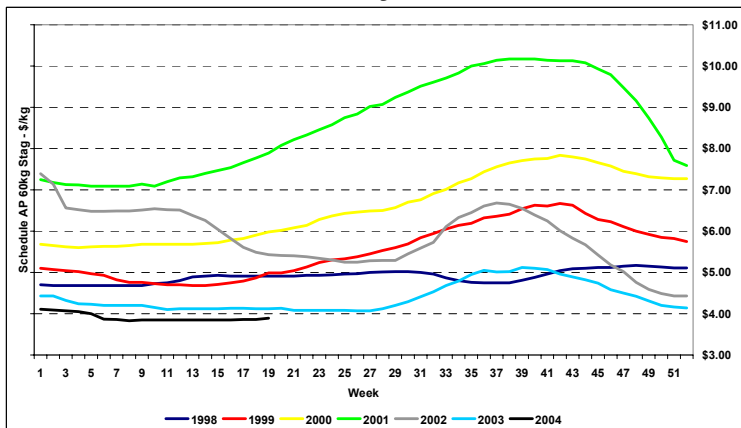


## >>> VENISON SCHEDULE

This week (week 19): \$3.89 (up 3 cents from previous week)  
Down 31% on the 10 year average for this time of year (\$5.63)

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



## IN THIS ISSUE

- Free Winter Weaner Management Seminar
- New DINZ Contact Details
- Gordon Ramsay Scholarship
- Important AHB Tagging Reminder
- The Paralisa – a new management tool for Johne's disease.
- Market Trends – Implications for Velvet

## >>> UPCOMING EVENTS & IMPORTANT DATES

<b>Conference Accommodation</b>	21 May
Last day for guaranteed rooms at the 2004 conference. Hotel releases unbooked rooms at this point	
<b>Selection and Appointments Panel Elections</b>	24 May
Opening voting period for NI Selection and Appointments Panel position. Voting papers enclosed with <i>Deer Industry News 9</i>	
<b>Winter Weaner Management Seminar</b>	26 May
Poplars Reception Centre, SH18 Pleasant Point, 12.00 pm – more info later in this issue of <i>Deer Notes</i> .	
<b>Waikato Branch AGM</b>	27 May
<b>Matuschka Award</b>	1 June
Closing dates for nominations for the Matuschka Award	
<b>Warnham/Woburn Photographic Competition</b>	1 June
Closing dates for the Warnham/Woburn Photographic competition	
<b>NVSB Nomination</b>	1 June
Closing date for nominations for the NVSB North Island position	
<b>Selection and Appointments Panel Elections</b>	14 June
Closing date for voting	
<b>Mystery Creek National Field Days – Hamilton</b>	16–19 June
<b>DFA AGM Proxies</b>	21 June
12.00 pm Midday. Final acceptance time for Proxy forms with NZDFA office or returning officer.	
<b>NZDFA Branch Chairmen's Meeting, Wairakei</b>	21 June

## 2004 Deer Industry Conference

22-23 June

Including NZDFA AGM and Deer Industry New Zealand FGM – see March issue of Deer Industry News for more details.

Registration forms 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>

## NZ Society of Animal Production

28 June – 1 July

LIC/Dexcel campus, Newstead, Hamilton. Contact: [eric.kolver@dexcel.co.nz](mailto:eric.kolver@dexcel.co.nz)

## >>> OTHER NEWS

### Free Winter Weaner Management Seminar

Jointly presented by AgVax and the South Canterbury North Otago Branch of the NZDFA, Branch Members are invited to attend a free seminar on winter weaner management at the Poplars Reception Centre, SH18 Pleasant Point, 12.00 pm on 26 May. The programme is set out below:

12.00 pm: Preventing Yersiniosis: Dr Colin Mackintosh, BVSc

12.40-1.15 pm: Finger food lunch

1.15: Weaner Nutrition: Best Practice: Dr David Stevens

2.00: Johne's Disease: New Developments: Dr Mackintosh

2.45: Managing Feet Problems: Dr Adrian Campbell, BVSc

3.00: Conclusion and informal discussion.

*AgVax and SCNODFA  
Seminar on Winter Weaner  
Management*

### New DINZ Contact Details

As reported in the last issue of Deer Notes, Deer Industry New Zealand has moved offices and is now co-located with Meat & Wool New Zealand and the Meat Industry Association on Level 13, PWC Tower, 113-119 The Terrace, Wellington. Postal details for Deer Industry New Zealand remain the same – PO Box 10-702, Wellington – but phone and fax numbers have changed. The new numbers are provided below.

