



Passion2Profit

Quarterly Progress Summary: January to March 2019

Summary of progress during this quarter:

Marketing Premium Venison

- Project manager is seeking a suitable manufacturer to progress the Venison Protein Bar project, taste testing can then commence.
- Collaborative Marketing activity initiated in Canada with the agreement that one company will undertake a summer sales trial for Cervena with Canadian retail partner and report results to Marketing Working Group.
- Venison sales to China growing steadily, both a high end food service, which has been supported by the P2P project, and also in manufacturing sector.
- 2019 Cervena in Europe programme started in March with chef workshops and sales seminars in Benelux. All importing partners confirming participation with an expectation of increasing volumes in the year ahead.
- The new standard for Cervena introduced. From 1 January 2019 deer must not be fed products containing GMO plant material in to be eligible for Cervena™.

Market Led Production

- National statistics record increase in deer herd numbers, increased fawning rates and improved carcass weights.
- Positive uptake in the number of Deer Industry Environment Groups with 12 now in formation farmers working together to improve their environmental management.
- Winter Feeding and Parasite Management identified as key management topics that will benefit from additional activities.
- Three Regional Workshops held in Southland, the Hawkes Bay and in Otago.
- Advance Party (AP) exchanges continue to be popular with the South Canterbury/North Otago AP hosting the Hawkes Bay Fast Finishers.
- A 'DNA Proof' farm trial commenced to demonstrate the impact of high growth breeding values in a real farm setting.
- A survey of deer farmers attitudes and decision-making process towards the selection of genetics was completed and will inform genetics communications.

Work with other PGPs and Government Agencies

- Discussions with RMPP practice change managers on alignment of practice change groups.
- Offer to include non-deer farmers in Deer Industry Environment Groups.
- Working with Environment Southland, MFE, B+LNZ with the Aparima Catchment group.
- Inviting Regional Councils to attend farmer engagement activities and workshops for rural professionals.
- MPI invited to Deer Tech Expo.

Upcoming

- Confirm the manufacturer to progress the Venison Protein Bar project.
- Benelux and German summer 2019 Cervena promotions.
- Chefs workshops in China.
- Confirm the purpose of Venison Finishing Systems description with a farmer group.
- Significant increase in resources directed toward assisting farmers demonstrate improved environmental management.

Investment

Investment period	Industry contribution	MPI Contribution	Third Party	Total investment
<i>During this Quarter</i>	\$263,288	\$260,077	--	\$523,365
<i>Programme To Date</i>	\$3,971,017	\$3,544,625	\$96,880	\$7,612,521