

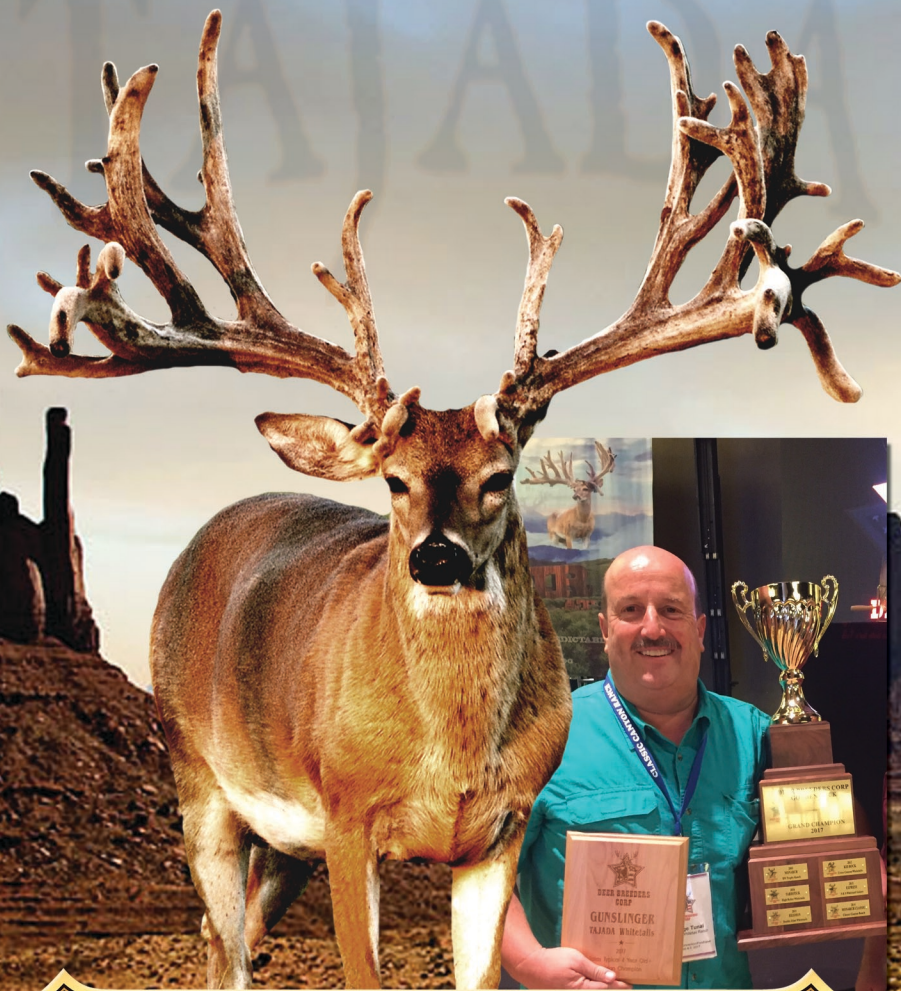


George Tunal, owner of TAJADA Whitetails is known to most as the 'bug man' in the deer industry. George is a dedicated family man. His ranch name is TAJADA, which comes straight from the women in his life. The TA stands for Talleri, his oldest daughter, JA – Jamie, his wife, and DA – Daphni, the youngest daughter. While George was already invested in the deer industry through his misting company, Deer Guardian. It was when he brought home his first two doe fawns in the Summer of 2012 that his whole family was hooked. The girls named the deer, Penelope & Petunia, ever since then it has been a family operation. George grew up hunting which fostered his love of the outdoors, "I was always fascinated with whitetail deer. They are magnificent creatures." The love of the outdoors and whitetails slowly lead him into the deer industry. Early on he was involved in a small breeding operation in Canada then later in 2010 he invested in deer around Texas which lead him to purchase the property for TAJADA Whitetails. The ranch is only 17 miles from downtown! George says that from the top of his building you can see the Transco Tower in Houston with a pair of binoculars. George wanted to see his

animals every morning before going into work, and keep it close so that his family could be a part of his passion of deer.

