

AXIS DEER MARKETING STRATEGY

This project was supported by the County of Maui
Environmental Protection & Sustainability Division under grant number G6044



OUR STORY

Joseph & Josephine's LLC is a social entrepreneurship venture inspired by our great-grandparents, Joseph and Josephine Marciel. During the early 1900s, Joseph & Josephine raised 14 children on their 78-acre homestead situated in the rural community of Kaupō, Maui.

As young children, we spent our best summers there - picking bucketloads of mango, avocado, papaya, banana and citrus fruits of innumerable variety. We hiked up waterfalls, rolled down mountains, and frolicked amidst the wildlife that inhabited our own private, peaceful paradise.

Sadly, by 2018 the impact of axis deer on our homestead had become glaringly evident: broken fences, trees stripped bare, soil erosion, rapid spread of weeds, and the dramatic loss of forage for cattle. What was once an abundant, thriving agroforest was fast becoming an unproductive landscape overrun by invasive species.

This project arose out of our search for innovative and sustainable solutions to the devastating impact of axis deer on our ecosystems, agriculture and food security.



OUR STRATEGY SO FAR

PURPOSE

A Maui County survey of 25 farms and 5 ranches indicated that axis deer caused \$802,000 in damage per year from 2011-2012. In addition, farmers and ranchers spent a total of \$867,000 during those years on fencing and other control measures.

We sought to empower small-scale farmers (LIKE US!) with initiatives to mitigate these impacts, while employing a strategy that could potentially increase farm income. We learned that pet owners in Hawai'i spend over \$54.8 Million in pet products. Results from a survey of Maui residents indicate that 57.6% were interested in either dog food with axis deer meat, chew treats made from axis deer parts, or both products for pets.

We tested this concept and spent an entire year promoting the commercialized harvest of axis deer meat for pet food. In this guide, we share some of what we've learned, and hope that it will inspire you to do the same. For more information and tips, visit the **AXIS DEER** page of our website.

HI SPENDING
\$54.8
MILLION
IN PET PRODUCTS

WWW.JOSEPHINESMAUI.COM

THE LEGAL STUFF

The direct sale of wild game for pet consumption is legal. Here's a summary of the relevant regulations.

USDA

United States Department of Agriculture Federal Meat Inspection Act

The USDA is not required to inspect wild game meats, especially for pet consumption. The inspection of most traditional meats in the U.S. is regulated by the "Federal Meat Inspection Act" (FMIA) and the "Federal Poultry Inspection Act." The Federal Meat Inspection Act defines "meat" specifically as being from "cattle, sheep, swine, or goats." Anyone interested in selling wild game commercially (for human consumption) must pay inspection fees.

FDA

Food & Drug Administration Food Safety Modernization Act

Under the FDA Food Safety Modernization Act (FSMA), operations meeting the definition of 'farm' are not subject to the Preventive Controls for Animal Food rule. Farms and other operations under one management, devoted to the growing of crops, the harvesting of crops, the raising of animals (including seafood), or any combination of these activities can therefore sell wild game for pet food without FDA oversight.

STATE

State of Hawai'i Act 54 Relating to Meat Donation

Passed by the Legislature in 2023, Act 54, allows nonprofits to donate wild game meat to "under-resourced" communities, including the homeless - provided that the good-faith donor harvested the meat in a food safe manner and processed the meat in accordance with federal law, and the distributor reasonably believes that the food is fit for human consumption.

COUNTY

County of Maui Support for Axis Deer Mitigation

This guide is supported by the County of Maui Environmental & Sustainability Division under grant number G6044. Mayor Richard Bissen submitted testimony in favor of Act 54. Other groups that spoke out in favor of the bill included the Maui County Farm Bureau and Hawai'i Farmers Union United.

DIRECT TO CONSUMER

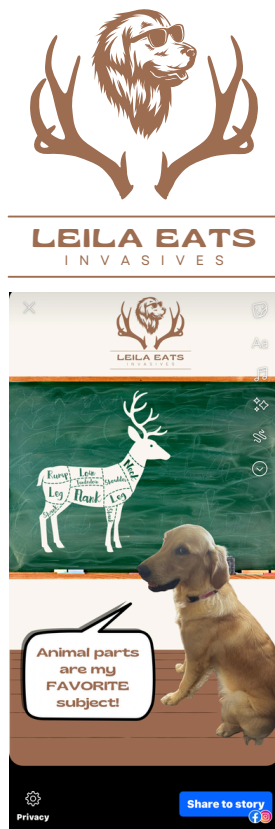
There are more ways than ever to start relationships with potential customers - from reaching out directly, to telling your story online and attracting customers to you. Virtually everything you need to market axis deer meat is inside your smartphone.

