



Quarterly Progress Summary: July to September 2018

Summary of progress during this quarter

Marketing Premium Venison

- A research project is now underway to determine if feeding deer a diet high in Palm Kernel Expeller has any impact on quality attributes.
- A prototype venison snack bar is in development, with an agreement among New Zealand venison marketing companies to explore a shared path to market.
- The 2018 Cervena promotion in Benelux and Germany concluded with marketing companies satisfied with the achievements, and planning for 2019 activity underway.
- This collaborative activity took place with one less New Zealand company due to the withdrawal of one importing participant. Despite this, prices being at historically high levels and with constrained supply in New Zealand, volumes sold during this period were at a similar level as last year.
- The industry achieved significant increases in the value of exports to China as the activity to target the western restaurant sector in Tier One cities continued.
- Cervena Licensees, who are members of the Marketing Working Group, agreed to implement a standard to exclude GMO feedstuffs from the diet of deer eligible for Cervena venison.
- Deer processors included the requirement that the annual health review is documented as a compulsory standard in the Deer QA On-Farm Standard, and the NZ FAP.

Market Led Production

- Two introductory Workshops for Rural Professionals were held in Manawatu and in Hawkes Bay. 110 rural professionals attended workshops over the year.
- Working with the New Zealand Deer Farmers Association, three agriculture students were treated to a 'Future Deer Farmers Tour' in September. Linking in with farmers, marketers and service providers to learn more about the deer industry.
- Two new Advance Parties (APs) formed, and one closed, to bring the number of APs in operation at the end of the financial year to 27. Two new APs are currently being looked at being established.
- Approximately 330 farmers are regularly attending AP meetings across the country with 48 meetings held over the quarter.
- Regional Workshops held in Mid-Canterbury and Taupo. Four further workshops planned for October and November 2018.
- A 'Tech Expo' was held in Ashburton in July that brought over 100 farmers together with farm technology suppliers.
- Deer Facts on 'Nutrient management', 'Setting breeding objectives' and 'Breeding for stag and hind replacements' distributed to farmers over the quarter.
- Workshops with environmental consultants on good practice for deer farms and briefing on Deer Industry Environment Groups.
- Appointment of a Project Manager for the P2P Environment projects.
- Implementation of Deer Industry Environment Groups, similar to APs, where farmers working with each other to improve their environmental management.

Key highlights and achievements

- The progress review of the Passion2Profit Primary Growth Partnership was accepted by the PSG and MPI. The review concluded that the P2P has met the milestones set for the first three years of the programme and is well led and managed.
- Over 200 farmers attending two Tech Expo days held in Gore and Ashburton in June and July 2018.
- Implementation of Environmental Stewardship projects, appointment of a project manager and formation of Deer Industry Environment Groups.

Collaboration with other PGP programmes

- Inclusion of deer KPIs on Red Meat Profit Partnership benchmark recording website and booklet.

Collaboration with other Government Agencies

- Work with B+LNZ, RMPP and MFE on Environmental Stewardship.
- Staff from Environment Southland booked to assist with a Workshop for Rural Professionals in Manapouri on deer farming environmental management

Upcoming

- Convene the Marketing Working Group to review the impact of the 2018 non-seasonal programme.
- Roll out of communications on GMO free standard for Cervena venison.
- Finalisation of the Deer Farm Systems Description.

Investment

<i>Investment period</i>	<i>Industry contribution</i>	<i>MPI contribution</i>	<i>NZTE contribution</i>	<i>Total investment</i>
During this Quarter	\$418,604	\$330,184	-	\$748,788
Programme To Date	\$3,494,691	\$3,074,585	\$96,880	\$6,666,155