



## Quarterly Progress Summary: October to December 2018

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### Summary of progress during this quarter:

#### Marketing Premium Venison

- Review of 2018 Benelux and German Summer Cervena promotions. Importing partners confirmed participation for 2019.
- Support from marketing companies to trial retail sales in different channels in Canada to gain a better understanding of consumer appetite for Cervena venison.
- Marketers' agreement to progress the Venison Protein Bar project with a shelf-life testing and different ingredient formulations to better utilise lower value items.
- A new standard for Cervena introduced. From 1 January 2019 deer must not be fed products containing GMO plant material to be eligible for Cervena™.
- Feeding trials analysing differences in venison composition and eating quality of deer feed a 'normal' pasture diet and deer feed on imported feedstuffs. Results due early 2019.
- Venison companies implementing Farm Assurance Programmes, in preparation for 30 September 2019 deadline for Cervena qualification.

#### Market Led Production

- Advent of Deer Industry Environment Groups. Small farmer groups working toward improved environmental management with the support of a facilitator. First two groups began meeting during the quarter.
- Appointment of an Environmental Project Manager to oversee Environment Groups, liaise with other Sector groups, and encourage adoption of good environmental management.
- 60 rural professionals attended four workshops held at Manapouri and Fairlie. Topics included environmental management, deer nutrition and genetic selection.
- A directory of rural agricultural professionals added to the DINZ website: [www.deernz.org/deerhub/professional-services](http://www.deernz.org/deerhub/professional-services).
- Increased advertising of the P2P guides and resources via print and on-line media.
- Four Regional Workshops held in Southland, the Mackenzie Country, Hawkes Bay and in Ruapehu district.
- Three deer facts released during the quarter: 'Minimising stress in breeding and venison herds', 'Effective Deer handling' and 'Preparing deer for transport'.
- The Hawkes Bay Originals Advance Party (APs) hosted farmers from four South Island APs for a deer farming exchange, other APs now arranging exchanges.
- A qualitative survey of deer farmers' attitudes and decision-making process towards the selection of genetics commissioned, which will inform future genetics communications. Results due early 2019.

## Key Points to Note

Provisional National Statistics for the year recorded:

- Record venison carcass weights. – National average at 57.99kgs, up from a 10-year average of 55.02kgs
- Record high stag carcass weights in October – 59.8 kgs, up from a 10 year average of 56.7kgs.
- Stats NZ Ag Census recorded an estimated fawn survival rate of 84% - a record high.
- Stats NZ Ag Census recorded an increase in Breeding Hind numbers. Herd up 5%y.o.y, the first increase since 2003.

## Work with other PGPs and Government Agencies

- RMPP and NZVA produced a Sheep and Beef Health Review, based on the Deer Health Review booklet
- Discussions with RMPP practice change managers on alignment of practice change groups
- Offer to include non-deer farmers in Deer Industry Environment Groups (not sure any have taken this up)
- Working with Environment Southland, MFE, B+LNZ with the Aparima Catchment group.

## Upcoming

- Confirm scope of Canada Retail Trials
- Confirming purpose of Venison Finishing Systems description with a farmer group.
- Venison marketing companies discussing a means of benchmarking quality parameters, and other means of verifying national raising claims.
- Results of the qualitative survey of deer farmers' decision-making process towards the use of genetics will be made available in early 2019, this will form future genetics communications.
- Initiate farmer trials of high growth sire stags, progeny monitored with DNA recording.
- Significant increase in resources directed toward assisting farmers demonstrate improved environmental management.
- Anticipated reduction in Health Activity with the departure of the Project Manager and a DINZ review of deer health strategy.

## Investment

Investment period	Industry contribution	MPI Contribution	Third Party	Total investment
<i>During this Quarter</i>	\$213,038	\$209,963	--	\$423,000
<i>Programme To Date</i>	\$3,707,729	\$3,284,548,	\$96,880,	\$7,089,156