

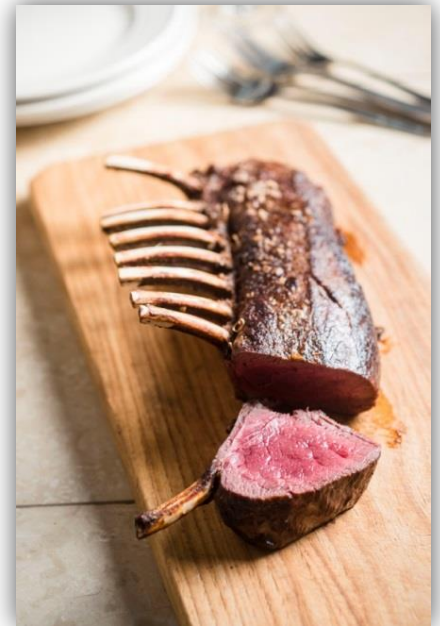


Quarterly Progress Summary: October to December 2015

Summary of progress during this quarter

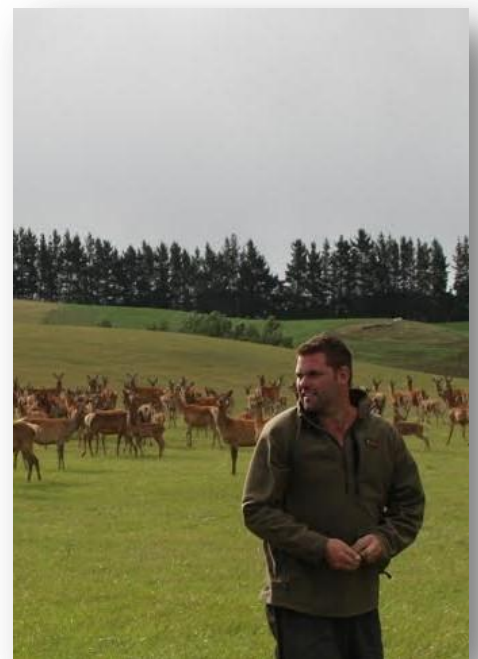
Marketing Premium Venison

- Venison Marketing Companies commit to year two of the non-seasonal market development project
- Three importing and distribution companies in the Benelux selected as marketing partners by the venison marketing companies.
- Development and agreement of the new positioning approach for the Cervena appellation for use in Non-seasonal markets.
- Research commenced in Mainland China to identify positioning approach to target affluent consumers
- Initial findings of China Market Research used to inform selection of target market in Mainland China.
- Contract signed with NZTE to co-fund the New Market Development project (China).
- NZ Venison Marketing Companies agreed to incorporate Deer Industry On-farm Quality Assurance programme into the Red Meat Profit Partnership (RMPP) farm assurance programme.



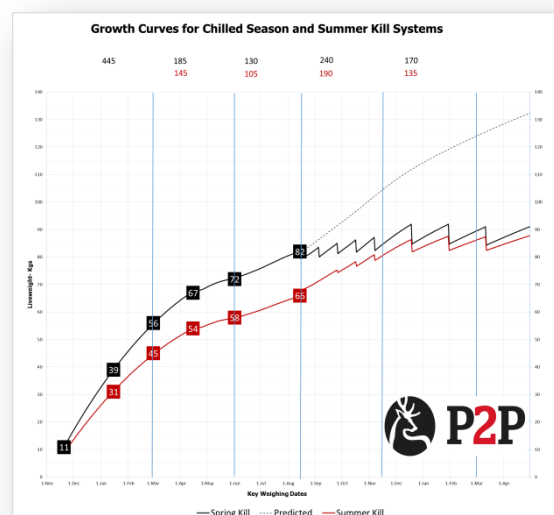
Market-Led Production

- Deer Facts folder and two sets of new deer facts sent to all known deer farmers.
- Genetics farm plan in development for use among deer farmers to guide genetic selection
- Agreement on standardized deer key performance indicators for measuring deer productivity.
- Deer Health Project Manager role agreed and appointment made.
- Close discussions with NZVA on collaboration to improve delivery of proactive deer health management
- Workshop with vets, advisors, farmers on means of encouraging adoption of new practices to improve profit.



Key highlights and achievements

- Agreement to proceed with year two of the non-seasonal market development programme.
- Agreement of co-funding with NZTE for the China Market Development project and commencement of research.
- Agreement with NZ Veterinary Association and key animal health stakeholders on the role for a Deer Health Project Manager, and the appointment to that position.
- Testing and approval of Deer Growth Curves planning tool.



Collaboration with other PGP programmes

- Discuss with FarmIQ the possibility of incorporation of deer industry performance KPIs into farm management software system.
- Regular discussions with RMPP over deer industry involvement with 'Data-linker' project
- Deer Standards for farm quality assurance aligned to and incorporated into RMPP Farm Quality Assurance Project.

Collaboration with other Government Agencies

- Sign contract with NZTE to co-fund project 1.2, 1.3, and 1.4 for New Market Development.
- Co-funding for Advance Parties from MPIs Sustainable Farming Fund now involve 13 Advance Parties in operation, incorporating over 100 deer farm in regular farm improvement workshops.

Upcoming

- Finalise agreements with European companies to collaborate on the promotion of Cervena.
- Finish design of positioning material and statements for use by all marketing companies.
- Workshop with marketing companies to develop collaborative market entry strategy
- Agreement on and development of key positioning criteria for the Cervena Appellation.
- Implement promotion plan for Cervena in the Benelux for European spring 2016
- Production and distribution of more farm management tools like guides to farm data management systems and guides to key intervention dates for deer growth.
- Deployment of on-line versions of Deer Growth Curves to aid deer farming planning

Investment

Investment period	Industry contribution	MPI contribution	NZTE Contribution	Total investment
During this Quarter	\$247,731	\$183,792	\$42,626	\$474,150
Programme To Date	\$477,035	\$413,096	\$42,626	\$932,757