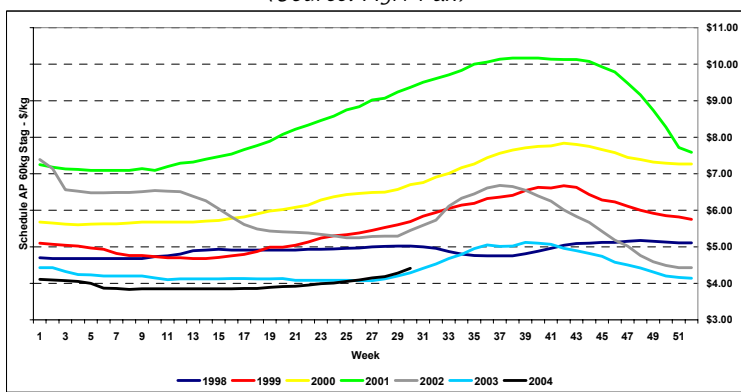


>>> VENISON SCHEDULE

This week (week 30): \$4.41 (up 13 cents from previous week).
Up 12 cents on the same time last year.
Down 30% on the 10 year average for this time of year (\$6.31)

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



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>>> UPCOMING EVENTS & IMPORTANT DATES

Taranaki Branch AGM , Pioneer Village, Stratford at 6.00pm Wednesday 4th August Branch will sponsor the meal for all paid up members, \$25 for non members Contact Jo Anne Huesser 06 758 1292 or Mary Cusdin 06 762 7852 for bookings and details Tony Pearse will attend to answer questions on industry issues and developments.	4 August
Wairarapa Branch Seminar Genetics , Breeding and feeding theme with speakers: Jake Chardon (Head Geneticist, Deer Improvement Ltd), Simone Hoskin (Massey University), Geoff Asher (AgResearch Invermay). Details Neil Cameron 06 372 5854	5 August
Deer Production Management Course - Alexandra Course Cost \$250 and conditions apply. For more information phone 0508 247 428, email admin@agribusiness.ac.nz	10 – 12 August
Deer Production Management Course - Taupo Course Cost \$250 and conditions apply. For more information phone 0508 247 428, email admin@agribusiness.ac.nz	17 – 19 August
Taranaki Branch Field Day Branch field day will begin at 1.00pm on John and Kathy Dudin's property and move to John and Mary Cusdin's operations. New shed development and excellent speakers on industry issues followed by a Social hour and BBQ. Contact Mary Cusdin	18 August
Telford Advanced Deer Farming Seminar - Rotorua In conjunction with the Rotorua Branch of the NZDFA. The course will cost \$295 incl GST. Contact Lisa Biginato at Telford on 0800 835 367, extn 842 or lisa.biginato@telford.ac.nz	7 – 8 September
Deer Production Management Course - Balfour Course Cost \$250 and conditions apply. For more information phone 0508 247 428, email admin@agribusiness.ac.nz	3 – 5 November

Deer Notes

North Island Velvet Competition

To be held at the Otaki Coldstores. Contact Peter Adlam for more information.
Phone (04) 293 2224, or email peter.adlam@xtra.co.nz

26-27 November

>>> OTHER NEWS

SIR PETER JOINS BUSINESS HALL OF FAME

The late Sir Peter Elworthy will be inducted into the NBR Minter Ellison Business Hall of Fame at a gala dinner in Auckland on September 8. For bookings and inquiries, contact Stephanie McGreevy at the Enterprise New Zealand Trust ph (04) 570 0452, (027) 454 4644.

Sir Peter to be inducted into Business Hall of Fame

VENISON DIVERSIFICATION

While the Venison Industry Strategic intent has a strong focus on building new demand outside of traditional food-service channels and outside the traditional game season, export statistics presented at the Industry Conference last month show the industry has made some good progress towards diversification over recent years.

In 1999, 84% of the industry's exports were concentrated in just 5 markets. Last year the industry's top 5 markets represented 75% of total export volumes. As well, the industry currently exports to 35 markets (compared with 32 five years ago) 12 of which account for volumes greater than 1% of total exports (compared with only 8 five years ago).

Export statistics show positive progress towards diversifying markets.

