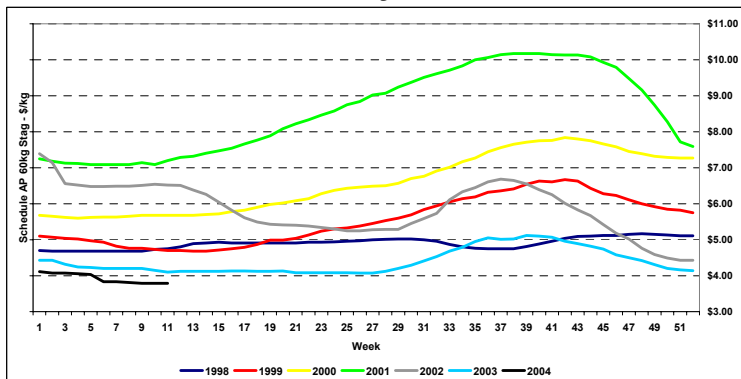


>>> VENISON SCHEDULE

This week (week 11): \$3.79 (stable for 3 weeks)
Down 31% on the 10 year average for this time of year (\$5.47)

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



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- Leather and Hide Exports

>>> VELVET

VELVET POOL PRICES

- The frequency of velvet pools has slowed as the season draws to a close.
- Pool prices have moved up in the past 2 weeks. This increase can be attributed to a lowering of the NZ\$ and a buyer perception that there is little velvet left on farm.
- While there is insufficient data currently available to calculate a weighted average, it is likely that the weighted average price will be in the low \$60s in comparison with \$99 last season

VELVET EXPORTS

- The whole dry piece remains at around US\$180, however exporters report low demand and little activity.
- In general, processors continue to dry less velvet in favour of frozen velvet exports.
- Total velvet exports to year ending January 2004 are 176 tonnes valued at NZ\$28 million (vs 191 tonnes valued at NZ\$32 million in January 2003).

IMPORTANT DEADLINES

- Entries for Environmental Awards – 5.00 pm 2 April
- Nominations for Industry Positions - Executive Committee, Selection and Appointments Panel and Deer Industry New Zealand – 5.00 pm 23 April
- DFA AGM Remits – 10 May
- Entries for Matuschka Award – 1 June
- Nominations for NVSB – 1 June

Deer Notes

>>> UPCOMING EVENTS

| | |
|--|------------------|
| Marlborough Branch Fielday – PRODUCTION FOR PROFIT Form more information please contact Kevin Hayes (03) 578 6923, or email kevin.hayes@actrix.co.nz | 24 March |
| Biennial Australian Deer Industry Conference Mt Gambier, Sth Australia, Contact Jim Moir – jmoir@hotkey.net.au | 16 – 18 April |
| Otago Branch AGM At Telford Polytechnic, Balclutha | 27 April |
| Mystery Creek National Field Days – Hamilton | 16–19 June |
| NZDFA Branch Chairmen’s Meeting, Wairakei | 21 June |
| 2004 Deer Industry Conference Including NZDFA AGM and Deer Industry New Zealand FGM – see March issue of Deer Industry News for more details. <u>Registration forms</u> can be obtained from the Deer Industry New Zealand office – info@deernz.org , phone (04) 382 8626, or can be downloaded from the following link: http://www.deernz.org/?id=37#contentsection2103 | 22-23 June |
| NZ Society of Animal Production LIC/Dexcel campus, Newstead, Hamilton. Contact: eric.kolver@dexcel.co.nz | 28 June – 1 July |

>>> OTHER NEWS

| | |
|--|---|
| Register for Conference <u>Registration forms</u> can be obtained from the Deer Industry New Zealand office – info@deernz.org , phone (04) 382 8626, or can be downloaded from the following link: http://www.deernz.org/?id=37#contentsection2103 | <i>Register now for Conference.</i> |
| Nomination Forms Forms for nominations to the DFA Executive Committee, DFA Selection and Appointments Panel and Deer Industry New Zealand Board can be obtained from the Deer Industry New Zealand Office – info@deernz.org or phone (04) 382 8626. Alternatively, forms can be downloaded from the following link: http://www.deernz.org/?id=37#contentsection2099 | <i>Nomination forms available for industry positions.</i> |
| Warnham and Woburn Photographic Competition <u>Entry forms</u> for the 2004 Warnham and Woburn Society’s Annual Photographic Awards can be obtained from the Deer Industry New Zealand office – info@deernz.org , phone (04) 382 8626, or can be downloaded from the following link: http://www.deernz.org/?id=37#contentsection2103 | <i>Entry Forms available for the 2004 Warnham and Woburn Photographic Awards.</i> |
| Sliced Velvet Access Inspections Three Korean Food and Drug Administration inspectors will visit 11 New Zealand velvet processor/exporters in the week beginning 22 March to assess whether the plants meet equivalent Korean standards. The inspectors will visit plants in Christchurch, Rotorua and Tirau. They will also inspect AgResearch facilities to inspect testing methods. | <i>Inspection of plants planned for sliced velvet access.</i> |

Deer Notes

Promotion to NZ Meat Retailers



Above - The Duncan & Company stand letting the product do the talking!

Duncan & Company recently promoted their added value consumer ready cuts at an annual meeting of Retail Meat New Zealand in Wellington. With over 130 retail meat buyers, retail butchers and industry professionals present, the event provided a superb platform to promote venison to the trade.

Vinnie Duncan from Duncan & Company was pleased with the results, saying there was a good level of interest in the products being promoted.

