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## Economic Impact Statement

A study was conducted by Texas A&M University to gauge the cervid industry's level of economic impact on both a national and local level to better inform Congress of NADeFA's proud status as a key contributor to the U.S. economy. The study yielded statistics that offer a glimpse at the industry's total economic impact as well as the direct and indirect economic contributions.

### The Survey

- This survey was performed in late 2006-early 2007. Surveys were sent to both breeders and hunters. The respondents represented 26 of 48 states.
- 91% of the respondents had one species of deer of which 87% were Whitetail, 5% were Red Deer, 4% were Elk and another 4% were Fallow Deer.

### Study Highlights

- The cervid farming industry is, perhaps, the fastest growing agricultural industry in rural America.
- Total economic impact of the cervid industry measures to approximately **\$3 Billion** with a multiplier of 2.1, similar to other agricultural industries.
- Direct economic impact measures to \$893.5 million based on average annual costs extrapolated across all operations.
- Indirect economic impact is based on multipliers and demonstrates how capital expands through the economy.
- The economic activity of the cervid farming industry supports **29,199 jobs**, most of which are in rural America.
- One of the major customers of this industry is hunters. Estimating the impact of hunting dollars spent, with hunters as the consumer of cervid farming products, an additional \$757 million is generated by the cervid farming industry.
- Breeding operations reported expenditures averaging \$101,000 per year, which includes operating and annual capital expenditures in addition to feed, fuel, labor, etc.
- For access to the full report, please visit: <http://www.afpc.tamu.edu/pubs/2/480/rr-2007-04.pdf>