Success usually requires multiple interactions with a potential customer. While the first interaction could help you establish a relationship and present information, the person hearing your pitch may not be ready right away. Or perhaps you'll reach someone who isn't the primary decision-maker, in which case you'll need a follow-up call to connect with someone else.

PLATFORM	WHAT IT IS	EXAMPLES
SOCIAL MEDIA	Websites or apps where users share information, ideas, messages, and other content with fellow users	LinkedIn, Twitter, Instagram, Facebook, TikTok, Snapchat, YouTube
COMMUNITY GROUPS & EVENTS	Gatherings where people with shared interests connect with each other	Maui Ag Fest & 4-H Livestock Fair, Upcountry Farmer's Market, Ha'ikū Ho'olaule'a & Flower Festival
COLD CALLING	Making unsolicited contact and sales pitches to potential customers.	Use your phone, email account or the direct message features of your social media apps

BUILDING YOUR BRAND

We launched a social media campaign to increase awareness of axis deer impacts and generate demand for deer meat. Here's what you can do, too!



DESIGN A LOGO

An overarching aesthetic that your followers and customers can instantly recognize will give your brand a strong and lasting presence.

CHOOSE A PLATFORM

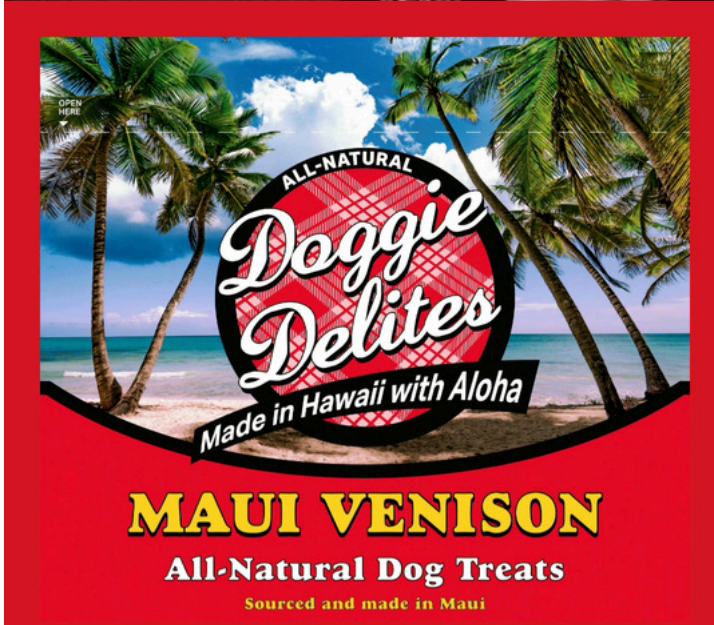
Post content regularly on platforms like Instagram, TikTok, and Facebook. You'll want to be on more than one platform, but it's good to focus on those that make the most sense. Link your accounts for easy cross-posting.

COLLABORATE

Collaborate or partner with people and products that you respect and admire. It doesn't even have to be something that is necessarily in the same category.

CASE STUDY

DINO'S DOGGIE DELITES



“There really is no secret to guaranteed success. But, for me what has helped is to have a goal, and determination to do whatever it takes to achieve what I was guided to do. As far as what has helped me to be a little different, is the willingness to step outside of the box and try different things. When I first started our Doggie Deli and Doggie Bakery in 1995, people in the pet industry, wholesalers etc. told me it would never catch on, and I should just stick to the already established and proven ‘pet store’ concept. The Doggie Bakery actually attracted attention from T.V. stations, news papers and the Pacific Business News. Not having the money and backing that the big businesses had for advertising, the new concept helped tremendously. 10 years ago when I first arrived on Maui and started my mobile Dino's Doggie Delites store, I'm sure there had to be just as many raised eyebrows and wondering what the van was. You wouldn't believe how many people came up to the van thinking of ordering a plate lunch. So, in closing, the willingness to be a little different, and just follow my instincts has worked for me.”

DINO IRAHA, OWNER

ACKNOWLEDGEMENTS

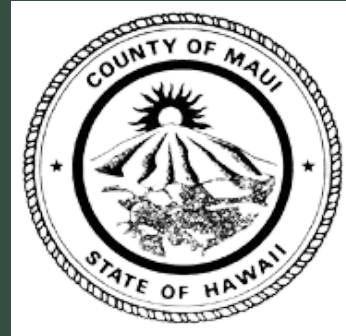
MAHALO NŪNUI Ē

- Michelle McLinden Nuijen, PhD
- Grace Fung, Maui Business Brainstormers
- Dino Iraha, Dino's Doggie Delites
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- DLNR, Division of Forestry and Wildlife
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WE THANK YOU
FOR YOUR CONTINUED SUPPORT OF
OUR PROJECTS