



SPIKES

MAGAZINE



PLUS...

ADWA Archery Clinic
Cabin Fever & More

Pierce Whitetail Farms

W4661 Pierce Road Sarona, Wisconsin 54870



SPECIAL SPIKES EDITION
PIERCE WHITETAIL FARMS

Q&A

DEER FARMING is a great way to enjoy deer all the time, plus deer farmers help deer grow bigger and healthier. Photo courtesy of Pierce Whitetail Farms, Wisconsin.



plus they can make big bucks, both literally and figuratively.

Today, the industry drives \$3 billion into the U.S. economy and supports tens of thousands of jobs in small communities across the country. In fact, a recent study conducted by Texas A&M University revealed that deer farming is one of the fastest growing industries in rural America.

Deer farmers are at the forefront of whitetail research and working hand-in-hand with biologists and wildlife authorities on ways to improve deer health and management.

In addition to its huge economic impact, deer farming is at the heart of wildlife conservation efforts. Deer breeders work with whitetail every day, collecting important data about the species and helping to develop better herds, prevent deer diseases and improve habitat management techniques.

Thanks to deer farmers, deer are living longer and healthier lives.

Hey Kids! Email your questions about wildlife, habitat and hunting to SPIKES at spikes@deerwildlifealliance.org, or mail them to ADWA, 12885 Research Blvd, Suite 108A, Austin TX 78750. Please include your name, age and the city and state where you live.

I just learned that some people raise deer on their property. Is this something new?

Tim F.

Deer farming is nothing new. Man has farmed and bred deer since 5,000 B.C. in China and deer breeding officially came to North America around 1908.

While most everyone loves deer and other wildlife, the people who get to raise deer on their property are the luckiest. They have a lot of fun caring for and watching the deer,

SPIKES is a great marketing tool for your company or organization to reach kids, generate revenue or just to give as an extra benefit for membership or patronage.



With your order, ADWF will custom print the front cover with your logo and give you the back cover for self-promotion or as a sales opportunity.

For more information on how to provide SPIKES Magazine to your members or customers, please call ADWF at 877.331.8607.



SPIKES MAGAZINE is published by the American Deer & Wildlife Foundation

SPIKES MAGAZINE is an educational publication of the American Deer & Wildlife Foundation (ADWF), a non-profit organization dedicated to growing the deer and wildlife industries through leadership, education and public awareness, and to increasing outdoor participation among children and young adults.

SPIKES Magazine is a youth publication designed to encourage youth toward outdoor activities, educate them on conservation issues which are important to the deer and wildlife industry.

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Article submissions, photography, readers' letters, story ideas and other correspondence should be sent to:

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SPIKES MAGAZINE

spikes MAGAZINE

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ON THE COVER: This mighty whitetail deer, named Lakota, scored a 300 1/8 when he was only two years old. Lakota is owned by Pierce Whitetail Farms in Sarona, Wisconsin.

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SPIKES Fun Fact

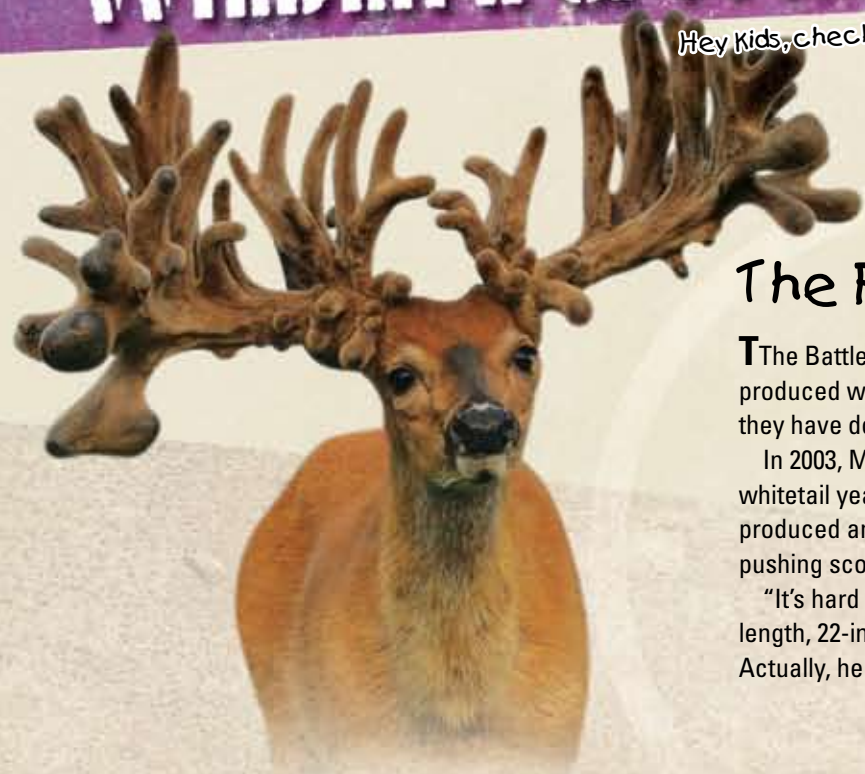
What ancient game bird from China is the state bird of South Dakota?

