

AZA Ungulates Marketing Update

2018 AZA Midyear Meeting

RoxAnna Breitigan - The Living Desert Zoo & Gardens
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 motto

**Many hooves,
one herd**

GOAL #1:

**Connection &
Communication**

Come to TAG meetings!



Consider participating!

Find us online!



AZA
Ungulates

[Home](#)

[TAGS](#)

[Resources](#)

[Events](#)

[Contact](#)

AZA Ungulates.org

The hub of our resources:

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

AZA Ungulates.org

New in 2017/2018:

- ❖ Giraffe SAFE documents
- ❖ New Mixed-species Manual
- ❖ Behavioral Husbandry Committee landing page
- ❖ Non-AZA Partner Resources

AZA Ungulates.org

UNIQUE VISITORS

8,628

+ 33.6% yr/yr

VISITS

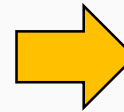
11.7k

+ 30.1% yr/yr

PAGEVIEWS

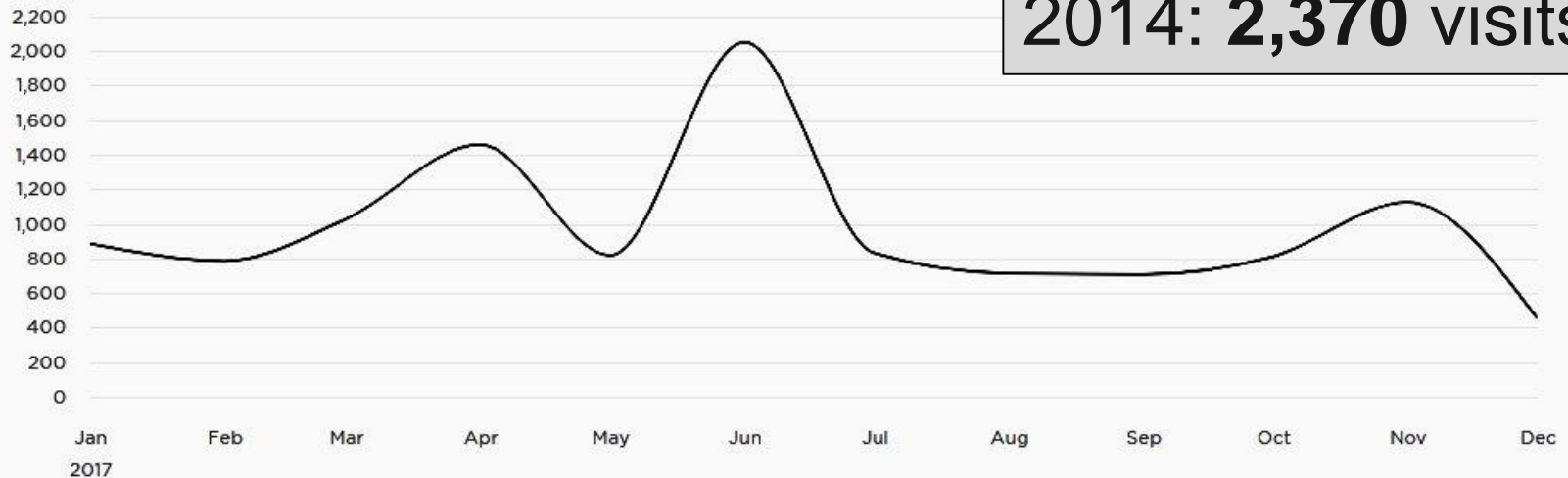
22.4k

+ 26.6% yr/yr



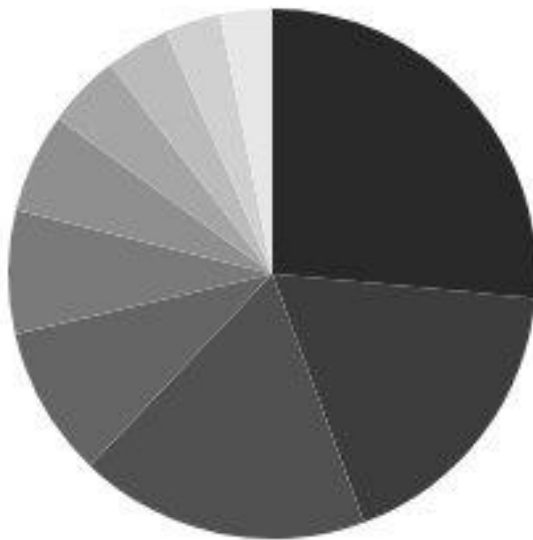
2017: **11,656** visits
2016: **8,975** visits
2015: **7,093** visits
2014: **2,370** visits

