg of body weight will work. In more severe cases, where the animal is still standing and the rumen pH is 5 to 6, a large stomach tube may be passed into the rumen. The rumen is washed with 10 to 15 irrigations. Tepid water is pumped in until obvious rumen distension occurs; then the rumen is allowed to empty by gravity. It is not enough to retrieve the water pumped in as any remaining grain must be washed out.

Systemic acidosis is combated with oral or intravenous fluid administration. Five percent sodium bicarbonate is given intravenously for severe acidosis at the rate of 500 ml per 100 lbs of body weight over a period of 30 minutes. This is followed by 1.3% sodium bicarbonate at the rate of 65 ml per lb of body weight over the next 6 to 12 hours. In severe cases, where the animal is down and in shock, the only life-saving procedure may be surgical removal of the grain from the rumen. This is a high-risk procedure, because of the already extremely bad condition of the animal. In cases that progress that far, there is also a high possibility of severe fungal rumenitis developing in 3 to 5 days. The owner should realize that surgery is much more apt to be successful earlier in the course of the

disease at a time when conservative treatment still has a chance to work. The owner, with the advice of the veterinarian must decide the degree of acceptable risk.

Under most management systems, grain overload results from an over-consumption of grains or concentrates. It is advisable that rations for your deer should not contain a total cereal grain content higher than 35%. When changing a ration from one manufacturer to another, or even from the same manufacturer, changes should always be made slowly. Generally, it should take you 30 days to change from one feed to another by increasing the level of the new feed by 10% every three days. Always make sure that your animals have access to good quality pasture and forage as well as their regular rations.

### 3. BUYING BREEDING STOCK

Judging from the flurry of activity at the Deerfarmer.com Classified Ads (<http://ads.deerfarmer.com>), buying season must be upon us. Deer and elk farmers who have been in the business for some time have developed an instinct based on their experiences for purchasing of breeding animals. For the rest of us, it is one scary thought, especially if you are about to part with a significant amount of your hard earned cash.

Because the deer and elk industry is so new, it does not have the same established rules and guidelines as do other livestock industries. For example, here are some of the challenges facing buyers of breeder bucks/bulls and does/cows.

1. No standards of conformation or body characteristics; we do not know what the perfect breeding animal looks like – at least not yet!
2. Inadequate and incomplete genetic history records. Remember that many of these animals came from the wild only a few generations ago.
3. Record keeping and data definitions vary greatly; the industry (except in New Zealand) has not yet produced EPD (Expected Progeny Differences) to provide a statistical guide for purchases.
4. Differing state, provincial and country requirements for testing and movement of animals makes it difficult to purchase quality breeding animals from other jurisdictions. Some provinces such as Alberta prohibit the importation of deer and elk altogether (although this is currently under review).
5. Shortage of quality breeding stock may increase pressure for quick sales. The market for quality breeding animals seems to be strong with many deer farmers reporting that they sell out quickly.

In addition to these challenges, several other issues have arisen that buyers should be aware of. These include:

1. The influence of feed and nutrition on antler development. If the antlers of a breeder buck are in any significant portion due to nutrition rather than heredity, then this animal is unlikely to have the genetic qualities to pass on this trait. How is a buyer going to know the difference?

2. Concerns are arising with both deer and elk about the use of hormones to increase antler development – deer on steroids. If you are buying an animal for their antler traits, use of hormones and/or chemicals could be problematic.

3. It is fairly common that deer are sold in advance (often a year or more) and paid for in full. This is great for the cash-flow of the seller but a poor investment for the buyer. His money is tied up for a long period of time without earning any interest. There are risks with this method of buying as well. I am aware of at least one case where a buyer purchased and paid for a buck and several does. Unfortunately the seller died in an accident before the deer could be transferred. The buyer was not able to get the deer, nor a refund from the estate and lost a substantial amount of cash.

So what's a buyer to do? Here are some tips to reduce your risks.

The best thing you can do is deal with an established and reputable deer/elk farmer. Ask around for recommendations. Check out the Farm Directory on Deerfarmer.com (<http://www.deerfarmer.com/directory>) to find a list of deer producers in your state or province. After you have selected a few possible sellers, here are some things you should do.

1. Visit the farm and see how it presents itself. If it is a mess, the deer and their records are probably too. Find out how long the farm has been in business. Find out whether they are active members of the local deer/elk association.

2. Get at least 2 generations of genetic history on the animals you are interested in. If it is a buck, be sure it has bred in the past (you don't want to buy one that is sterile). Find out who has bought the fawns so you can track their progress.

3. Ask for names and phone number of previous buyers. Call them and ask detailed questions about the quality of animals and the service.

