

AZA Ungulates Marketing Update

2017 AZA Midyear Meeting

RoxAnna Breitigan - The Living Desert
Michelle Hatwood - Audubon Species Survival Center
Brent Huffman - Toronto Zoo



Our mission

To work together to
promote ungulates in
AZA institutions, and
provide ungulate resources
to enhance management

Our vision

Many hooves,
one herd

Our motto

If not us, then who?

Come to TAG meetings!



Consider participating!

Our updated logo!



Thanks to Ashley Arimborgo (Cheyenne Mountain Zoo)!

AZA Ungulates.org



AZA
Ungulates

[Home](#)

[TAGs](#)

[Resources](#)

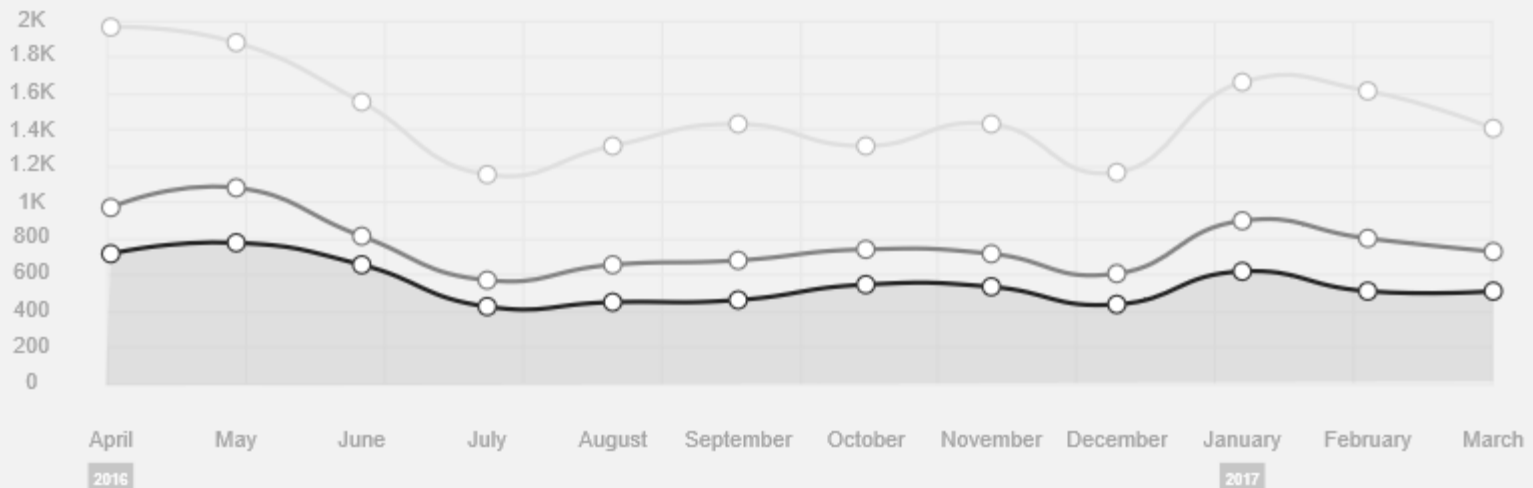
[Events](#)

[Contact](#)

AZA Ungulates.org

- ❖ TAG Meeting presentations from 2014-present
- ❖ Upcoming event listings
- ❖ Husbandry manuals
- ❖ Mixed-species surveys
- ❖ Species profiles

AZA Ungulates.org



9,094 avg
757
Visits

17,695 avg
1,474
Page Views

6,460 avg
538
Audience Size

2015: 6,191 visits

2014: 2,824 visits

AZA Ungulates.org

Content needed!

- ❖ TAG pages - due **June 30, 2017**
- ❖ Update meetings/workshops/awareness days, etc.
- ❖ **Other resources?**

azaungulates@gmail.com

Join our AZA Listserv

[AZAUngulates]

Joint Ungulate TAG Listserv
azaungulates@lists.aza.org

To manage your subscription:

<http://lists.aza.org/cgi-bin/mailman/listinfo/azaungulates>

Thanks to Adam Felts (Columbus Zoo) for moderating!

Find us on Facebook

www.facebook.com/AZAUngulates/



Thanks to Matt Ardaiole (Denver Zoo) for coordinating!

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Help needed!