Visits by month (Sun, Jan 1-Sun, Dec 31, 2017)



AZA Ungulates.org

Popular content: the last 31 days



2,379
Total Pageviews

- 26.47%
Home
- 17.87%
Ungulate Profiles
- 17.77%
Husbandry Manuals
- 9.23%
Mixed Species Resources
- 7.54%
AZA Antelope & Giraffe TAG

AZAUngulates.org

Content needed!

- ❖ TAG pages
- ❖ Other resources?

Send content and suggestions to:
azaungulates@gmail.com

Find us on Facebook

www.facebook.com/AZAUngulates/

The image shows a screenshot of the AZA Ungulates Facebook page. The page header includes the Facebook logo, the name 'AZA Ungulates', a search icon, and navigation links for 'Home', a group of people icon, a message icon, a globe icon, and a help icon. The profile picture is a colorful logo with various ungulate heads and the text 'AZA UNGULATES'. The cover photo is a horizontal collage of eight ungulate animals: a bison, a kudu, a deer, a zebra, a hippopotamus, a goat, and a pig. Below the cover photo are interaction buttons: 'Liked', 'Following', 'Share', and a three-dot menu. A blue 'Send Message' button is also visible. On the left sidebar, there are links for 'Home', 'About', 'Photos', 'Posts', and 'Community'. A yellow box with the text '2,035 followers' is overlaid on the bottom left of the page. At the bottom right, there is a section labeled 'Organization'.

AZA Ungulates
@AZAUngulates

Home

About

Photos

Posts

Community

2,035 followers

Organization

Thanks to Matt Ardaiole (Denver Zoo) for coordinating

Join our AZA Community

[Ungulate TAG]

In January 2018, AZA Listservs transitioned to AZA Communities.

Thanks to Adam Felts (Columbus Zoo) for moderating the original listserv!

To send and receive community messages:

- Join/Log in to **AZA Networks** (<http://network.aza.org>), *and*
- Join the "**Ungulate TAG**" community
- Add **AZA-ungulatetag@ConnectedCommunity.org** to your address book for ease in sending messages

Mingle at the Waterhole

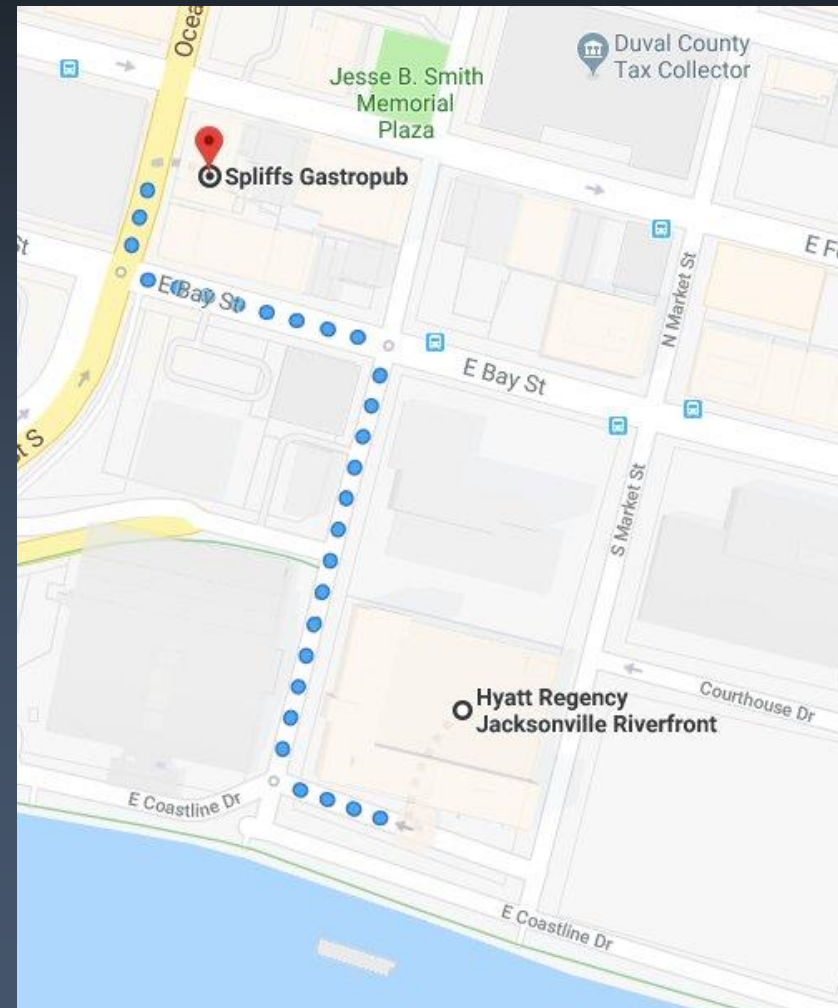
SUNDAY NIGHT!