4. Find out how the animals have been raised, and how often they have been handled. Bottle-raised animals are much easier to handle and may be better suited for the beginning farmer.

5. Inquire as to vaccinations, testing and other health practices, especially those that may affect antler growth or the quality of the meat.

6. Determine what the feeding program has been. You will want to continue with a similar program to avoid health problems from sudden changes.

7. Check the animals that you want to buy carefully? Do they look healthy? Any signs of disease or other problems? When was the last time they were tested for TB?

If you are not getting satisfactory answers to the above questions, then you may have to look around some more. Be sure you are comfortable doing business with this individual. If you are, then you need to find out the following:

1. Does the seller have an agreement for sale?



2. Is a deposit required, and is it non-refundable? When is the full payment due? What are the options for payment? If full pre-payment is required, is the money held in trust? What happens to the deposit/payment, if for whatever reason, the animals cannot be delivered as agreed upon?

3. If you are buying unborn animals, do you have the option to take the “pick of the litter”? What options do you have if you do not like any of the animals that are born to a particular doe or cow? What proof is there that the young is really from the doe you paid for, and not a substitute? Are substitutes of equal value permitted?

4. What guarantees or warranties does the seller offer on these animals?

5. Does the seller deliver – if yes, is there an additional charge? Do you pick up? Can the animals be transported without tranquilization? What happens if I cannot pick up or take delivery on a specific date? Are there boarding fees until pick-up or delivery?

6. What happens if the animal gets sick or dies within days of arriving at my farm?

7. Is the seller available for “after-sales support”? Can you call on him/her if you have any questions?

Reputable dealers will go out of their way to make sure you are satisfied with your purchase and buying experience. After all, they want your repeat business and also want you to give them a positive referral to others.

Always use a sales contract. Know the terms of the contract to avoid innocent misunderstandings later. The contract should have at least the following:

- date of sale
- seller’s farm number or registration
- seller’s name and address
- buyer’ name and address, phone
- deer registration number or official id or DNA profile
- pedigree and pictures if available
- health history
- delivery or pick-up date
- guarantees or warranties
- amount of purchase
- deposit required/made
- other terms and conditions of the sale.

[The North American Elk Breeders Association has developed some model contracts for use by their members. Copies are available in the July/August 2000 edition of Wapiti News.]

Finally, once you are established, follow these guidelines when you are selling breeding stock. Be absolutely honest, ethical and customer-focused and you will do well.

[My thanks to Lisa Mueller and Thelma Morgan for their tips for this article].

#### 4. NEWS FROM THE ASSOCIATIONS

At the August 2000 meeting of the Board of Directors of the North American Deer Farmers Association (NADeFA), the following actions were taken:

1. Considered the feasibility of electronic delivery of the NADeFA News Roundup newsletter.
2. Adopted a policy regarding the restricting of growth enhancing hormones in antler competitions.
3. Reviewed reports from the Venison and Velvet marketing committees.
4. Appointed a legislative task force to develop a blueprint to address state issues as they come up.
5. Review budget and plan to further develop the NADeFA website (<http://www.nadefa.org>)
6. Reviewed white papers written by species councils to be used as promotional materials.

For more information, please contact NADeFA at [info@nadefa.org](mailto:info@nadefa.org)

(Source: Summer 2000, NADeFA News Roundup)

The North American Elk Breeders Association has recently formed a Legislative Task Force to provide assistance and support to members wishing to preserve/enhance their rights to raise elk as alternative livestock. The Task Force will provide information and persuasion to legislative bodies in various states and provinces.

The task force recommends that each state or provincial association appoint a liaison, who will act as the industry contact for agencies and organizations. The liaison will also be continuously aware of media reactions and the orchestrations of anti-industry organizations. Thus the association can oversee legislative action and gather the information needed to combat unfavorable public relations and regulations.

For more information, contact NAEBA at [info@naelk.org](mailto:info@naelk.org) or phone 816-431-360.

(Source: Wapiti News – July/August 2000)

#### 5. EVENTS CALENDAR

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

WISCONSIN WHITETAIL SEMINAR will be held at the Ron & Mary Pierce deer farm in Sarona Wisconsin on Sept. 16 and 17. Speakers will be Len Jubinville, Ron Guldon, Laurie Prasnicky and David McQuaig. Topics covered will include farm planning, handling deer, TB testing, darting, feed and DNA testing. Fee \$25 per person; limit of 50 people per day. For more information or to register contact Mary Pierce at 715-234-4071 or [whtail@ecol.net](mailto:whtail@ecol.net)

NADeFA LONG STAR BRANCH MEETING: The next Texas branch meeting of NADeFA will be held on Saturday, Sept. 23, 2000 at Sundance Ranch, Columbus, Texas. Dr. Jack and Allison Jensen will host the meeting and have planned an informative day at their red deer ranch. Invite friends interested in the deer industry. Call Ellen Godwin at 512-396-5517, or Jan at Dr. Jensen's office at 713-984-1400 to RSVP for lunch arrangements.