Looking for assistance with content

❖ Commit to one post per month

**Contact Matt Ardiaolo
through our Facebook Page!**

Mingle at the Waterhole

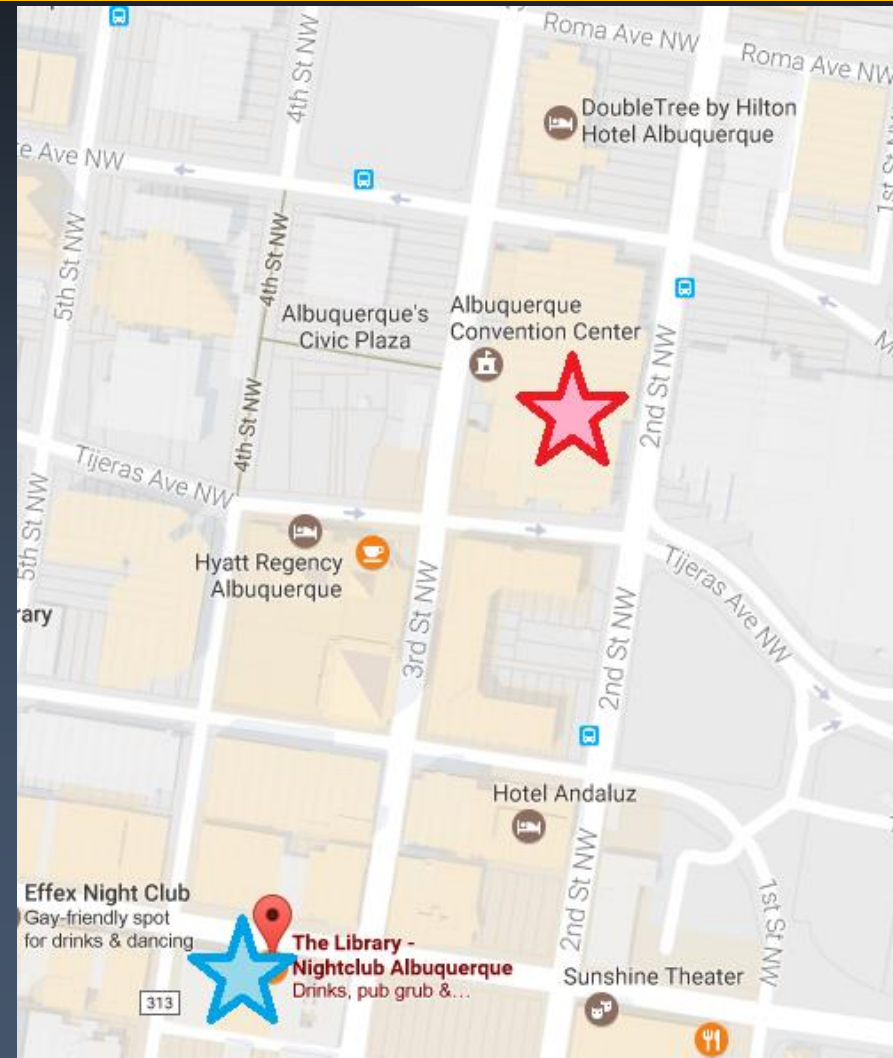
TONIGHT!

Join the herd at the
Ungulate TAG
Waterhole

**The Library Bar
and Grill**

6PM onwards

\$5 cover



Support us @ TAG Mart

Monday + Tuesday

Main ballroom

12:00 – 1:00

- Drop off items with Lissa McCaffree and Matt Gelvin



INITIATIVES

Marketing Profiles

- Audience: decision makers
- Focus institutional interest
- Stop declining trend in captive ungulate populations

Visayan warty pig ... wild swine with a *WILD* look!

ASSOCIATION OF ZOO & AQUARIUMS
Wild Pig, Pecary, and Micro TAG



TAG PRIORITY SPECIES

Why exhibit Visayan warty pigs?

- Help save this species now! The express purpose of this captive breeding program is to act as a genetic insurance policy; hybridization with feral pigs is a major threat to wild populations.
- Present a species-species for island endemism, and tell the stories of habitat loss, human impacts on islands, and the bushmeat trade. The Visayan warty pig is listed as #104 on the list of the most evolutionarily distinct, globally endangered (EDGE) mammals.
- Create an instant hit with your visitors! This species needs no help endearing itself, from the striped piglets to the "punk rocker" males with a mohawk mane of hair.
- Challenge the public perception that pigs are heavy and awkward by providing this species with climbing opportunities — and create an exciting exhibit at the same time.