(Asian peacock, pheasant, grouse, yellow-bellied sapsucker)

Answer on page 11.

WILDLIFE & WIDGETS

Hey Kids, check with your parent or guardian before visiting any web site.



The First 300-Point Yearling

The Battle Ridge Whitetails deer farm in McConnellsburg, Penn., has produced what most deer breeders across the country can only imagine, and they have done it twice.

In 2003, Mark Sipes, owner of Battle Ridge Whitetails unveiled a 200-inch whitetail yearling, named Reno, that scored 200+. This year, the farm has produced another yearling phenomenon, called Free Agent, which is already pushing scores past 300+.

"It's hard to find a weakness in this yearling," says Sipes. "He has great length, 22-inch breadth and good mass. He's got a little bit of everything. Actually, he has a lot of every thing. Even his points have points."

Feed the Need

Not only is the right feed necessary for healthy deer but also the right feeder. Trophy Feeders has a unique feeder that allows for 24/7 feeding, antler protection, and resistance to pesky animals like raccoons. Since antlers makes the "big bucks" protecting them is key and Trophy Feeders do it with ease. And just as babies need bottles to get their food deer need feeders that allows them to get enough to eat in a convenient way as well. Trophy Feeders provide many solutions to deer farms. www.TrophyFeeders.com



In the Crosshairs

The new Diamondback 4-12x40 AO Riflescope by Vortex Optics is extremely versatile and ideal for small and big game as well as many shorter range uses. Waterproof and fogproof. www.vortexoptics.com



Eat Right

Nutrition is a key ingredient for deer, especially for antler growth. In fact, without the right nutrition, a buck with the genetics to become the world record buck might be less than average. Rack Plus™ products are proven performers when it comes to growing bigger bucks and bigger antlers. Rack Plus products provide highly digestible sources of energy and fiber along with a balanced combination of minerals, vitamins and protein. For more information visit www.admani.com/alliancedeerandelk/.

Deer Doctor

Just like well-cared for animals, deer need medical attention too. From handling vaccinations to disease testing to cutting antlers, deer farmers rely on the Deerhandler™ to safely work with their animals. Deer are run inside the enclosed Deerhandler where they are protected from harming themselves, and the medical or herd management procedure is performed safely. www.deerstore.com



'Phabulous' Pheasants

The "phabulous" pheasant is perhaps the most widespread and ancient game bird in the world. It's also one of the most hunted birds and it has been brought to different parts of the world so hunters of all ages can enjoy the adventure of flushing out these colorful birds.

Originally from China, pheasants were introduced to the United States in the late 1800s. Males pheasants, or roosters, are highly ornate with bright colors and adornments such as wattles and long tails. The females are smaller and have shorter tails. They live in open grasslands, cultivated fields and marshes.

These birds are not great flyers and usually fly only short distances. Their normal air speed is about 35 miles per hour, but they can get up to 60 miles per hour when chased.

There are an estimated 10 million birds raised on large private game farms, and ranches where only the males are usually hunted.

Pheasants are nicknamed as the "Ribeye of the Sky" because the meat tastes like dark chicken meat but a bit drier.

The Ring-necked Pheasant is the state bird of South Dakota, one of only three U.S. state birds that is not a species native to the United States.



