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FROM THE EDITOR

By Andy Cowan

As part of a new RIRDC project, the Australian Deer Farming magazine and the RIRDC Newsletter have been combined and are being sent to all deer farmers whether they be members of the DIAA or not. Those non-member deer farmers who responded to the survey sent out by Solange Shapiro (the DIAA Secretariat) are to receive the magazine. If any new recipient of the magazine does not wish to receive a copy of the ADF in the future, please let Solange know (email address: diaa.sec@gmail.com) As she often states, "clairvoyancy is not her strongest point". We, at the DIAA, invite articles, letters and constructive criticism on any aspect of the deer industry – farming, transport, research, game management parks, marketing, etc, etc. Just as an aside, the DIAA membership fees have recently been reduced from \$275 to \$198 incl. GST.

This month is really the end of an era for the DIAA. Jim Moir, who has been President since late 2000, is passing the role of President over to Dr. Andrew Hansen.

Ironically for Jim, he wrote in his inaugural, pre Christmas 2000 President's Report – "*The reasons given by the (velvet) buyers for the poor returns are:*

- *There is a lot of product that has not sold from 1999 because of the high prices paid last year,*
- *The Korean economy is shaky and has not fully recovered from the Asian crisis,*
- *The Korean currency has been hit by the high US\$,*
- *Some of the major buyers are no longer in the market.*

All these reasons, although genuine, do not help the Australian farmer and highlight that we need an additional market for our product."

Here we are, 10 years on (not only with respect to velvet selling) and looking at many options, as he points out in this issue – ADH and C/P are "*reviewing the selling method we tried last year and pursuing any other opportunities that present themselves.*" We are getting there – thanks Jim!! Jim, in his dotage, will now concentrate on something a little less demanding – sky diving!!

If any deer farmer wishes to contribute to this magazine – great! The deadline for the next issue is early November.