MEASUREMENTS

Length: 3 feet

Height: 2 feet at shoulder

Weight: 45-110 lbs



Rainforest



Philippines

IUCN
CRITICALLY ENDANGERED

Unknown # in the wild

Stewardship Opportunities

The Philippines Biodiversity Conservation Foundation Inc. (PBCFI) has worked on Visayan Warty Pig conservation and stewardship since 1994.
<http://pbcfi.org.ph/>

Care and Husbandry

Yellow SSP: 37.37.2 (76) in 16 AZA institutions (2014).

Species coordinator: Craig Miller, Jacksonville Zoo and Gardens
miller@jacksonvillezoo.org; (904)757-4463

Social nature: Highly social. Can be kept in large or small groups, including breeding groups and single-sex herds (males or females). Maintaining large groups ensures an active exhibit with animals always visible.

Mixed species: None yet attempted.

Housing: Supplemental heating in barns is required in cold regions. Providing some vertical space with fallen tree trunks and other exhibit components helps encourage exploration and shows off the abilities of these pigs.

Medical notes: Generally robust. Some hoof care needs.

Special requirements: Mud wallows needed in hot climates.

Keeper resources: Standard workload, although their destructive nature may require regular maintenance of substrate and furniture. Worked both protected and free contact, depending on individual animals. Readily engage in training programs.

Please contact the TAG for full husbandry guidelines.
<http://www.aazm.org/tags/>



Photos by S. Hoffmann, Published April 2014

MISSION: ACCOMPLISHED!

All **81** viable ungulate programs
(SSPs and Candidates)
are now represented in our
"Ungulate Profiles" section.

Species Coordinators: feel free to review
and send in updates through the website

Mixed Species Survey

ALMOST READY!

- Arose from an informal discussion at the Memphis TAG meetings
- Two years later ... we have nearly 800 pages of details, covering over 600 mixed-species exhibits
- Tune in tomorrow for details!

Priority Species



Priority Ungulate Species 2016



Slender-horned Gazelle
Transcaspian Urial
Musk Deer
Arabian Oryx
Eld's Deer
Aoudad
Warty Pig
Pygmy Hippo
Persian Onager
Banteng
Mountain Zebra
Speke's Gazelle



ASSOCIATION
OF ZOOS
& AQUARIUMS



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Priority Species

- Species of conservation concern
- Program has animals available
- Species only held by a few institutions
- Program Leader is actively working on getting new facilities

Priority Species

2017-2018 species selection

Get your thinking caps on!

Discussion on Tuesday

Priority Species

“How can I help?”

EVERYONE can play a part!

KNOW what the priority species are

LOOK at your facility with these species in mind

SHOW OFF your postcard to decision-makers

TALK to your staff to generate ideas

CONTACT the species coordinators!

"We're movin' forward people!"

Fundraising

How should we use the funds we've raised?

New initiatives?

New ways to market ungulates?

New promotions?

New ways to use existing materials?

New materials?

**Ruminate on these ideas
and come up
with your own!**

**Sharing and homework
Tuesday March 27**

Questions? Thoughts? Ideas?



Homework pending.

**WHERE DO WE GO
FROM HERE?**

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Dedicated Fund

For the past several years, we have been fundraising for all of the Ungulate TAGs, but using the Antelope & Giraffe TAG's AZA Dedicated Fund.

In keeping with AZA's policies, we are in the process of creating a dedicated fund for the AZA Ungulate TAGs to house our joint funds.

"We're movin' forward people!"

Fundraising

What are we fundraising for?

Potential ideas:

- Supporting flagship stewardship projects
- *In situ* Focus Species support
- "Scholarship" to attend meetings
- New ungulate resources

"We're movin' forward people!"

New initiatives?

- One-page resource for TAG-endorsed stewardship programs
- "Collection planning" marketing – highlight under-used habitats/regions with ideas for species. E.g., Asian savanna, west African woodland
- Converting the mixed-species survey into an online searchable database

"We're movin' forward people!"

Ideas for new promotions?

- Continue postcards?
- Posters?
- Promotional items?
- Advertisements?

Stewardship

The ongoing conservation struggle!

Challenge: identify current, relevant, and reliable projects for each TAG species

Vetting process once projects are identified

Need ongoing review of organizations or projects

Think outside the box: links to *in situ* focus species, projects with similar species, or habitat-level projects

\$\$ Marketing budget \$\$

- \$571 donated to the Marketing Committee in 2015

2015-2016 Expenditures

- Priority Postcard printing: \$166.99
- Postcard postage: **Donated**
- Ribbons: \$134.97

2016-2017 Expenditures

- Ribbons: \$123.31
- Banner: \$69.12

FUTURE FUNDS: \$76.61

Questions? Thoughts? Ideas?



Homework pending.