Join the herd at the
Ungulate TAG
Waterhole

Spliff's Gastropub
15 N. Ocean St.

6:30 PM onwards

\$10 cover



GOAL #2:

**Promote Ungulates &
Enhance Management**

Marketing Profiles

- Audience: decision makers
- Focus institutional interest
- Stop declining trend in captive ungulate populations
- All 81 viable ungulate programs (SSPs and Candidates) are now represented on the website.

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

ASSOCIATION OF ZOOS & AQUARIUMS
Wild Pig, Peccary, 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 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
SSPs: 37, 37, 2 (76) in 16 AZA Institutions (2014).
Species coordinator: Craig Miller, Jacksonville Zoo and Gardens
millerc@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/>

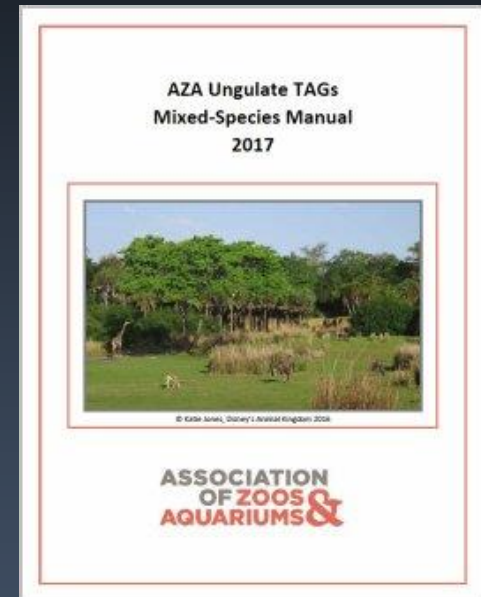


Photos by S. Huffman, Published April 2014.

Mixed Species Survey

Launched in 2017!

- A nearly-800 page document, covering over 600 mixed-species exhibits
- **We are looking for feedback:**
 - How can the manual be improved?
 - Updating the data?
 - **SUNDAY @ 5PM** right after the TAG meetings



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



AZAUngulates.org



ASSOCIATION
OF ZOOS
& AQUARIUMS

Priority Species

- Species of conservation concern
- Program has animals available
- Only a few institutions are currently working with the species
- Program Leader is actively working on getting new facilities

2016 Priority Species Then vs Now

Species	2016		2018
Transcaspien Urial	67 animals in 3 institutions	=	65 animals in 4+2 institutions
Banteng	32 animals in 8 institutions	=	35 animals in 7 institutions (2017)
Musk Deer	15 animals in 4 institutions	=	13 animals in 4 institutions
Arabian Oryx	121 animals in 8 institutions	>	100 animals in 6+2 institutions
Eld's Deer	63 animals in 6 institutions	=	68 animals in 4 institutions
Pygmy Hippo	33 animals in 15 institutions	>	26 animals in 12 AZA institutions 77 animals in 6 non-AZA institutions (+9 pending new)
Persian Onager	34 animals in 3 institutions	=	35 animals in 3 institutions
Visayan Warty Pig	75 animals in 18 institutions	=	75 animals in 15+3 institutions
Mountain Zebra	94 animals in 10+2 institutions	<	65 animals in 16 institutions
Speke's Gazelle	58 animals in 11 institutions	>	61 animals in 8 institutions
Kordofan Aoudad	38 animals in 3 institutions	<	61 animals in 6 institutions
Slender-horned Gazelle	78 animals in 10 institutions	<	85 animals in 10+1 institutions