SPIKES Fun Fact

What predator attacks the most pets in the United States? (cougar, racoon, bobcat, coyote)

Answer on page 11.

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FAWNS, FAMILY & FUN

PIERCE WHITETAIL FARMS MAKES RAISING DEER A FAMILY AFFAIR.



Everyone loves deer. From their impressive antlers to their big brown eyes and graceful canter, there is a gentleness and majesty about deer that inspires awe within all wildlife enthusiasts. Most people see deer occasionally in the wild, but some lucky people get to be around them all the time and actually raise deer on their property. And, for some, it's a family affair.

Raising deer may not be as common as raising cattle, goats or other types of livestock, but it's far from being a new trend. Deer farming has been around since 5,000 B.C. in China and raising deer officially came to North America around 1908. Today, no one does it better than Pierce Whitetail Farms.

PICTURED: This whitetail deer, named Lakota, scored a 393 when he was only three years old. Lakota is owned by Pierce Whitetail Farms in Wisconsin. Check out all the deer at www.PierceWhitetail.com

Located in beautiful northwestern Wisconsin, Pierce Whitetail Farms has raised whitetail deer since 1998 and they are well known across the country for having some of the biggest and best deer. Owners Ron and Mary Pierce began raising deer as a hobby and their love of deer has become a profitable business that includes the whole family.

Unlike some deer enthusiasts who only appreciate deer during the Fall, deer farmers can enjoy bucks and does all year round. For the Pierces, raising their deer is a family affair and everyone gets in the act. Even their granddaughter, Rachel, loves to bottle-feed the fawns (pictured at right).

They have been very successful by continually paying attention to the three key factors for growing bigger and healthier deer with large impressive antlers — age, genetics and nutrition. Their top genetics come from selective breeding and the protective environment of the farm, which helps deer live longer and healthier lives.

Antler development is also greatly affected by nutrition. Without adequate nutrition, a buck with the best genetics in the world might only be able to produce average antlers. Just like young boys and girls deer need proper nutrition to grow big and strong.

According to U.S. statistics, about two-thirds of American farms lose money every year. Farmers are always looking for new ways to make money by using their land more efficiently. Sometimes drought can devastate crops or livestock prices can fluctuate so much that it becomes hard for a rancher or farmer to pay his/her bills. This is where deer farming comes in. Deer farming is different and can be much more cost effective. Deer require less space than cattle; they are lower maintenance and they generate more 'bucks' (i.e. money) for the farmer than traditional livestock because they are worth more.

The story of Pierce Whitetail Farms is similar to the stories of many families across the country who have decided to raise deer. The Pierces began raising deer as a hobby, just as many others raise horses or dogs. Since deer require little labor and almost look after themselves, they are a perfect choice for a hobby-farmer. But that doesn't mean they are labor-free. Deer still need adequate food, water and attention every day.

Deer do not require expensive structures for shelter. Wooded areas next to pastures can provide cover and security. However, some specialized equipment and facilities are needed to control deer when they must be worked and handled. It is also necessary to have sturdy, woven fencing to keep predators out of the deer's area.

While raising deer can be fun (and some work) year-round, there are two particular times of the year that are really exciting — early summer and fall.

Early summer is fawning season for whitetail and mule deer. Young fawns are usually easy to handle the first few days but they quickly learn to walk and it's not long before they are running, jumping and playing just like kids.

As with most young animals, fawns need a lot of special attention. Working with them can be a great experience.

Fall is another great time for raising deer. This is the time of year that you can see really big bucks...and the not the 'bucks' as in dollars — bucks as in 'big deer with big antlers.'

The best way to get bucks with bigger antlers is to provide them with good nutrition and allowing them to live long enough to grow them. Unfortunately, neither of these usually happen for deer in the wild. Drought and poor vegetation prevents them getting good nutrition and the average age of a buck killed in the wild is only 1.5 years old. However, farm-raised deer most often live long healthy lives and they produce giant antlers.

At Pierce Whitetail Farms they do everything they can to make sure their deer are all in excellent health! Keeping the deer healthy involves many tasks just like in humans. Just as kids have to get vaccinations so do deer. At Pierce Whitetail Farms the deer get vaccinations twice a year. Pierce Whitetail Farms' deer are a very important part of their livelihood and deserve the best they can give. And just like good parents the Pierces work their hardest to keep their deer healthy, happy and strong.

