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FROM THE EDITOR

By Andy Cowan

I would like to welcome and thank WFI for contributing to our industry and now this publication. For many years, South Australian and Victorian Branch members have had the opportunity of joining an Alliance with WFI when they take out their insurance. This simply means that when you insure your farm, house, car, stock etc with WFI and mention that you would like to participate in the Alliance with the deer industry, WFI will donate a percentage of the premium to the nominated branch. If you look in the last issue on p.16, you will notice that the commission donated to the DIAA by WFI was \$6,331.08. This is about 6% of our total income.

It is a real pleasure to be able to publicise Ardno Deer Park in this edition. The McKinnon family seems to be a bit of an institution around Strathdownie and I believe that Andrew and Marika have been farming deer there for over 20 years. Andrew has always had a very long term view and has carried out a herd improvement program almost since day one. By looking at their photos you can see the value of spending money on good genetics and bloodlines. Farmers need to take a long term view because there are some years you would rather forget - but perseverance pays!!

We need some feedback from readers on the future of the velvet pool. In his President's Report, Andrew Hansen mentioned that the council made a recommendation to the directors of ADH that they consider not holding a pool in 2012/13. The council suggested to the directors that they also consider the winding-up of ADH as it may have outlived its purpose. The pool has been critical for many small operators in our industry. Those cheques for \$1,000 or \$10,000 always seemed like the cream on the top of their deer business. They always had confidence that the pool was working in their best interests and would always pay them on time. What happens if we do not run the pool? How do we run the pool so that they do not lose money? What are the options? Please read the article on p.5 and send your opinion for publication in the next edition.

I hope all your weaners are doing well. My area has seen a wonderful autumn. We still have plenty of grass ahead of the mobs and have not yet had to feed out. Plenty of time for other jobs!!