"Our message to the conference was that we accept

that retail butchers don't have the time to fabricate venison, and that we have consumer-ready products that require little or no fabrication, and present well in any meat retail environment."

Plans are underway for a comprehensive consumer tasting programme showcasing these consumer-ready products to build demand and cement the place for New Zealand venison on supermarket shelves in New Zealand.

Promoting venison to New Zealand meat retailers at their Annual Conference in Wellington.

USDA to step up testing for BSE

The US Department of Agriculture has established a target of between 200,000-to-300,000 BSE tests per-year.

It will test as many cattle in the targeted highest risk population as possible for BSE in a one-time effort aimed at identifying any more cases of BSE in the United States

The new surveillance plan, which comes in the wake of America's first confirmed case of BSE, will last 12 to 18 months and could test between 201,000 and 260,500 cattle at a network of laboratories around the country. The main testing will focus on the highest risk animals such as non-ambulatory cattle, cattle displaying signs of central nervous system problems, dead cattle and cattle displaying other signs associated with BSE.

In addition, during the 12 to 18 month period USDA plans to test 20,000 animals destined for slaughter that are over 30 months of age.

Source www.meatingplace.com

US Stepping up testing for BSE

Economic News

Some links are provided below for articles with economic news on some of our main export markets:

France's budget minister says the country's economic growth will "without doubt" top forecasts, boosting tax revenues and narrowing the budget deficit.

<http://news.bbc.co.uk/1/hi/business/3541095.stm>

China warns against assuming its economy is 'overheated' after recent strong growth.

<http://edition.cnn.com/2004/WORLD/asiapcf/03/07/china.npc.ap/index.html>

Economic news from France and China.

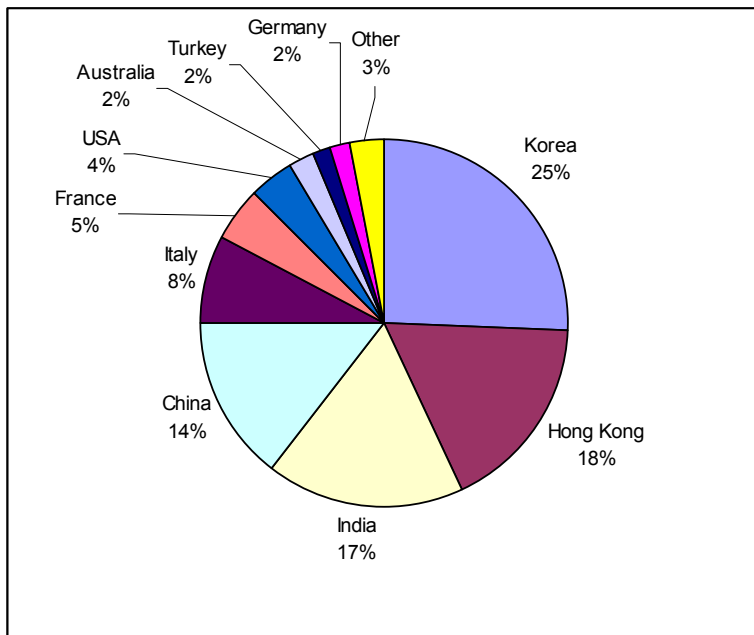
Deer Notes

Leather and Hide Exports

A *Deer Notes* reader asked for some information on hides and leather. Some recent export statistics are set out below, and we will be covering the issue in depth in a future issue.

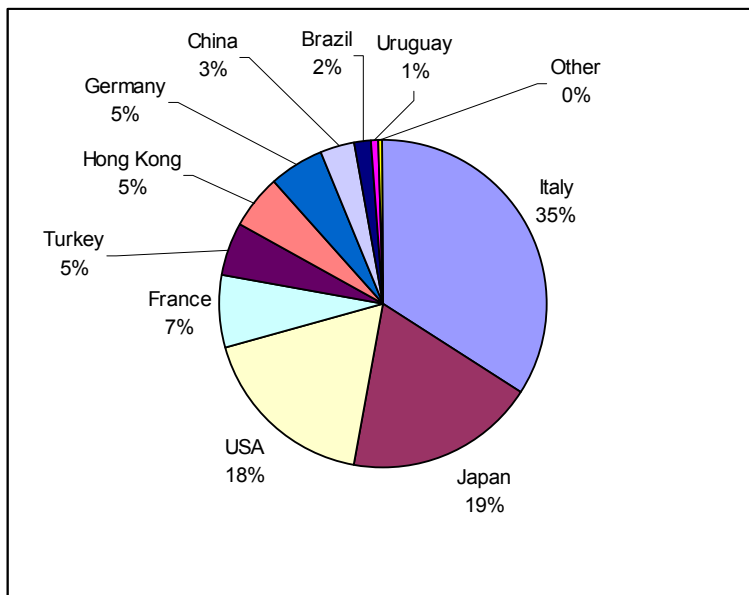
Leather Exports – Markets

Leather Exports were valued at \$4.1m for the year ended December 2003. The chart below shows export markets for leather based on volumes.



Hide Exports – Markets

Hide Exports were valued at \$8.5m for the year ended December 2003. The chart below shows export markets for hides based on volumes.



Leather and Hide export information – a detailed article on deer hides and leather is planned for a future issue.

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| | <p>Deer Notes is published by Deer Industry New Zealand PO Box 10-702 Wellington, New Zealand</p> | <p>Tel: +64-4 382 8626 Fax: +64-4 382 9143 www.deernz.org www.velvet.org.nz www.nzvenison.com</p> | <p>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.</p> | <p>Deer Industry New Zealand is the operating name of the Game Industry Board.</p> |
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