If your family is interested in raising whitetail deer, see if there is a deer farming association in your state or contact the Pierce Whitetail Farms (www.piercewhitetail.com). Ron and Mary will be glad to help you make deer part of your family too.



Photos courtesy of Pierce Whitetail Farms. www.PierceWhitetail.com

Cabin Fever

Are you ready to get out of the house? Camping season is just around the corner so time to get out the camping gear and get ready for a great American outdoor tradition.

Camping will get you up close and personal with nature. It increases your awareness of your surroundings and can refresh your appreciation for the many things that so often go unnoticed.

In nature there are so many amazing things to discover, and camping can be a wonderful adventure. Just think — the birds and animals, the plants and trees, the rocks, the streams and ponds, the insects, the sounds, the weather, the wildflowers, and all the different activities that can provide so much excitement. The possibilities are endless!

One of the first rules of camping is 'Be Prepared' so don't forget the gear and supplies you will need.

- Extra clothing and shoes — let's face it... all kids get wet and dirty and chances are you will too.
- Warm clothing — it may get chilly, especially in the evening so it's smart to dress in layers.
- Insect repellent — there's not a campsite in the country that doesn't have its share of bugs, so take a repellent that has a time-release formula.
- Sunscreen — You will be outside all day so protect yourself against too much sun. There's no quicker way to spoil your vacation than by getting a sunburn.
- First aid kit — Accidents happen. Be prepared.
- Rain gear — Keep them dry and warm and you'll be ready anything.
- Toys, games, activities — No matter where you travel, there are always down times. A handful of games are just the trick to break any boredom.
- Familiar bedtime items — pillows, blankets, stuffed animals, dolls etc.
- Flashlight/glow sticks — There are no night lights in the wilderness.
- Snacks — All this activity is going to make you hungry but try to keep it healthy.
- Water — Avoid dehydration due to heat and high activity adventures.



One of the great things about camping is that it always create fond memories that you'll remember for years to come. To make sure you do, here are a few tips to keep track of all your adventures and exploits.

- Bring a camera with plenty of film/flash/extra batteries. Disposable cameras are excellent for outdoor activities and everyone in your family can carry their own.
- Capture your memories with a video camera.
- Keep a journal and write down all the details about your trip and the activities. Be sure to include photos and you can even have your friends and family write about their experiences too.

And, most of all, don't forget to send pictures of your camping adventures to Spikes Magazine. We'll be glad to share your pictures with other Spikes Club members in the next publication. Email your pictures to: Spikes@deerwildlifealliance.org

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spikes STORIES

ADWA Kids are On Target!

More than two dozen children and their families received a fun introduction to the bow at the 2nd Annual ADWA Youth Archery Clinic. The event provided beginner instruction to kids, ages six to 15.



First Buck

Heston Bugai (9) gets his first buck at the Flying B Ranch in Seguin, Texas.



Welcome New Spikes Club Members

The ADWA booth welcomed new Spikes Club members at a recent visit at the Bass Pro Shop in Grapevine, Texas.



OH DEER!

