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President of FEDFA





Having been in international business all of my life, my contact with deer farming started at the end of 2011, when (with retirement in mind) I bought a deer farm in Poland. Neither my degree, (engineering at Imperial College, London) or my accountancy qualification (Fellow of ICA) proved of much use. The Polish laws were unclear, the farm was a ruin and as a business, was unstructured and unviable. But the beauty of the location and the elegance of the animals was adequate compensation.

At my farm, which is in the north west of Poland (www.jelenino7.jimdo.com) we have concentrated on creating a deer park environment, principally for the extensive breeding of fallow deer. All told, on close to 200 hectares we have nearly 1,000 head of fallow deer, of which 700 constitute the basic reproductive herd. The deer have ideal conditions in which to live, the rolling countryside provides hollows in which they can hide, scrub and trees provide them with shelter from snow, rain and sun. Streams run from our own springs and feed a 7 hectare lake in the centre of the holding. A further 300 hectares supplies ecological hay for supplementary feeding, if needed.

Our principal business thus far has been the sale of live animals. Park animals tend to be less easy to handle but more suitable for restocking of forests, and we are in the process of developing a special handling system to allow large shipments to be loaded quickly on to transporters which can cost-effectively travel internationally. An additional long-term goal is to supply meat to local quality restaurants and butchers in the immediate area – but this will require changes in the Polish law. We are working with the Polish deer farmers association to try to effect these changes.

The Polish Association of Deer Breeders (PZHJ) was established in 1996. For the last three years I have been the board member responsible for lobbying the government for changes in the Polish laws related to deer farming. The aim is to allow deer farmers easier access to markets. Our association is a member of FEDFA. On 7th April 2017 I was elected FEDFA President.

5 May 2017