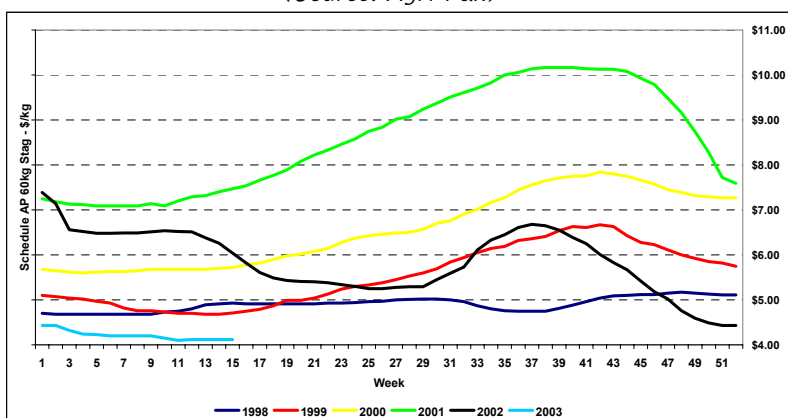


## >>> VENISON

### VENISON SCHEDULE

This week (week 15): \$4.12 (no change from last week)  
Down 26% on the 10 year average for this time of year (\$5.55)

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



- European market prices remain stable (generally flat for the last 2 months) at very low levels.
- Exporters report buyer nervousness largely due to the state of European economies - especially Germany. Many buyers appear to be deferring major purchase decisions.

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## >>> VELVET

### VELVET POOL PRICES

	Current Season		Last Season's Weighted Average	Approx. change from last season
	This week			
SA	98	- 129	\$132.64	-14%
A	98	- 111	\$116.41	-10%
B	98	- 108	\$115.00	-10%
C	90	- 101	\$107.47	-11%
D	70	- 85	\$84.23	-8%
E	51	- 59	\$70.12	-22%
RG	52	- 100	\$87.67	-13%

End of season pool prices have been soft as a result of the slow market in Korea and slow exports. Tensions with North Korea are reportedly affecting consumer confidence and demand.

### UPDATE YOUR DETAILS

Included with the next issue of Deer Industry News (which you will receive before the end of April) will be a form requesting you to update your contact details. Please help us reduce costs and communicate with you more effectively by providing us with an update of your contact details where necessary.

### DFA ANNUAL REPORT AND NOTICE OF AGM

This month's Deer Industry News includes a formal notice of the DFA's AGM to be held at Timaru on 27 May along with the Association's accounts, Annual Report and remits for discussion at the AGM.

## >>> UPCOMING EVENTS

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: <a href="http://www.deernz.org.nz/?id=37">http://www.deernz.org.nz/?id=37</a>	27 to 29 May

## >>> OTHER NEWS

### NEW ZEALAND VENISON PROMOTED AT CHEFS' 'DISNEYLAND'

With funding support from the Deer Industry New Zealand joint promotional programme, New Zealand venison has been promoted with ISPC, a Benelux based caterer and cash and carry retailer which carries over 72,000 product lines. A US caterer once described the ISPC stores as a "Disneyland for Chefs".

The programme included in-store cooking demonstrations at all ISPC stores for a 4 month period, workshops for chefs plus a 4 day cooking demonstration at the ISPC restaurant.

Those involved estimate the promotion will have created upwards of 100 tonnes of additional business.

A copy of the ISPC company brochure in English can be downloaded from [http://www.ispc.nl/data/17\\_DOWNLOAD/downloads/comp\\_broch\\_uk.pdf](http://www.ispc.nl/data/17_DOWNLOAD/downloads/comp_broch_uk.pdf)

*Venison promotion estimated to have created 100 tonnes of new business.*

### AN AUSTRALASIAN AGENDA

Duncan & Company have signalled a greater focus on expanding their Cervena presence in both New Zealand and Australia. Through an ongoing research and development programme they have developed consumer friendly and chef ready cuts to encourage more local chefs to work with Cervena® venison.

Besides a stepped up local advertising campaign, Duncan & Company will be aggressively promoting Cervena at the Auckland and Wellington foods shows <http://www.foodshow.co.nz>, where Executive Chef Graham Brown will also be presenting Cervena at the Master Chef demonstration series.

*NZ and Australian market development work planned.*

# Deer Notes

## YOUNG FARMERS WORLD CONGRESS TRUST SCHOLARSHIPS

The Young Farmers World Congress Charitable Trust is calling for applications from students studying agriculture or agriculturally related topics at University or Polytechnic. The Trust is awarding two \$1,500 University Scholarships and one \$750 Polytechnic Scholarship for the 2003 study year.

