



## Quarterly Progress Summary: July to September 2017

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### Summary of progress during this quarter

#### Marketing Premium Venison

- The Marketing Working Group (MWG) approved the proposal for further market development work in Shanghai. Shanghai market research firm 'China Skinny' is developing a hierarchy of key promotion messages that will appeal to Chinese chefs running western style restaurants.
- The revised 'Cervena Pure Freedom' guidelines were approved by venison marketing companies.
- Marketing companies agreed to investigate the possibility of developing protein products for consumers in the USA.
- The third year of the Benelux Cervena trial achieved sales of 60 tonnes of chilled product, an increase of approximately 20 tonnes from the previous year.
- The MWG have agreed to proceed with year two of Cervena in summer trial in Germany in 2018.
- All venison marketing companies are now operating on-farm quality assurance programmes for deer farming to the equivalent of the DeerQA on-farm standard.
- Two companies who had not had on-farm quality assurance have signed up to the RMPP NZ Farm Assurance Programme.
- To encourage uptake of the QA programme a 'Quality Assurance' Deer Fact was sent to all known deer farmers in August, which was supported by a mail-out and print advertising.

#### Market Led Production

- Over 60 people attended three workshops for rural professionals run in July and August. These were over-subscribed and further workshops have been planned to accommodate those that weren't able to attend the first three workshops.
- The 'Big Deer Tour 2017' took place in the last week of August. Five students from Massey and Lincoln Universities, and a marketing staff member from Silver Fern Farms took part. All participants and hosts have commended the initiative.
- 25 Advance Parties are currently in operation. Most groups met during the quarter with 32 meetings recorded. Two new Advance Parties were established over the quarter.
- Three Regional Workshops were held over the quarter - an additional event was postponed due to the weather.
- A 'Preventing Foetal Losses' Deer Fact was distributed to all known deer farmers and stakeholders in the quarter. 29 Deer Facts have now been produced and continue to be well received by farmers with deer and others with interests in the deer industry.
- Continuing roll out of the Deer Annual Health Review with the workbook now available online.
- A forage calculator and a deer mating calculator were commissioned and were in testing during the quarter.
- The Deer Farming Systems description was provided to industry groups for their appraisal.
- The Environmental Stewardship Reference Group reviewed the first draft of the Code of Practice at the end of September. The Code of Practice is scheduled to be completed by late October 2017.

#### Key highlights and achievements

- The Cervena Pure Freedom Guidelines approved by venison marketing companies
- 60 tonnes of Cervena sold in Belgium and the Netherlands over the 2017 summer, with commitment to continue in 2018.
- Commitment to market Cervena venison in Germany in 2018 after a satisfactory trial
- All venison marketing companies are now offering their suppliers a Quality Assurance programme aligned to a single standard for deer farming.

- The 'Big Deer Tour 2017' received extremely positive response from those involved.
- 29 Deer Facts have now been produced and continue to be well received by farmers with deer and others with interests in the deer industry.

#### **Collaboration with other PGP programmes**

- Discussions with RMPP on joint Action Groups/Advance Parties.
- Inclusion of deer KPIs on RMPP benchmark recording website.
- Discussions with RMPP on the New Zealand Red Meat Story project.
- Inclusion of venison processors in the E-ASD project

#### **Collaboration with other Government Agencies**

- Completion of the involvement of New Zealand Trade and Enterprise in the China development project.
- Discussion with officials from MPI on means of providing a New Zealand government endorsement of standard farming practises to support marketing claims.

#### **Upcoming**

- Venison marketing companies will prepare for year four promotions.
- Production of material to support the Cervena Pure Freedom positioning
- Review of the 2017 deer workshops and the 'Big Deer Tour 2017' with DINZ to visit Massey and Lincoln Universities in early October as a follow up with Big Deer Tour participants as well as the faculties at each university and their students.
- Establish the means of applying the Farm Systems Descriptions to support business decisions.
- Support and establish new Advance Parties.
- Continuing roll out of the Health Review Workbook.

<b>Investment Investment period</b>	<b>Industry contribution</b>	<b>MPI contribution</b>	<b>NZTE contribution</b>	<b>Total investment</b>
During this Quarter	\$489,194	\$290,285	\$14,245	\$793,724
Programme To Date	\$2,303,195	\$1,975,985	\$96,880	\$4,376,061