



Privately Owned Cervid Industry
Survey Results

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March 17, 2009*

On December 18, 2008, the Michigan Department of Agriculture (MDA), Animal Industry Division, met with the privately owned cervid (POC) industry to present a summary of POC facility regulatory and budgetary challenges, and to discuss movement of all oversight of the cervid industry to the Michigan Department of Natural Resources (DNR). The following is an executive summary of input received from the industry regarding MDA concerns.

Purpose:

The Michigan Department of Agriculture (MDA) needed to gauge and identify preference for Privately Owned Cervid (POC) industry oversight, the reasons for this preference, and to identify common themes regarding oversight of Michigan's POC industry. MDA contracted with an outside, neutral source for review of the comments.

Analysis & Results:

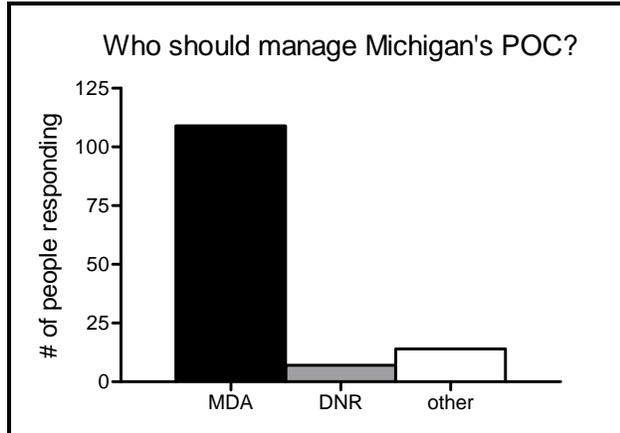
Procedure for analysis of the cervid survey

Numerical totals

1. Numerical totals were determined after duplicate, same family, and out of state responses were eliminated. The table below categorizes the type of responses received.

Category	#
Total # of responses received	159
Duplicate responses	(10)
Same family responses	(4)
Out of state responses	(2)
TOTAL # RESPONSES ANALYZED	143

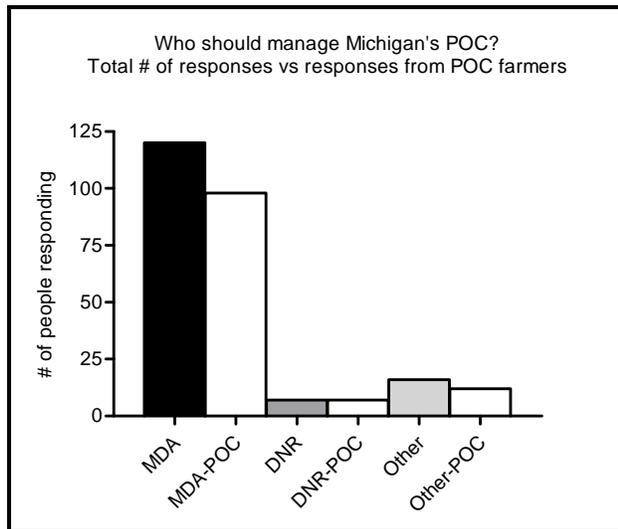
2. Responses were divided into three groups:
MDA = respondents who indicated they wanted MDA to administer the entire POC program (**N=120**)
DNR = respondents who indicated they wanted the DNR to administer the entire POC program (**N=7**)
Other = responses considered non-responsive, expressing no preference (**N=16**)



Of the 143 responses to the cervid industry comment form, 84% indicated they wanted MDA to administer the cervid program; 5% favored DNR oversight, while 11% indicated no preference.

3. Total responses were then broken down as from owners/managers of POC facilities (by direct statement by the respondent and/or correlation with the MDA 2009 Cervid List) and as from non-owners. (**117 of the 143 responses were from owners**).
4. The number of POC owners (and former owners) were then determined for each of the 3 categories

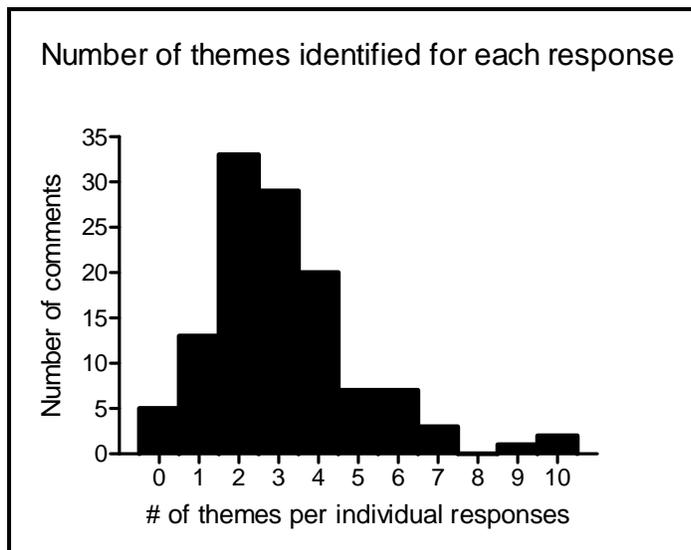
	MDA	DNR	Other
POC	98/117	7/117	12/117
Non-POC	22	0	4
TOTAL	120/143	7/143	16/143



Of the 143 responses to the cervid industry comment form 117 (82%) were from POC owners. Of the POC owners, 84% indicated they wanted MDA to administer the cervid program, 6% favored DNR oversight, while 10% did not indicate a preference.