WORKSHOPS AT MORGAN'S BIRCHWOOD DEER FARM in Pennsylvania. Artificial insemination of white-tailed deer on Oct. 19, 2000, Chemical immobilization of deer on Oct. 20, 2000 and Advanced Hoofstock Immobilization on Oct. 21, 2000. For more information contact [tjdoe@aol.com](mailto:tjdoe@aol.com) or [safecaptur@aol.com](mailto:safecaptur@aol.com) or phone (608) 767-3071

CANADIAN VENSION COUNCIL REGULAR MEETING: The meeting will be held in Quebec City, Quebec, Canada on Oct 20, 2000. For more information, phone 780-460-9424 or [avccva@telusplanet.net](mailto:avccva@telusplanet.net)

B DFA ANNUAL CONFERENCE: The annual British Deer Farmers conference will take place in Brecon, Powys, Wales on Nov. 4-5, 2000. The program will include processing and marketing venison, organic standards for farmed deer and carcass evaluation. For more information contact B DFA at phone 017684 83810 or fax 017684 83809 or visit our website at <http://www.deer.org.uk>

A TWO-DAY WHITETAIL WORKSHOP will be held on Nov. 11-12, 2000 at Gibbons, Alberta Canada. This workshop is sponsored by Extreme Whitetail Genetics and will be taught by Dr. Harry Jacobson. For more information see <http://deerfarmer.net/Extreme> or e-mail [bucks@telusplanet.net](mailto:bucks@telusplanet.net) or phone 780-942-4527.

CANADIAN RED DEER ASSOCIATION ANNUAL GENERAL MEETING AND CONVENTION will be held in Cornwall, Ontario, Canada on Nov. 17 to 19, 2000. Call 613-874-9994, fax 613-874-9995 or [buy@glen-net.ca](mailto:buy@glen-net.ca) for more information.

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

## 6. NEW AT DEERFARMER.COM

The major change at Deerfarmer.com is our new, enhanced Calendar of Events located at its own sub-domain at <http://events.deerfarmer.com> We have listed several different types of events in the Calendar. These include:

- Association conferences, meetings and related events
- Seminars and workshops of interest to the industry
- Deer and elk auction and other sales
- Farm and agricultural fairs
- Hunting and sportsmen's shows
- Specialty trade shows for meat, food and nutraceuticals

The Calendar software allows you to view different months, and only specified types of events. External postings are permitted. However, you will need a userid and password to allow you to post, edit and delete events. Fill in the registration form or e-mail [webmaster@deerfarmer.com](mailto:webmaster@deerfarmer.com) if you want access privileges to the Deerfarmer.com Calendar of Events. Your other option is to e-mail them to me and I will post them. Please take advantage of this free service to promote your Association's or farm's upcoming events.

There has been some pretty intense discussions on nutrition and feeds in our Discussion Forums located at <http://www.deerforum.com> The Forums are a great place to learn about deer/elk farming, ask questions and exchange stories of success and problems. These Forums are moderated and we request that participants follow proper Netiquette when posting.

We are constantly updating our list of Deer and Elk Associations. Visit the Associations list in our Library for contact information of your local Association. We strongly encourage you to support and participate in your local deer or elk industry association. They are critical to ensuring that the regulations and environment stay friendly for a thriving and profitable deer and elk farming industry. They also are an excellent source of information and assistance for new farmers. The associations need your support to do their jobs.

We have added a couple of new deer farms to our websites found at <http://www.deerfarmer.net> We welcome Rocky Mountain Whitetail Ranch (<http://www.deerfarmer.net/rmwt>) from Alberta and Evergreen Springs Farm (<http://www.deerfarmer.net/evergreen>) from Pennsylvania. Please visit their new websites and sign their guest books. Isn't it about time for you to considering getting a website on Deerfarmer.net?

## 7. SUBSCRIPTION SERVICES

**W**e respect your right to privacy. If you wish to be removed from our mailing list at any time, simply send an e-mail to [editor@deerfarmer.com](mailto:editor@deerfarmer.com) with REMOVE in the Subject line.

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

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

## 8. CONTACT INFORMATION

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

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*<http://www.deerforum.com> and <http://www.steppingstones.ca>*

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