



# M D F

## PRODUCT REVIEW

BY MDF V.P. OF MARKETING RAY CROW



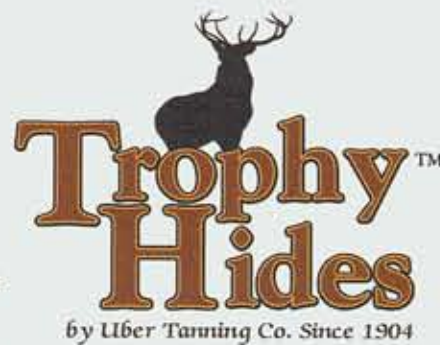
A long time friend approached me recently with a very unique proposal for MDF. Uber Tanning

Company of Owatonna, Minnesota specializes in tanning hides and manufacturing them into a variety of products. They have been around for over 100 years and their reputation and legacy precedes everything that they do.

Uber Tanning's Trophy Hides™ division is focused on creating the full circle for its clients—from the harvest to remembering the chase with the products it offers. Doug Evans, Trophy Hides™ Marketing Director, had an idea that was a bit complicated but yet it still perked my curiosity. Dan suggested to me that MDF should ask it's members to send in their hide from this year's harvested animal, along with a check for \$60.00 (to cover the tanning process). MDF would then get \$10.00 back from every hide that was sent, however, the really cool part is how you complete the circle...you can have a pair of gloves, a gun case, or a jacket made directly from your hide! It takes less than six months to get the item you desire manufactured; a small amount of time and money

compared to the year or more it takes to get your taxidermy mount back. Plus, you now have a very unique and lasting memory of that special trip to the field. With MDF receiving a portion of the product purchase price to put towards our mission...we all benefit from this program!

Jared Rinerson, owner of Trophy Hides™, just happened to be in Salt Lake City during the Outdoor Retailers Show. It was there, that he



made some time to sit down and discuss his plan with me. Jared is currently in the process of setting up several convenient drop points where MDF members can drop off their hides and request that they go to Trophy Hides™ for projects associated with MDF. To find a drop point nearest you, check out [www.ubertanning.com](http://www.ubertanning.com). An exclusive





Trophy Hides™/MDF website is also currently under construction; keep checking the MDF website for a link to the Trophy Hides site.

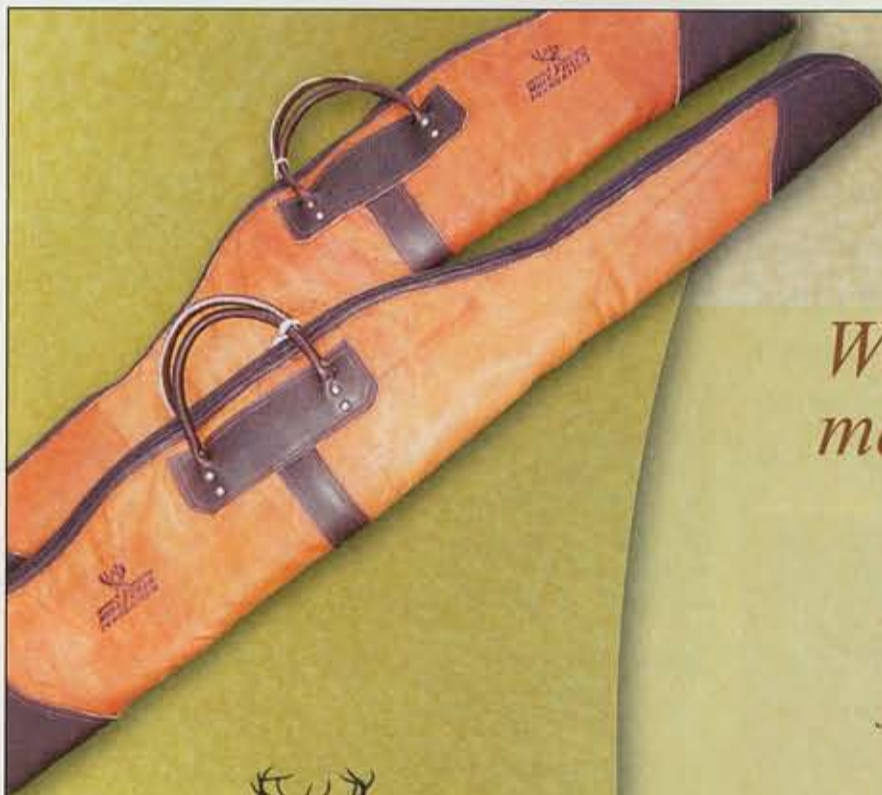
In addition to your own personal keepsake, MDF will also be using Trophy Hides™ products in the 2010



merchandise program offered at our local chapter fundraisers. These items will directly benefit MDF and raise more money for mule deer.

The photo on the opposite page, shows a MDF branded leather gun case that has a sheepskin inner lin-

ing. The case is very soft and durable. I threw my trusty, Model 694 lever-action muzzleloader in the case and hauled it around in my truck for a month to put it to a real world test. The case still looks as good as the day I took it out of the box and my muzzleloader was fully protected. I can testify that with Trophy Hides™ gun cases, you are not only carrying your gun safely, you are never far from your trophy deer and the memories of the hunt that created the case! This project is a creative way to join with someone who supports MDF; together we continue "saving deer, 1-acre at a time".



# TROPHY HIDES


*Partner with The Mule Deer Foundation*

*We will tan your game hides (\$60) and make a lasting memory of your trophy!*

*We can use YOUR HIDES to create Quality Leather Goods! Uber Tanning Company specializes in tanning your Raw Hides at our world-class tannery. Then you can choose from our quality selection of leather apparel and goods to create from your tanned hides. We'll show you step by step how to turn your hides into trophies!*

*Take advantage of our offer, and we will make a contribution to The Mule Deer Foundation for each hide donated!*

*go to [www.ubertanning.com](http://www.ubertanning.com) for details...*

  
**Trophy™  
Hides**

by Uber Tanning Co. Since 1904  
Uber Tanning Company  
308 Adams Street  
Owatonna, MN 55060  
Phone - 507-451-1990



*Duffle*



*Gloves*



*Shell bag*