The Young Farmers World Congress Charitable Trust is administered by the New Zealand Federation of Young Farmers' Clubs (Inc.). The Trust was formed in 1989 to distribute the revenue from the investment of profits from the 5th World congress of Young Farmers held in Christchurch in 1985.

The closing date for applications for the scholarships is 2 May 2003.

For further information and application forms contact:

Tim Leslie, New Zealand Young Farmers'  
Phone: (04) 473-7269  
Fax: (04) 473-1081  
Mob: (021) 544-070  
Email: [tleslie@fedfarm.org.nz](mailto:tleslie@fedfarm.org.nz)

*Applications called for scholarships. Due 2 May.*

## VENISON RAGOUT



In the last edition of Deer Notes we profiled a classic French Venison Pavé, this week we stick with the French kitchen and feature Venison Ragout.

Both dishes were created by Executive Chef Graham Brown around the time of the SIAL food fair in Paris last year, and the complete recipes can be found at [www.nzvenison.com](http://www.nzvenison.com).

'Comfort-food' like this traditional venison ragout is making a come-back at modern restaurants in Europe. While the industry strategy remains focussed on building new demand outside the autumn/winter period, venison as a traditional culinary item fits naturally into and benefits from this 'comfort-food' trend.

*Venison ragout and other 'comfort-food' dishes prove popular.*

## CERVENA AT NZ CULINARY FAIR

Arrangements have just been confirmed for Cervena® venison to feature in a Masterclass demonstration by Graham Brown at the New Zealand culinary fair (Auckland Showgrounds, Sunday 24th to Tuesday 26th August).

In 2002 the culinary fair was attended by over 10,000 visitors and 1,000 chefs and there was extensive media coverage of the event and the products featured. This may be taken to another level in 2003 with discussions between event organisers and a television production house.

*Cervena to be showcased at New Zealand Culinary Fair in August 2003.*

## CALLING ALL ORGANIC DEER FARMERS

If you are a certified organic deer farmer, or are in the process of certification, Mat Moyes (Venison Marketing Manager) is keen to hear from you. Please contact Mat on (04) 381 6011 or email [mat.moyes@deernz.org](mailto:mat.moyes@deernz.org)

*Gone or going organic? Please let Mat Moyes know.*

# Deer Notes

## EXCHANGE RATE UPDATE

The movements of the most important currencies for the New Zealand deer industry are described below. A strengthening NZ dollar reduces the NZ dollar return of sales in foreign currencies.

*Update on exchange rate movements.*

Currency	Exposure	NZD 1 year ago	NZD 1 month ago	NZD this week	Change from last year
Euro	83% of venison exports (by value) are destined to Europe (year end Jan 03)	0.4950	0.5111	0.5089	+3%
US Dollar	12% of venison exports (by value) are destined to the USA (Year end Jan 03). Almost all of the velvet trade is conducted in US dollars.	0.4360	0.5625	0.5481	+26%
Korean Won	Korea remains the final market for an estimated 80-90% of all velvet exports. Korean buyers use won to buy velvet sold in US dollars.	579.6	686.7	686.1	+18%

*Export Statistics from Statistics New Zealand, Exchange rates from [www.oanda.com](http://www.oanda.com)*

## PASTORAL GREENHOUSE GAS RESEARCH CONSORTIUM

Alongside AgResearch, Fonterra, Meat NZ and Wrightson, DEEResearch is a member of the Pastoral Greenhouse Gas Research Consortium which administers a programme with FRST funding support to investigate options to reduce greenhouse gas emissions from sheep, cattle and deer.

*Information about the PGgRc available for download.*

More detailed information about the consortium and its research programme priorities can be downloaded from the DEEResearch website.

<http://www.deerresearch.org.nz/project.asp?projectid=9>

Updated reports on other projects currently funded by DEEResearch can also be downloaded from the Current Projects section of the website:

<http://www.deerresearch.org.nz/project.asp>

## CHEF AT SOUTHERN FIELDDAYS



Deer Industry New Zealand Executive Chef Graham Brown gave a series of demonstrations to farmers in conjunction with PPCS at the recent Southern Field-Day, Lincoln in the last week in March.

Graham's demonstration included 2 dishes and an insight into the style of demonstrations that are held throughout Europe and the United States.

*<<Executive Chef Graham Brown at the Southern Field Days at Lincoln.*

*European demonstration at Southern Fielddays at Lincoln.*

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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.