Outcome Logic Model for Passion2Profit PGP Programme

Long term outcomes 2021 -	Improved economic performance through a more productive and profitable red meat sector	New markets developed for New Zealand venison, with the potential for this to be extended to the wider red meat sector and New Zealand primary industries	Improvements in animal health and welfare, and environmental stewardship as part of the Industry Agreed Standards	Enhanced reputation of New Zealand's primary industries through adoption of Industry Agreed Standards

If successful, New Zealand will benefit through ....

Medium term outcomes 2018 - 2021	New markets developed for New Zealand venison	More consistent and increased demand for New Zealand venison	More integrated value chain through collaboration and communication between farmers, processors, marketers and consumers	Improvements in venison productivity
	Greater awareness of New Zealand venison in new and existing markets	Better informed and skilled industry	Increased participation in the premium venison brand	Increased uptake of technology and best practice by New Zealand venison producers

If successful, the deer industry will benefit through ...

Short term outcomes 2016 - 2018	New markets identified for New Zealand venison	Insights into what is demanded by consumers in existing and potential markets	Greater communication and collaborative learning across the industry	Easier access and increased uptake of new technology and processes

If the activities of the programme are successful ...

Activities & Outputs 2015 – 2022	Undertake pilot trials of new products and new markets	Develop consumer demanded products	Develop and implement a set of Industry Agreed Standards for premium New Zealand venison	Establish access for venison producers to on-farm experts	Use Advanced Parties and adaptation for extension and uptake
	Establish a collaborative structure to market a unified premium venison brand	Conduct market research to identify consumer demand, potential new markets and what is expected of premium venison	Identify on-farm experts for genetics, animal health, feed and technology uptake	Package new genetic and production technology for easier access by venison producers

Enablers & Inputs	Collaboration across the value-chain that represents the majority of the industry	Entrepreneurial and innovative industry	Opportunities identified in Venison Industry Strategy and Red Meat Sector Strategy	Existing research and development that will assist production gains

Problems & Opportunities	The majority of venison consumption is confined to a short seasonal period (European winter)	Over-reliance on traditional European markets	Lack of consumer awareness of differentiating and premium qualities of New Zealand farm raised venison	Lack of systems and methodical approach to enable market-led delivery	Supply is out of sync with demand