Name	Direct Line	Mobile
Janice Attrill	(04) 471 6114	
Mira Fraser	(04) 471 6110	
Susan Gee	(04) 474 0824	(021) 406 052
Rob Gregory	(04) 471 6116	(021) 231 6657
MJ Loza	(04) 471 6112	(021) 993 389
Mat Moyes	(04) 471 6111	(027) 444 6512
Mark O'Connor	(04) 471 6113	(027) 474 3624
Tony Pearse	(04) 471 6118	(021) 719 038
John Tacon	(04) 47 16117	(027) 242 2873

Email addresses remain unchanged – [firstname.lastname@deernz.org](mailto:firstname.lastname@deernz.org) – for example, [tony.pearse@deernz.org](mailto:tony.pearse@deernz.org)

*New phone numbers for  
DINZ*

### Gordon Ramsay Scholarship



*Gordon Ramsay sizes up the winner  
Mark Sycamore*

Some of the country's emerging chef talent showed off their skills with New Zealand venison, as finalists in the Gordon Ramsay scholarship held in Wellington on Friday 14 May. The eventual winner was Mark Sycamore, who is with the prestigious Blanket Bay resort in Glenorchy near Queenstown.

The competition was followed closely by all 3 main TV channels, and the finals were televised by TV1, which announced Mark's success live

to the nation on the Holmes show from the Gala Awards party. The programme plans to follow Mark through to the UK finals in London in September. Mark is now settling into his job as sous chef at Blanket Bay and looking forward to travelling to the UK in September where he will not only gain work experience in one of Gordon Ramsay's kitchens, but compete in the UK finals of the Gordon Ramsay scholarship.

# Deer Notes

## Important AHB Tagging Reminder

The exemption from official identification for cattle and deer born before 1 July 1999 being moved directly to slaughter expires on 1 July 2004. From that date all cattle or deer over one month of age being sent to slaughter must carry AHB approved eartags.

Legal requirements for identification of cattle and deer are:

- Cattle and deer over one month of age must be identified with:
  - A bar-coded primary eartag and a secondary eartag if being sold or moved to another herd or property.
  - A bar-coded primary eartag or a bar-coded slaughter tag (S-tag) if being moved directly to slaughter. S-tags should only be applied within one month of slaughter.
- Missing tags
  - Missing primary or secondary tags should be replaced with bar-coded replacement tags (R-tags) with the number of the herd in which they are currently resident. S-tags should not be used as replacement tags for brought in animals.
  - Alternatively, exact duplicate tags can be ordered for animals still resident in the herd where they were first tagged if required.

*From 1 July 2004 all deer over 1 month of age being sent to slaughter must carry AHB approved eartags.*

## The Paralisa – a new management tool for Johne’s disease.

Chris Rodgers the head organiser, fixit person and laboratory manager in Frank Griffin's lab, Otago University advises there is a two tier cost structure for the new Paralisa test being used frequently now to assist farmers to work through Johne’s Disease diagnosis and control and eradication programmes on properties using this new technology released last year. Clarification from Chris on this two tier structure is provided below.

*The Paralisa test is available as an important tool to assist with Johne’s Disease Management.*

We are providing an IgG1 test (Paralisa) for farmers interested in more information about Johne’s disease and as a tool for Johne’s disease control. The data is provided back to the farmer to assist in animal selection for culling and replacements.

### How do I use it?

Ideally this test should be applied on mobs of animals (breeding hinds or replacement stock) to determine Johne’s prevalence. One red top tube should be submitted from each animal. Unlike Tb blood testing, where samples are required to be submitted 13 – 33 days post skin test, there are no constraints as to when samples are taken for Paralisa testing.

### How good is it?

Field data obtained from over 15000 animals in Johne’s infected herds suggests that:

- The test can diagnose Johne’s disease in animals by 8 months of age.
- Test positive weaners (8mo) show increased mortality and reduced weight gain compared with test negative animals.
- Johne’s infected animals without clinical evidence of disease (weight loss or scouring) can be identified.

Research is ongoing to determine if it is necessary to use repeat sampling to eradicate Johne’s disease.

### What will be reported and what will the results mean?

As with the ETB, there will be three test interpretations for the Paralisa: Negative, Suspect and Positive.

