

May 1, 2021



Dear Retailer:

The Division of Fish and Wildlife is writing to make all retailers aware of a **change in New Jersey hunting regulations that bans the possession, sale, and use of all natural, deer-derived hunting lures (urine and glandular secretions)** to help safeguard the health of New Jersey's deer herd from the threat of Chronic Wasting Disease (CWD). Therefore, in order to be compliant with the changes to the law by May 2021, all natural, deer-derived hunting lures must be removed from shelves as well as from internet sales to the State of New Jersey.

The Division has **banned the possession, sale, and use of these lures** in order to strengthen safeguards against CWD entering New Jersey. These scents and lures are derived from captive deer where the risk of CWD is greatest. The production of deer urine is not regulated; there is no federal or state agency that can certify deer urine-based products as CWD-free, and no level of exposure is acceptable. To date, at least 17 other states and Canadian provinces, including neighboring Pennsylvania, have already prohibited the use of natural scents and/or lures to help prevent against the spread of Chronic Wasting Disease. Other states are proposing urine bans.

****Please note that synthetic lures and lures not made from any deer fluid or tissue are legal to possess, sell, and use,** and the Division has already been recommending their use to hunters.**

CWD is a progressive and always fatal neurologic disease affecting members of the Cervid family such as deer, elk, moose, and reindeer and is caused by an infectious protein called a prion. It results in emaciation, abnormal behavior, loss of bodily functions and death, and is readily spread from deer to deer. While CWD has not yet been documented in New Jersey, it poses a real and significant risk to deer herds and New Jersey's deer hunting tradition if it arrives here.

The Division is doing everything in its power to prevent CWD from entering New Jersey and to protect the long-term health of our deer herd and our deer hunting heritage. We realize a ban on deer-derived lures and attractants made from any part of the deer may affect your business and want to make you aware of this change so can prepare and have time to plan your restocking of these supplies. The ban will go into effect May 10, 2021.

More information about Chronic Wasting Disease can be found at www.njfishandwildlife.com/cwdinfo.htm. We appreciate your cooperation in ensuring this deadly disease does not enter the state of New Jersey.

Sincerely,

Dave Golden, Director