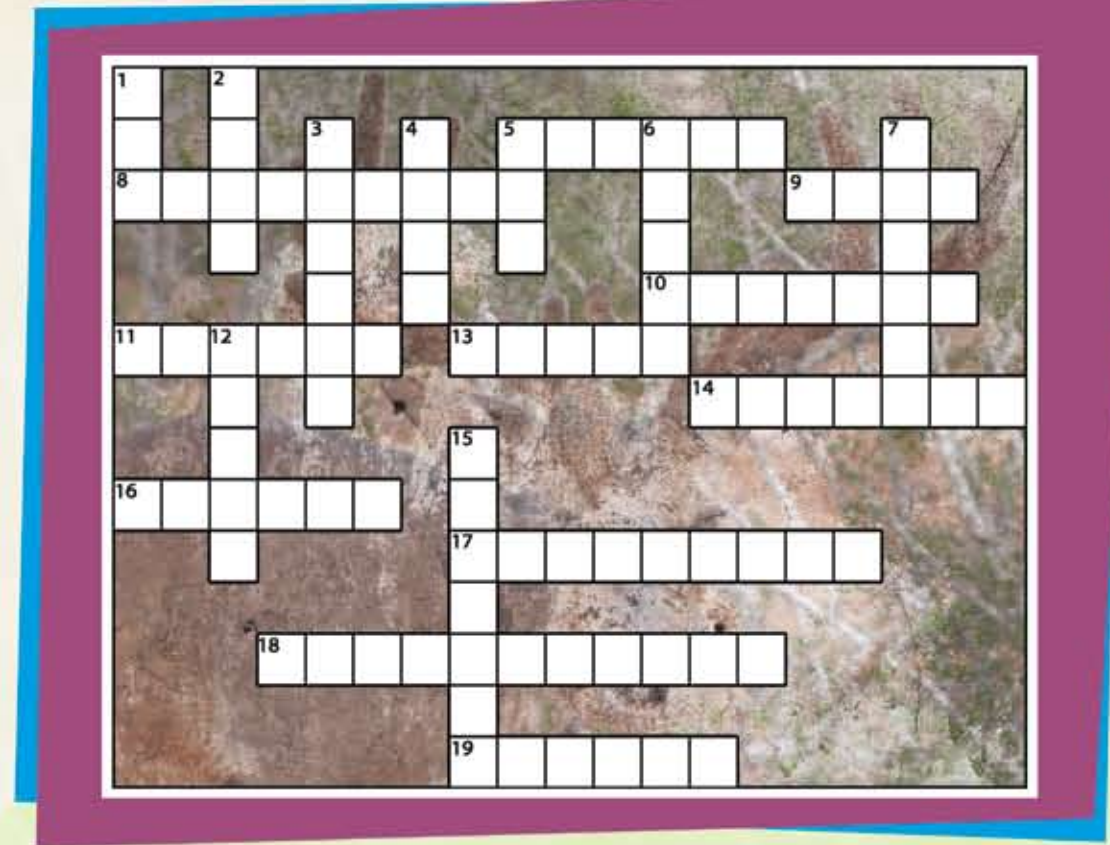
ACROSS

5. Deer breeder's ID (2 wds)
8. Most popular big game animal in North America
9. Male deer nickname
10. Whitetail hatrack
11. Elmer's favorite season
13. Deer toddlers
14. Deer steak
16. Fuzzy antler surface
17. Doe's lifestyle
18. One namesake for B&C score (2 words)
19. Hunter's top priority

DOWN

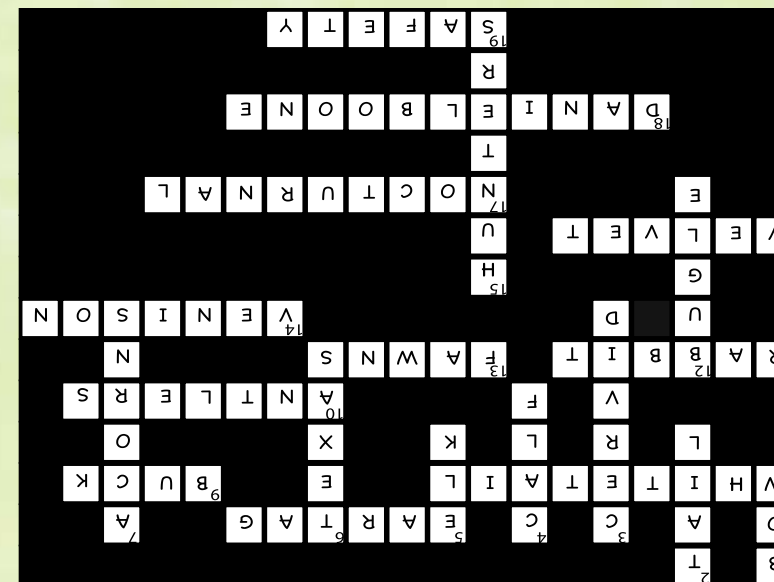
1. Stick and string for hunters
2. Deer alarm signal
3. Scientific deer alias
4. Newborn elk
5. Largest deer species in North America
6. State with the most deer farms
7. Favorite deer entree
12. Elk call
15. Original conservationists

BRAIN BOOSTER



spikes SOLUTIONS

ANSWERS from Brain Booster, above



ANSWERS from Spikes Fun Facts

What ancient game bird from China is the state bird of South Dakota?
(Pheasant.)