SOMMERKAMPAGNE TOPS 100,000

Sommerkampagne continues to generate a strong consumer response, with over 100,000 entrants into the competition. Each entrant is mailed a New Zealand venison recipe brochure with information on storage and preparation alongside some selected summer recipes.

100,000 German consumers participate in venison promotion.

NEW DEER INDUSTRY DATABASE

Over the last six months a new database has been developed for to replace the existing one. The database holds important information for sending out publications, QA and NVSB programme details and export statistics in particular. It includes farmers' and other stakeholders' names, contact details and their status under these industry programmes. Over the next few weeks final testing of the system will be undertaken by Executive staff before going live at the end of the month timed to occur prior to the new velvetting season. The new database will be much faster, easier, and friendlier to use and produce more reliable results.

DFA Branch access will continue as before and Janice Attrill will continue to be the contact for any additions or changes to information. DFA Branch feedback is vitally important for keeping the database information up to date. Janice can be contacted by phone on 04 471 6114 or by email janice.attrill@deernz.org.

Improved industry database.

PRETTY GOOD VENISON!

The July 2004 edition of "Food & Beverage" (the Dominion Post's good living guide) featured another great venison dish by Ruth Pretty (www.ruthpretty.co.nz). Details of the dish, "Herbed Venison with Balsamic Tomatoes" can be viewed on the industry website, at www.nzvenison.com.

Delicious venison recipe by Ruth Pretty.

VELVET GRADING REVIEWED

A meeting of the Grading Review Committee meeting took place on Monday, 13 July following a request via a DFA remit at the recent AGM. 5 producers (appointed by the DFA), 2 pools and 5 velvet processor/exporters were present at the meeting in Christchurch.

The draft notes and recommendations are being written up and the Grading Review Committee will communicate outcomes to producers through *Deer Industry News* or *Market Report* shortly.

Velvet Grading Guidelines reviewed and recommendations to be published shortly.

Deer Notes

GETTING THE FEEDING RIGHT

A 2 Day Advanced Seminar for deer farmers and managers
Rotorua, Tuesday, 7th and Wednesday, 8th September
Facilitators: Roy Fraser, John Stantiall

Advanced deer farming seminar run by Telford in conjunction with the Rotorua Branch of the NZDFA.

AIM

- Appreciation of the uniqueness and specific feed requirements of deer for performance
- Understand the impact of, and be able to influence, feed quantity and quality
- Able to estimate animal feed requirements, feed on hand, and predict pasture and crop growth rates
- Knowledge of other stock policies which may complement deer
- Understand the costs, benefits and opportunities offered by feed budgeting
- Able to complete a feed budget on an spreadsheet template
- Knowledge of key production indicators

OVERVIEW

Some industry events, while informative, can be piecemeal, and may not provide attendees with the skills or confidence to make significant changes to their operations. This seminar is part of Telford's drive to provide meaningful education/training to the deer industry. Telford aims to challenge deer farmers, then enthuse and empower them to make profitable improvements to their farming business.

On Day One, we provide information on the animals' demands and opportunities to influence seasonal feed supply.

On Day Two we will draw the threads together, and have the attendees try their hand at manipulating feed supply and demand to come up with a more profitable operation.

Please contact Lisa Biginato at Telford on 0800 835 367, extension 842

FLETCHER'S GAME

How New Zealand beat the UK to deer farming – want to find out? Reading chapter seventeen of a new book by British deer farming pioneer and veterinarian Dr John Fletcher might give you some clues. Fletcher's Game, published by Mercat Press also distils his thoughts on British venison production and promotion. Country Life says of the book 'Proving the viability of deer farming has tested Dr Fletcher's enthusiasm and dedication to the limit, and the triumphs and disasters make gripping reading.' Available directly from the author at £16 including postage and packing, contact Dr John Fletcher, Reediehill Deer Farm, Auchtermuchty, Fife KY14 7HS, UK. Email tjohn.fletcher@virgin.net. Telephone 00 44 1337 828369.

Book by British deer farming pioneer and veterinarian Dr John Fletcher.