Once the desire started to take form George began studying hard and like almost every breeder, he learned from lots of mentors in the early days. "When we first started, I think I talked non-stop to everyone in the Industry! I learned from anyone who would listen to my questions. From a bottle-feeder all the way up to the owner of a Ranch. Every person involved in a successful deer operation had valuable knowledge that I desperately needed when first starting out. I can't fit all their names here, but a few that really stand-out are: Terry Owen, Blake Revels, Jeff Dean, Madison Michener, Jeff Carr, Brian Wilson, Jeff Jones, James Butler, Russell Furnace, Billy Sage, Dr. Dennis Gourley, DVM & Dr. Pete Wunderlich, DVM."

The combination of these mentors and George's experience with breeding a variety of species helped create his breeding program. First step to his success is that he realized early on that all deer, northern and southern deer die, there is not one special trick to keep your animals healthy. The key is to choose healthy



GOLDEN BUCK CHAMPION

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bloodlines. "Some deer just don't live real well, whether they're from the south or the north." Having healthy bloodlines and a great staff at TAJADA Whitetails helps George sleep at night. Ranch Manager, Juliana Jefferson and Head Bottle Feeder, Jennifer Dean are very proactive and help George and his family keep a close eye on every animal.

TAJADA looks only at healthy bloodlines but within those genetics the main focus is Pedigree, Pedigree, Pedigree. "I believe in sticking to people that are really tight to pedigree, because it will pay off." We can all agree that expensive does pay the bills, and it's this knowledge that is pushing all of us to breed the best while not straying from the plan. "I'm trying to breed the best does out there, I believe that the secret is in the does... If you get the right doe, I believe that you could breed a Chihuahua to it and not end up too bad." TAJADA's philosophy on deer breeding is to always go with QUALITY not quantity and stick with pedigree.

Another important factor in TAJADA's breeding is finding genetics that mature rapidly while maintaining a nice clean look, but not be overly trashy. Insert Gunslinger. Gunslinger joined the TAJADA team in 2014 from High Roller Whitetails and has put it on year after year. Gunslinger pedigree speaks for itself Express / Free Agent / Athena / Holly. He turned heads at 2 years old but he really came on the scene at 3 years old he was 32" wide with big long tines. Last year at 4 years old he won the DBC Golden Buck award, during this year he had over 19" tines after breaking an inch off, 35" inside spread with 33.5" beams, and 14" 3's. This year at 5 years old after breeding him to 48 does, 17 of which were live bred (who all stuck) he still put on 17" 2's, 32" beams, and had an over 32" inside spread. It's one thing to grow a big deer but it's another to grow a big deer with the look. Gunslinger personifies TAJADA's goals – healthy bloodline, stacked pedigree, and not only possess the look but produces it as well.

FEATURED BREEDER

TAJADA Whitetails success is not an accident but the product of hard work. They have great employees that put in long hours without complaint, George says “we believe in being very, very hands-on in all aspects of the farm activities”. They work with and invest in other deer operations that want to see our industry grow stronger. George also notes that “it’s important to build close relationships and communicate with helpful and knowledgeable veterinarians.” The return on this hard work has enabled TAJADA Whitetails to offer a product that is healthy and proven. Their extremely calm, easy-to-handle, bottle-raised doe fawns turn into calm easy-to-handle does which produce consistent big framed deer, this is the backbone of their operation.



FEATURED BREEDER



He says that the deer industry is “the first and only business I’ve ever been in that I have been able to enjoy the day-to-day operations with my family. Yes, it’s a lot of work, like any business, but when you can spend so much quality time with family, it’s not like work. Things like feeding fawns together, watching the bucks grow, and caring for all the deer. We also enjoy each season as it brings different activities and events involved in the deer business.” George hopes to continue to build strong relationships with other deer breeders and to see our industry grow. He counts himself blessed to be a part of an industry where his family share an interest in producing big, wide, framey deer with long tines. “I want to continue to build a successful & productive deer herd that the market is excited to be involved with.”