The raw data will be provided to the farmer and vet (if indicated). A lab person will be assigned for each herd to provide technical support. As Johne’s is a non-notifiable disease, the results may be used by individual farmers to best suit their management requirements.

### How much?

For small sample sizes, the cost will be \$20.00 per animal (GST incl.) A reduction in price will be negotiated for herd submissions. ie 90 animals is \$20.00 incl GST per animals and over 90 the price is reduced to \$10.00 excl GST per animal.

# Deer Notes

## Market Trends – Implications for Velvet

Three articles in the Business Section of this weekend’s New Zealand Herald caught the attention of one Deer Industry New Zealand’s Wellington staff.

1. On page 3; an article about the successful growth of Healtheries - New Zealand’s leading manufacturer of health foods, supplements and beverages. Managing Director of Healtheries, Sarah Kennedy, who some may remember presented at the DINZ Formal General Meeting in Queenstown about the challenges facing deer velvet, says “...a lot of modern drugs are derived from their herbal ancestors so there’s plenty of room for us to develop new products.”. Healtheries report international sales growing at a rate of about 15 % a year with exports accounting for 37% of their total sales. Kennedy puts Healtheries’ success down to “constantly and effectively meeting the needs of our consumers”.
2. On page 5; an article about a Korean engineering student running 470km for a job. The article was not about the world’s longest commute by foot. The 470km run was a stunt the student pulled to get noticed to have a better chance of getting a job advertised by Hyundai. Apparently the tight job market means candidates are forced to do something exceptional to outshine rivals and show their eagerness to work. A recent survey reports that 4 out of 10 university graduates are unemployed, a sign of Korea’s continuing economic woes. “Cost cutting remains the mantra and even companies reporting higher earnings are not hiring in large numbers. Firms have also been shifting operations to China and other cheap-labour countries, a trend not helped by militant South Korean unions seeking higher wages.” While this is bad news for the Korean economy (and for New Zealand velvet) the story ends happily for the student. Tearing his calf muscles was apparently enough to impress Hyundai – he landed the job.
3. On page 9; an article about Australia’s ageing population being a goldmine for investors in funeral services, private hospitals, retirement villas and nursing homes. The article reports that the number of elderly Australians will triple in the next 50 years. Shares of Village Life, for example are reported to have increased 50% since raising A\$96.7 million in a share sale in December 2003. The company plans to have 100 retirement villages by June 2005.

“So what?” might be the question. [Ed: One might also ask what a true Wellingtonian is doing reading the Herald] However, these articles illustrate some big picture trends which will continue to impact the market for velvet.

- Changing demographics, an increasingly older population is a common trend in the west. However, before they need retirement villas, nursing homes and finally funeral services they are likely to be heavy consumers of products to keep them healthy, to ensure a good quality of living. This is a significant opportunity for products, including velvet, which address quality of life issues – the need for improved wellbeing, more energy and easing aches and pains.
- Meeting consumer needs, including proven safety, efficacy and animal welfare assurances is essential for success. QA programmes are a means of meeting these needs as well as providing consumers with assurances that these needs are in fact met – which is important for issues like animal welfare where consumers can’t judge this for themselves.
- While we continue to remain reliant on Korea, we will continue to be subject to market fluctuations driven by factors such as Korea’s economic situation, exchange rates etc. There remain significant opportunities in Korea, especially if market access issues can be resolved and if new distribution channels can be opened up and accessed directly by New Zealand. However, there remains a critical need to diversify. Fortunately, there are significant opportunities to so:
  1. in Asian markets such as Taiwan and of course China, where there is growing wealthy consumer base. Success here requires improved market access and will be heavily influenced by continued economic growth and increasing incomes.
  2. in the west for convenient products to meet the needs of aging baby-boomers. Success here requires solid science showing velvet’s benefits, promoting those benefits well and ensuring we can meet market concerns regarding welfare.

Look out for the **Draft Velvet and Co-Products Strategy** – out soon for industry consultation and dealing with how our industry can address the challenges and benefit from the opportunities presented by these and other consumer and market trends.

*Growth in the health food and supplement business.*

*Essential to meet consumer needs.*

*Continuing economic difficulties in Korea.*

*Ageing populations present big market opportunities.*

*Velvet Strategy out soon for consultation.*

	Deer Notes is published by Deer Industry New Zealand PO Box 10-702 Wellington, New Zealand	Tel: +64-4 382 8626 Fax: +64-4 382 9143 www.deernz.org www.velvet.org.nz www.nzvenison.com	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.
--	--------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------