

Alberta White-tail & Mule Deer Association Code of Ethics

The *vision* of the Alberta Whitetail & Mule Deer Association is to develop a profitable and environmentally sustainable deer industry that contributes positively to the economy and the people of Alberta.

Our *mission* of the Association is to facilitate the development of the industry in its entirety and inspire confidence in the future of the deer industry from all key stakeholders while promoting responsible and humane production of whitetail and mule deer in Alberta.

Therefore as a member of the Alberta White-tail & Mule Deer Association, you acknowledge that you have the following obligations to the Association, the deer farming industry, and to your fellow deer farmers:

- To promote the responsible and humane production of farmed whitetail and mule deer, within Alberta and around the world.
- To minimize the distress of my animals, enhance their natural protection from predators, parasites and disease and provide adequate shelter, feed, and water.
- To use management practices that promote an environmentally sustainable industry
- To transport my animals in a humane manner using measures appropriate to the species.
- To ensure that animals, products or services offered for sale are honestly represented.
- To adhere to a policy of truth and transparency in business transactions.
- To be responsible and accountable in all my business transactions.
- To represent the industry to newcomers and other interested parties as openly and accurately as possible.
- To protect proprietary information and respect confidentiality in all business transactions.
- To abide by the laws and regulations that govern the deer industry in Alberta and to contribute to the change of any regulations which interfere in my ability to do business.
- To encourage the preservation and management of all Cervidae native to Alberta both farmed and wild.
- To respect my fellow deer producers and to offer assistance whenever possible or practical.
- To abide by the high standards and practices outlined by Alberta White-tail & Mule Deer Association

Accepting these obligations as a member of the Alberta White-tail & Mule Deer Association, I shall ensure that my business reflects the highest standards of ethical conduct in dealing with my customers, employees, and regulatory agencies and deer farmers around the world. I pledge observance and furtherance of the letter and spirit of the above Alberta White-tail & Mule Deer Association Code of Ethics.