What predator attacks the most pets in the United States?
(Coyote.)

Pierce Whitetail Farms

W4661 Pierce Road Sarona, Wisconsin 54870

www.piercewhitetail.com | whtail@centurytel.net

**Refusing to
FOLLOW!**



PWF Kemosabe
Tonto's Full Brother
313" @ 3



Frosty @ 2
243" @2, 23" I.S.

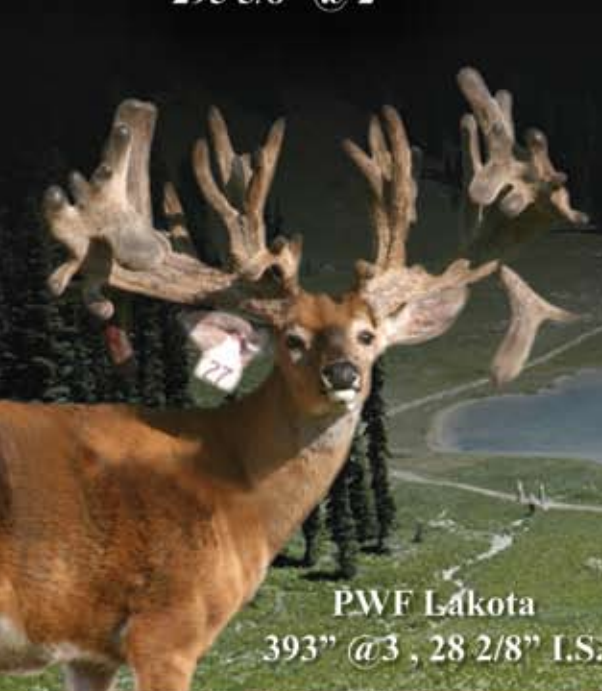


PWF Matrix
295 5/8" @ 2

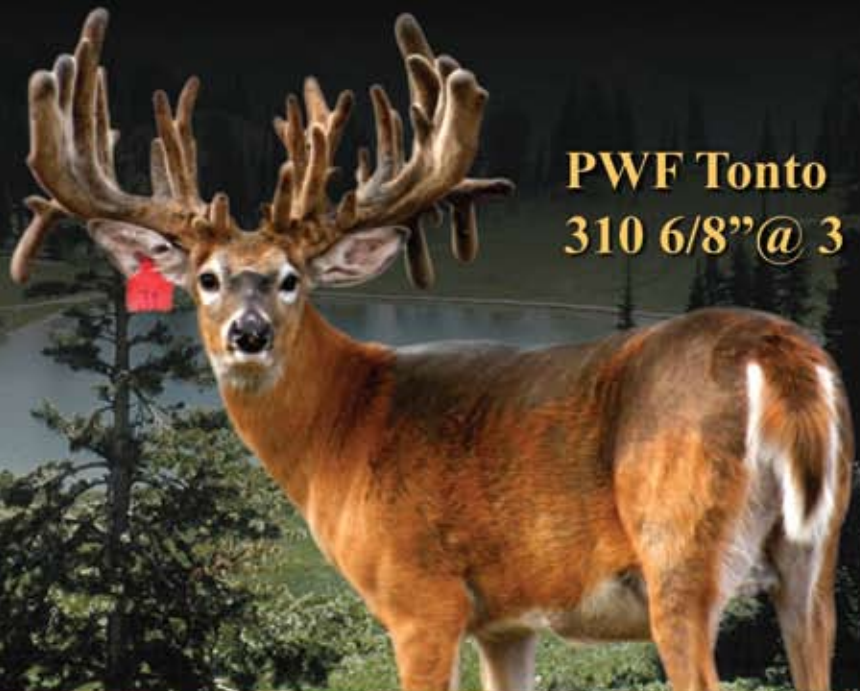


MaxboBucky
~240" @ 3, 24" I.S.

**Everybody has a
Power Doe...
you're just a straw of Tonto
away from proving it!**



PWF Lakota
393" @3 , 28 2/8" I.S.



PWF Tonto
310 6/8" @ 3