Identification of themes

1. Respondents were given the opportunity to include written comments beyond simply indicating which agency should administer the POC facilities.
 - Additional comments (from several sentences to several pages) were received from 120 respondents.
 - Seven individuals did not include additional comments.
 - Sixteen individuals added comments that were considered unrelated to the issue or irrelevant.
2. All written comments (including those from multiple family members) were evaluated and common themes developed from these responses.
3. For those who favor MDA control of the POC program, 15 common themes identified from their responses.
 - Number of themes identified in individual responses varied from 0 to 10; most responses included 2, 3, or 4 themes.
4. Individual responses were then categorized by themes and the total number of each per theme calculated.
5. *No common themes were identified in responses from those who favor DNR oversight of the POC program, or those classified as other.*

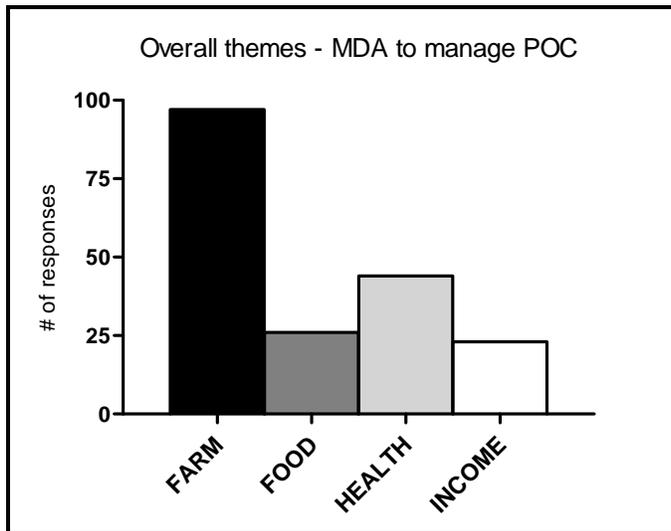


For those who favored MDA oversight of the POC industry, 15 themes were identified from written comments. Number of themes from additional comments ranged from 0 to 10, with most comments including 2, 3, or 4 themes.

Themes - MDA to administer POC program

1. The 4 overall themes included:

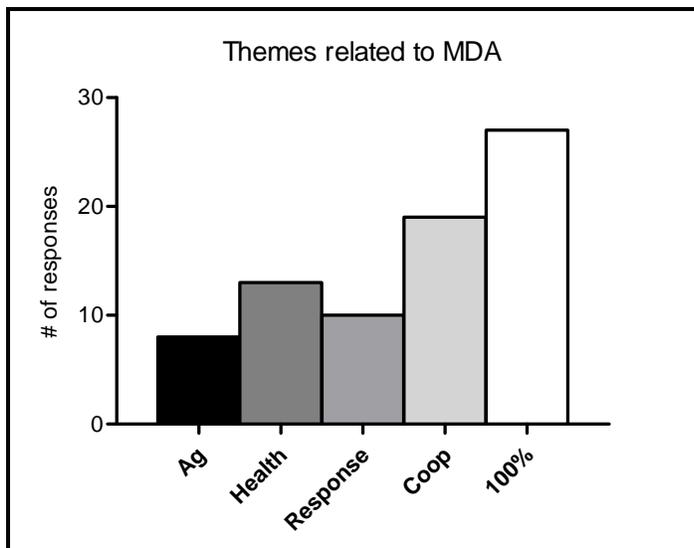
- **Farm** – POCs are an agricultural endeavor; animals are raised as livestock with all the husbandry and health concerns seen with other livestock; POCs enhance profitability of existing agricultural endeavors
- **Food** – POC products are utilized for food, with the same food safety concerns as other animal products
- **Disease** – disease prevention and control with POCs is similar to other livestock industries (not like wildlife)
- **Income** – POCs generate income for the farmer (diversified farming) enhancing sustainable agriculture; POCs also provide income for the state in the form of local products, tourism, entertainment and hunting; with proper management POC industry could be a growing/thriving Michigan industry



Of respondents who indicated that MDA should administer POC industry, 81% noted that POCs are farmed animals. Other concerns were health & disease prevention (37%), food production and safety (22%), and personal or state income (19%).

2. Five themes related specifically to MDA oversight were developed. These five themes included:

- **Agriculture** = Expertise in animal agriculture
- **Health** = Expertise in animal health and disease
- **Response** = Rapid response to questions and concerns
- **Cooperation** = Excellent cooperation & relationship with POC industry
- **100%** = MDA should have 100% oversight and all fees should go to MDA



Of respondents who indicated that MDA should administer POC industry, 23% stated that MDA should have 100% oversight of the POC industry.

Conclusion:

Eighty-four percent of the respondents to the proposal to transfer oversight of the cervid industry to the DNR indicated that the MDA is the most appropriate agency to manage Michigan's POC industry. The primary reason stated was the POC industry is a farming industry, like any other livestock operation.

Additionally, animal health and food safety are MDA issues, and therefore MDA is the most appropriate agency to oversee the industry in this regard. MDA is considered a promoter of animal agriculture by the respondents. Personal income from POC farming, as well as community and state income related to the industry are considered to be important reasons for having MDA oversee the entire POC Industry.