VEGETARIAN PORKIES

New research by the British Meat & Livestock Commission has shown that 25 per cent of self-professed vegetarians in the UK are regular eaters of red meat. The research was conducted by TNS Family Food Panel – the UK's largest lifestyle survey that requires 11,000 consumers to maintain a food diary for two weeks, twice a year. Of the 11,000 questioned, 42% of claimed vegetarians actually never eat red meat, fish or poultry.

UK research shows many self-professed vegetarians actually eat red meat.

MEAT & WOOL NEW ZEALAND LAUNCHED

Meat & Wool NZ officially started operations on 1 July 2004. Making the announcement, M&WNZ Chief Executive Mark Jeffries said that the passing of the legislation means that from that date the meat levy collected from sheep, beef and goat producers will be collected under the Commodities Levy Act. The New Zealand Meat Board will continue to have responsibility for sheep meat and beef quota management and meat reserve funds.

Meat & Wool New Zealand officially started operations 1 July.

Deer Industry New Zealand shares premises and resources with M&WNZ along with the Meat Industry Association.

Deer Notes

CROWLEY'S RESEARCH A WINNER

Congratulations to Vanessa Crowley of Deer Improvement Ltd who was co-winner of the New Zealand Society of Animal Production Young Members Award for best paper, announced at the NZSAP Conference in Hamilton in late June.

Her study, conducted at Lincoln University with Graham Barrell and Martin Keeley, looked at the growth and development of groups of weaner red stags following an earlier experiment showing the effect of light on sheep growth rates. The study concluded that some of the 'photoperiodic' signals that can cause physiological changes in sheep are not effective in deer and, hence, there are differences in the underlying mechanisms of photoperiodism between the two species.

Congratulations to Vanessa Crowley on her award winning research.

MAF OUTLOOK POSITIVE FOR DEER

Prices for venison and velvet are projected to generally rise, according to the latest MAF situation and Outlook for New Zealand Agriculture & Forestry.

The report says that New Zealand can expect to see a big increase in the value of agricultural exports over the next three years along with a slowly depreciating dollar. The value of pastoral agriculture, horticulture and forestry is expected to increase to \$20.2 billion to the year ending 2006/7, with the biggest contributors being dairy and forestry. Meat export value is expected to rise, as higher prices for beef and lamb are offset by lower beef volumes. The agricultural sector's contribution to GDP (at farmgate) will rise by 0.4% over 2006/7.

Exchange rates will continue to be dominated by the strength of the New Zealand dollar against major trading partners' currencies, especially the US dollar. The New Zealand dollar is assumed to have peaked in the March quarter of this year and will slowly depreciate over the next three years.

Prices for venison, along with dairy (except butter), velvet, apples and wine are picked to generally rise during the period. However, beef, lamb, wool and kiwifruit prices are projected to fall in 2004/5, and then recover. Wheat and pig meat prices are expected to fall. While most other products will see production increases, venison and velvet production, alongside beef, is projected to fall over the outlook period to 2006/7 in the report.

MAF forecasts published - positive forecasts for venison and velvet.

MORE HELP NEEDED WITH DEER NUMBERS

Thanks to the 13 deer farmers who have responded to our calls for help over the last month and offered to participate in a detailed deer herd telephone survey. For meaningful data we are hoping to get 100 farmers working with us on this so if you are able to assist with half an hour of your time please email deer.survey@deernz.org or free-fax 0800 329 442 with your name, region, phone/fax number and approximate numbers of deer.

REMINDER

If you have been selected to receive a Statistics New Zealand Survey of Agricultural Production please complete it accurately and return it.

87 more farmers needed to assist with survey on deer numbers.

DEER FARMERS WELCOME TO DRIVERS' TRAINING COURSES

These courses are held in all regions of New Zealand on an as required basis. Deer farmers are cordially invited to attend any of these courses free of charge.

Learn the facts about deer transport, the issues involved and the problems encountered. Hear and learn about animal welfare and the law as well as the responsibilities of those involved in the handling of the deer. It's a full day course of approx 8½hrs

For more information on where and when these courses are to be held in your area please contact John Tacon on 021 242-2873.

Farmers able to attend Drivers' training courses for free.

	Deer Notes is published by Deer Industry New Zealand PO Box 10-702 Wellington, New Zealand	Tel: +64-4 473 4500 Fax: +64-4 472 5549 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.
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