PROGRAMS THAT NEED SPACE (51/82)

- Giant Eland
- Eastern Bongo
- Lowland nyala
- Roan Antelope
- Sable Antelope
- Sitatunga
- Springbok
- Black Duiker
- Blue Duiker
- Klipspringer
- Red-flanked Duiker
- Steenbok
- Yellow-backed Duiker
- Nile Lechwe
- Red Lechwe
- Uganda Kob
- Addax
- Addra Gazelle
- Arabian Oryx
- Cuvier's Gazelle
- Fringe-eared oryx
- Gemsbok
- Red-fronted Gazelle
- Scimitar-horned Oryx
- Soemmerring's Gazelle
- Speke's Gazelle
- Slender-horned Gazelle
- Thomson's Gazelle
- Masai Giraffe
- African Savannah Buffalo
- Lowland Anoa
- Desert Bighorn Sheep
- Nubian Ibex
- Kordofan Aoudad
- Sichuan Takin
- Trans-Caspian Urial
- Turkmenian Markhor
- Barasingha
- Bactrian Wapiti
- Eld's Deer
- Greater Malayan Chevrotain
- Pere David's Deer
- Tufted Deer
- White-lipped Deer
- Persian Onager
- Grevy's Zebra
- Somali Wild Ass
- Chacoan Peccary
- Visayan Warty Pig
- Malayan Tapir
- Baird's Tapir

PROGRAMS THAT NEED SPACE (51/82)

← ~~Giant Eland~~

← ~~Eastern Bongo~~

← ~~Lowland Nyala~~

- Roan Antelope
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- Red Lechwe

- Uganda Kob

← ~~Addax~~

- Addra Gazelle
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- Fringe-eared oryx
- Gemsbok
- Red-fronted Gazelle
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- Soemmerring's Gazelle
- Speke's Gazelle

- Slender-horned Gazelle

← ~~Thomson's Gazelle~~

← ~~Masai Giraffe~~

- African Savannah Buffalo
- Lowland Anoa
- Desert Bighorn Sheep
- Nubian Ibex
- Kordofan Aoudad
- Sichuan Takin
- Trans-Caspian Urial
- Turkmenian Markhor
- Barasingha
- Bactrian Wapiti

- Eld's Deer

- Greater Malayan Chevrotain

- Pere David's Deer

- Tufted Deer

- White-lipped Deer

- Persian Onager

← ~~Grevy's Zebra~~

- Somali Wild Ass
- Chacoan Peccary
- Visayan Warty Pig
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PROGRAMS THAT NEED SPACE

- Scimitar-horned Oryx
- Pere David's Deer
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- Somali Wild Ass
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- Sitatunga
- Springbok
- Black Duiker
- Bactrian Wapiti

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!

GOAL #3:

Fundraising

Supporting the TAGs

All funds raised go into our new Dedicated Fund.

Support and maintain TAG initiatives:

- ❖ AZAUngulates website
- ❖ Printing and postage costs
 - Priority postcards, fliers
- ❖ Our new scholarship



Scholarship

New in 2018!

A \$750 scholarship sponsored by the TAGs to support one winner to attend these meetings and present a paper.

From 14 applicants, Kaitlyn Vanderwall (Zoo Miami) was selected as the recipient of the first Ungulate TAG Scholarship.

Congratulations!

Support us @ TAG Mart

Sunday + Monday

Main ballroom

12:00 – 1:00

- Drop off items with Lissa McCaffree and Matt Gelvin
- Volunteer needed (Mon)



Support us @ TAG Mart

NEW this year!

AZA Ungulates Merchandise!



**What can AZA Ungulates
do for you?**

**What can you do for
AZA Ungulates?**

**Sharing and homework
Monday March 26**

Questions?
Thoughts?
Ideas?



Homework pending.