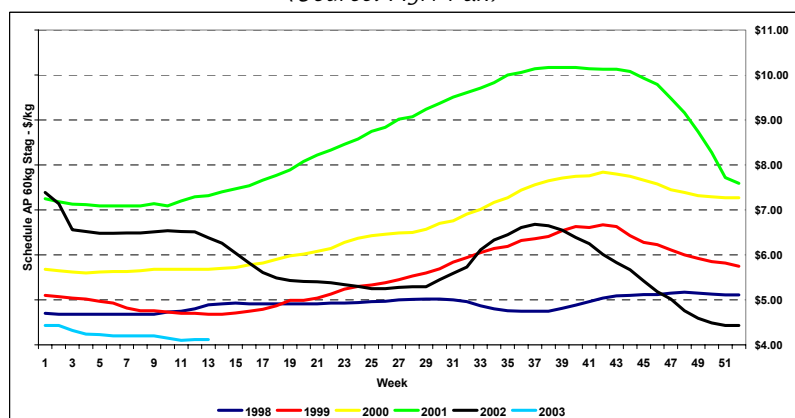


>>> VENISON

VENISON SCHEDULE

This week (week 13): \$4.12 (no change from previous week)
Down 25.7% on the 10 year average for this time of year (\$5.54)

*60kg AP Stag – Published National Average Schedule.
(Source: Agri-Fax)*



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>>> VELVET

VELVET POOL PRICES

	Current Season Week to 28/3/2003	Last Season's Weighted Average	Approx. change from last season
SA	106 - 131	\$132.64	-11%
A	103 - 115	\$116.41	-6%
B	105 - 125	\$115.00	0%
C	97 - 108	\$107.47	-5%
D	74 - 89	\$84.23	-3%
E	56 - 65	\$70.12	-14%
RG	76 - 111	\$87.67	7%

While prices have eased at the end of the season, on average the season's prices have been comparable with last year's. Pools report that buyers are citing exchange rate movements and tensions with North Korea as reasons for slightly softening demand.

The graph below indicates the general movement of A2Short grade pool prices for the season to date.

DEADLINE FOR NOMINATIONS

A reminder that nominations for industry positions (Selection and Appointments Panel, Executive Committee and Deer Industry New Zealand Board) close at 5.00 pm on Friday 4 April.

Please contact Tony Pearse (021 719 038) for nomination forms.

NVSB DEADLINE FOR RETURNS

A reminder that today, 31 March is the due date for the return of drug-record-books and unused velveting drugs to veterinarians.

Deer Notes



>>> UPCOMING EVENTS

Rotorua Branch AGM	8 April
Poverty Bay Branch AGM	10 April
Canterbury Branch Committee Meeting and AGM	30 April
South Canterbury/North Otago Branch AGM Poplars Reception Centre, 5.30 pm	1 May
Nelson Branch AGM	2 May
Wairarapa Branch AGM Branch AGM at Gladstone Inn, Gladstone.	5 May
Manawatu Branch AGM	6 May
Hawke's Bay Branch Field Day and AGM	7 May
Waikato Branch AGM	8 May
Waipa Branch AGM	9 May
Southland Branch AGM	14 May
Fiordland Branch - Open Committee Meeting 1.00 pm	15 May
Otago Branch AGM To be held in Alexandra - Venue and time (evening) to be advised.	15 May
Waikato Branch AGM	15 May

Deer Industry Conference

Caroline Bay Hall – Timaru

See the February Issue of Deer Industry News for more details. The Conference

Registration form can be downloaded from the Deer Industry New Zealand website:

<http://www.deernz.org.nz/?id=37>

27 to 29 May

>>> OTHER NEWS

NEW RECIPE: PAVÉ OF VENISON WITH BÉARNAISE SAUCE AND POMMES FRITES

New recipe: Classic French Pavé



Inspired by work in France at the SIAL food fair in late 2002, this classic French dish is one of the latest presented by Executive Chef Graham Brown.

This recipe can be downloaded from the New Zealand Venison website: <http://www.nzvenison.com>

ASIAN MARKET VISIT

Velvet Manager Mark O'Connor left for China last week as part of a round of trade access and market development discussions in Asia.

