

October 4, 2004

Dear Editor,

Imagine this: A family searching for a healthy alternative enjoys no-carb, low-cholesterol elk meat as their protein staple; an arthritis sufferer takes a velvet antler nutritional supplement as a natural way to treat her arthritis—and her dog's too! A farmer raises three elk on the same feeding budget as one cow making better use of Minnesota land resources.

These are just a few examples of how elk are serving as a valuable resource for Minnesotans statewide. Unfortunately, many people in our area do not know about the health and business benefits of elk. We at the Minnesota Elk Breeders Association hope to help fill the information gap, with your help.

Interest in Elk Is Running High

At this year's Minnesota State Fair booth, visitor counts and elk product sales were the highest in our exhibition history, largely due to widespread interest in sources of low-carb, high-protein foods. We showed visitors twenty-five reasons why we believe **elk is America's greatest animal**, and we asked them which reasons are the most important to them. These three reasons ranked highest:

1. Healthy lean meats
2. Highest in protein
3. Lowest in cholesterol among popular meats

Additional interest in elk includes the health properties of elk velvet antler, a growing nutritional supplement with a centuries-long history of effective treatment for arthritis and other ailments in humans and animals. And for the first time since 1998, Minnesota issued elk hunting permits through a lottery that drew over 1100 applicants for five permits.

Five articles in our media kit detail these subjects of interest to your readers:

1. Elk is the **best meat by far** for health and nutrition
2. Elk velvet antler as an effective **treatment for arthritis**
3. Elk is a treasured **sporting trophy**
4. Elk farming is an exciting **business opportunity**
5. Elk breeding is a valuable **income source**

Minnesota raises more farmed elk than any other state in the nation! We hope you will consider writing articles about the opportunities that elk provides throughout the state. Fall is elk season in more ways than one, so now is the time to write about America's Greatest Animal. Thank you for your consideration.

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Enclosures: Elk photos (hi-res digital files available from Brenda Hartkopf), Minnesota Elk Breeders Association members, by county and by city; Elk recipe brochure, scientific data on elk velvet antler, and Elk: America's Greatest Animal information brochure.