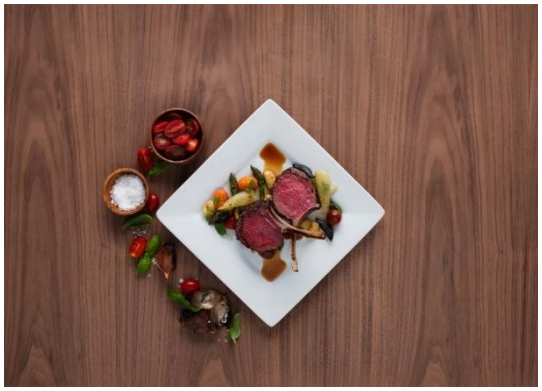
## Quarterly Progress Summary: January to March 2018

### Summary of progress during this quarter

### Marketing Premium Venison



- Launch of Summer Cervena promotion in Belgium, the Netherlands and Germany.
- Sales volumes to Benelux likely to be down on 2017 due to higher prices being achieved for venison in traditional and alternative markets.
- New Cervena summer promotional material created including new photography and on-line material.
- Cervena introduced to sales staff at Metro Belgium.
- Cervena on display at Internorga Trade Fair in Germany.
- Confirmation of listing in Freschepardies, a food wholesale chain in Germany, for summer 2018.
- Agreement to proceed with development of prototype venison consumer product.
- Workshops with chefs in three cities in China.
- The Marketing Working Group agreed to consider the introduction of new feeding standards to underpin the integrity of Cervena venison's free-range farming positioning.

### Market Led Production

- Receipt of survey into farmers' attitudes to practice change confirmed an increase in farmers use of some technologies aimed at increasing productivity.
- A net 61 percent feel their deer are more productive then they were 5 years ago
- Creation of a group of key vets to promote the use of the deer health review among animal health advisors and farmers.
- A venison growth curve poster – with indications and typical feed curves – produced and distributed to all known deer farmers.
- A 'Forage Planner' for deer produced and distributed to all known deer farmers.
- A 'Feed Cost Comparer' calculator deployed on apps.deernz.org
- Environmental Code of Practise complete and accepted by Deer Industry New Zealand Board and NZ Deer Farmers Association, and now ready to be produced for distribution.
- First meeting of the Environmental Stewardship Theme Group – pan-industry and government representatives meet to agree the deer industry's environmental priorities.
- Testing of the new Deer Farm Systems Descriptions – a means to categorise deer farm type and compare changes in inputs and outputs when moving between systems.
- Completion of the 2018 Big Deer Tour for university students.

### Key highlights and achievements

- Agreement to work toward the introduction of feeding standards for deer to underpin the integrity of free range marketing positioning.
- The work of the environmental Stewardship group is underway, with a code of practice soon to be released for deer farmers.
- Results of a survey of deer farmers indicate substantial changes in attitudes to improved farm practices since 2011. A net 21 percent of farmers with deer intend to increase their deer operations.
- A majority of deer farmers think the materials and activity produced by the P2P Programme have been beneficial in helping improve their productivity.

**Collaboration with other PGP programmes**

- Inclusion of deer KPIs on RMPP benchmark recording website.
- Invitation to RMPP to attend Deer Tech Expos in Southland and Invercargill.
- Discussions with RMPP staff on potential links between Advance Parties and the new Action Networks.

**Collaboration with other Government Agencies**

- Representatives from MFE attended the Environmental Stewardship Theme Group meeting.
- Staff from AgResearch working with Southland Environmental Advance Party.

**Upcoming**

- Launch of the Deer Farm Systems Description.
- Industry consultation on feeding standards for deer.
- Launch of Code of Practice for Good Environmental Management for deer farming.

**Investment**

| ***Investment period*** | ***Industry contribution*** | ***MPI contribution*** | ***NZTE contribution*** | ***Total investment*** |
|---|---|---|---|---|
| During this Quarter | $250,605 | $249,249 | - | $499,854 |
| Programme To Date | $2,778,153 | $2,446,467 | $96,880 | $5,321,500 |