

Deer Protection Program Requirements

The Archery Trade Association's (ATA) Deer Protection Program (DPP) is a Members only program that seeks to ensure that ATA-member scent manufacturers and their product suppliers do everything possible to prevent the spread of chronic wasting disease in wild deer, elk and moose herds in the United States. There is no cost to participants of the Deer Protection Program aside from ATA Membership and all participants have joined voluntarily and understand their significant role in protecting our wildlife resources. Each participant has agreed to take measures to meet or exceed state and federal CWD requirements and ensure that their products come from healthy deer herds.

DPP participants are in one of two Program Classes: **Scent Manufacturers** (those companies that bottle and sell urine-based scents) and **Urine Production Facilities** (those companies which collect urine and sell it to Scent Manufacturers). A company may serve both functions but must meet the documentation requirements of each. Scent Manufacturers must be either Regular Manufacturers or Basic Manufacturers and Urine Provider Facilities can be either Manufacturer Suppliers, Regular Manufacturers or Basic Manufacturers.

The current ATA membership year runs from April 1st to March 31st of the following year, which is different from the DPP calendar year which runs from January 1st to December 31st.

Program Requirements of **Scent Manufacturers**

- Maintain Active ATA Membership - either Basic Manufacturer or Regular Manufacturer
 - o Basic Manufacturers: (Companies new to manufacturing may participate in this category for up to 3 years)
 - Exhibitors:
 - Membership = \$110
 - Booth space in the Innovation Zone at ATA Trade Show = \$1000
 - Non-exhibitors:
 - Membership = \$110 but they may not attend the ATA Trade Show
 - o Regular Manufacturers:
 - Exhibitors:
 - Membership = \$2.25 per square foot of booth space
 - Booth Space = minimum booth fee \$2000 (\$20/square foot – Minimum 10'x10' booth space)
 - Non-exhibiting Regular Manufacturers pay \$2500 membership
- Submit and maintain a current signed "DPP Annual Commitment Form"
- All urine purchased from a Urine Production Facility must meet the UPF requirements of the DPP (listed below)

Program Requirements for Urine Production Facilities

- Maintain Active ATA Membership in either Manufacturer Supplier, Basic Manufacturer or Regular Manufacturer
 - Manufacturer Suppliers:
 - May not exhibit
 - Membership = \$150
 - Participants only collect urine and sell it to a Scent Manufacturer
 - They do not sell their product online or in a retail setting
 - Basic Manufacturers: (Companies new to manufacturing may participate in this category for up to 3 years)
 - Exhibitors:
 - Membership = \$2.25 per square foot of booth space
 - Booth space in the Innovation Zone at ATA Trade Show = \$1000
 - Non-exhibitors:
 - Membership = \$110 but they may not attend the ATA Trade Show
 - Regular Manufacturers:
 - Exhibitors:
 - Membership = \$225
 - Booth Space = minimum booth fee \$2000 (\$20/square foot – Minimum 10'x10' booth space)
 - Non-exhibiting Regular Manufacturers pay \$2500 membership
- Submit and maintain a current signed “DPP Annual Commitment Form” to DPP manager
- Submit a vet-signed Inspection Form annually
- Submit and maintain a CWD Certification indicating that a portion of their herd was inspected annually
- Submit a Physical Herd Inspection that indicates 100% of their herd had been physically inspected every 3 years (typically a Tuberculosis Certificate from veterinarian)
- Other documents can be supplied but are not required (Ex: Deer Keeper Registration, Fence Inspection Certification, Livestock Registration, Herd Status Reports, etc.)