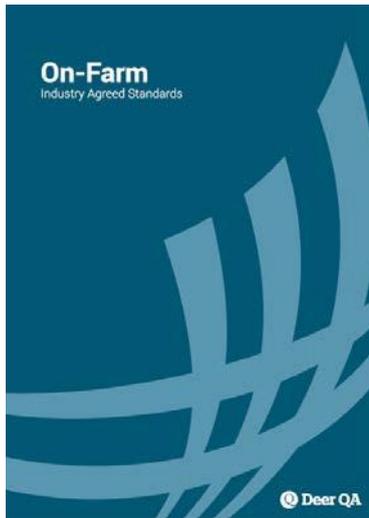


Quarterly Progress Summary: July to September 2016

Summary of progress during this quarter

Marketing Premium Venison



- Continuing promotion and sales of Cervena™ venison in Belgium and the Netherlands.
- Marketing companies agree to plan for year three of the Benelux promotion in 2017.
- Project to develop food service channel and potential retail development project agreed in principle by marketing companies. Food Service project underway.
- Marketers agreed that farm QA will be compulsory for the supply of deer for the Cervena programme from 1 October 2016, with a three year phase in period.
- Communications on single standard for farming quality assurance underway and aligned with the RMPP.
- Marketing Companies considering a second non-seasonal market for collaborative market development, seeking views of marketing partners on feasibility of new market development in a time of constrained venison supply.

Market-Led Production

- Commencement of Regional Workshops bringing together Advance Parties and DFA branches.
- Johne's Management Limited developed and trialled tailored reports to individual farmers with productivity information based on the JML database. Reports well received.
- Production and distribution of a growth chart for replacement hinds growth (see image) with a spreadsheet version now available on the Deer Hub website.
- Development and testing of an annual animal health review process for farmers. Process template trialled, with positive feedback from farmers and participating veterinarians.
- Development of the programme to assist Rural Professionals with training on deer specific topics.



Key highlights and achievements

- Successful Cervena™ promotion in Belgium and the Netherlands encouraging marketing companies to plan for year three in 2017. Expecting more companies to join the collaborative activity.
- Agreement on the implementation of the single standard for farm quality assurance for deer farming, integration of standard into RMPP FAP, and that compliance with standard will be a requirement to supply deer for the Cervena programme.
- Commencement of the Regional Workshop programme, with the first in Hawkes Bay in August.
- Positive review of the proposed Annual Health Review process developed by the P2P programme.

Collaboration with other PGP programmes

- Integration of the Deer QA On-Farm standard with the RMPP Farm Assurance Programme.
- P2P Project Management discussing with extension managers of the RMPP to seek further collaboration
- Discussions with FarmIQ on data collection and analysis for the provision of benchmarking.

Collaboration with other Government Agencies

- Co-funding for Advance Parties from MPI's Sustainable Farming Fund now involve 23 Advance Parties in operation.
- NZTE co-funding the New Market Development Project and offering assistance of Chinese based staff and resources.

Upcoming

- Review of impact of the 2016 non-seasonal market promotion, with recommendation for implementation in 2017.
- Development of modern global application of Cervena appellation to encourage and add value to collaborative venison promotions.
- Marketing companies to agree on a second non-seasonal market for collaboration in December 2016.
- Marketing companies to agree a second new market for investigation in 2017.
- Alignment of communications activity around on farm QA with the Red Meat Profit Partnership NZFAP.
- More Regional Workshops.
- Roll out of Johne's Management Limited tailored reports to individual farmers.
- Workshops for farmers on using genetic selection tools to be run in October in Gore, Ashburton and Napier.

Investment Investment period	Industry contribution	MPI contribution	NZTE contribution	Total investment
During this Quarter	\$229,266	\$228,392	\$583	\$458,241
Programme To Date	\$1,115,304	\$1,025,457	\$59,899	\$2,200,659