Mark's first stop in China involves work with Trade NZ on improving the industry's information about market opportunities, distribution options and regulations for velvet and other deer products.

Discussions are planned with the Korean Food and Drug Administration aiming to support the implementation of domestic standards for sliced velvet as a first step towards allowing imports of sliced product. O'Connor will also meet with Korean attorneys and Members of Parliament to discuss options for removing the Special Excise Tax from velvet imports. Meetings are also planned with importers, the Korean Deer Breeders Association, Oriental Medicine Association and Pharmaceutical Association, Oriental Medicine Hospital Association, Herb Medicine Wholesalers Association, Pharmaceutical Traders Association, Ministry of Finance and Economy, Consumer protection Board and Investment Ombudsman. Deer Industry New Zealand CEO MJ Loza is meeting with the Korean Ambassador in Wellington as a precursor to these meetings.

In Taiwan, Deer Industry New Zealand is meeting with local deer farmers and government trade and agriculture authorities to argue for improved access for frozen velvet into Taiwan. Current access is limited to 1.5 tonnes, expanding to 5 tonnes in 2004. Exports within this quota are taxed at 22.5%. Exports above this small quota attract a duty of 800% (moving down to 500% in 2004).

Mark will report on the main points arising from this market visit in a future issue of Deer Notes.

Trade access and market development discussions in Korea, China and Taiwan.

Deer Notes

CHEFS BACK FROM EUROPE

Deer Industry New Zealand Executive Chef Graham Brown and Geof Christie have returned from a month in Europe promoting New Zealand Venison.

While Graham is certainly no newcomer to European venison promotions, it was Geof's first market mission with Deer Industry New Zealand. On his return he said "it's a tough three weeks, but it's great when you can see you are making progress." And progress was indeed made. At one Cash & Carry store, where the average weekly sales volume of New Zealand is between 50kg and 60kg, sales were increased 20-fold, with more than 500kg of product sold over the 2.5 day promotion.

Plans are in place to repeat the promotional programme in July, the middle of the European summer.



<<< Graham (2nd from left) and Geof (2nd from right) flanked by 2 German butchers at a German supermarket. Educating supermarket butchers about optimal product fabrication and presentation is critical for supporting the industry's growing retail markets.

Chefs back from programme of promotional work in Europe.

EUROPEAN MEDIA OPPORTUNITIES

Last week Venison Marketing Manager Mat Moyes met with 2 representatives from a German film crew in Christchurch who are looking to produce a documentary on New Zealand venison later this year. The finished documentary will air on cable networks throughout France and Germany.

On Thursday 3 April, Mat is also meeting with the Marketing Editor of 'The Grocer' magazine, the only weekly magazine for the UK food industry, and one that is read by all UK supermarket buyers. 'The Grocer' is planning a special feature on New Zealand products later in the year.

Promoting NZ Venison through a cable TV documentary in Germany and France and through 'The Grocer' magazine in the UK.

WRIGHT CERVENA TRUST CHAIRMAN

David Wright, CEO of the Land Transport Safety Authority and previously Venison Manager at Richmond has taken over from John Parker as Chairman of the Cervena Trust. John Parker retired on rotation at the end of February.

The role of the Cervena Trust is to own the intellectual property associated with Cervena (the appellation, trademark registrations and the appellation strategy and materials) on behalf of farmers and Cervena licensees. Alliance, Duncan and Company, Mair Venison, Mountain River, Richmond and Royal Cuisine International all hold licenses from the Trust to use the Cervena appellation.

DINZ and the Trustees would like to thank John Parker for his significant contribution to the Cervena programme over the important transition period which saw Cervena move to a stand alone entity. Other trustees on the Cervena Trust are James Guild (representing deer farmers) and John Upton (representing Cervena licensees).

David Wright new Chairman of Cervena Trust.

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While every effort has been made to ensure the accuracy of its content, Deer Notes alone is not to be substituted for direct advice on any matter addressed.

Deer Industry New Zealand is the operating name of the Game Industry Board.