Getting Started in a Breeding Operation

What do you need to consider?



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What are the components?

- ✓Pens
- ✓Handling
- ✓Stocker Animals
- ✓Health
- ✓Records
- ✓Marketing and Sales
- ✓Labor

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Pens?

- ✓Lots of options, but the basic unit should be 8 pens. (4 possible)
- ✓Location and setting critical.
- ✓Small vs large?
- ✓Construction materials?
- ✓Expandable?

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Handling Facilities?

- ✓Mandatory! Do not get your hamsters before your cage.
- ✓Lots of variations on the theme.
- ✓Best you can afford! But, not just for show.



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Stocker Animals?

- ✓ **Don’ts**
  - ✓ **Buy “onezies and twozies!”**
  - ✓ **Buy at auctions, unless someone you already are working with.**
  - ✓ **Non-pedigreed animals.**
  - ✓ **CWD Monitored only herds.**
  - ✓ **Short-term breeders.**

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Stocker Animals?

- ✓ Questions to ask:
  - ✓ How long in business?
  - ✓ CWD status and date?
  - ✓ Facilities tour?
  - ✓ Sires in residence or donors?
  - ✓ Guaranteed AI bred?
  - ✓ Review pedigrees of all animals in residence?
  - ✓ Sources of all stock?
  - ✓ Performance?
    - ✓ Average measurements for all yearling bucks?
  - ✓ Ages of all animals for sale?
  - ✓ Bio-secure or open herd?

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Stocker Animals?

- ✓How are deer delivered?
- ✓When are pregnant does delivered?
- ✓Sale contract? Conditions? Terms?
- ✓Pregnant or “exposed?”
- ✓DNA records?

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Health Issues?

- ✓ Establish relationship with veterinarian who has worked with deer.
- ✓ Establish health maintenance program, facilities and supplies.
- ✓ Develop good record-keeping program.
- ✓ Develop bio-security program.
- ✓ Evaluate hazards for accidents & disease.
- ✓ Mixing of initial stockers.
- ✓ Protocols for testing.

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Records?

- ✓Computer?
- ✓Off-the-shelf or custom software?
- ✓Storage?

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Marketing & Sales?

- ✓Develop visibility.
- ✓Develop strategic partnerships.
- ✓Do not over-sell!
- ✓Avoid “me tooisms!”

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Labor?

- ✓ Contractual
  - ✓ Be careful!
  - ✓ I don't need any more business!
- ✓ Salaried
  - ✓ Experienced employee valuable, pay him/her like they are!
  - ✓ They are not slaves! Give them a life.
  - ✓ Profit-sharing and incentives!
- ✓ Hourly
  - ✓ Be legal!
  - ✓ Interns & Students.
- ✓ "Sweat" equity.

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Now, let's discuss handling facilities?

But, first, how about questions?

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