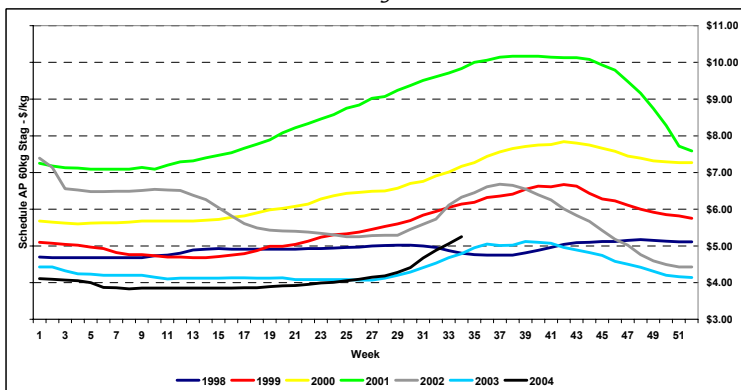


>>> VENISON SCHEDULE

This week (week 34): \$5.25. Up 19 cents from last week. Up 10% on the same time last year.
Down 21% on the 10 year average for this time of year (\$6.71)

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



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>>> UPCOMING EVENTS & IMPORTANT DATES

Fiordland Branch AGM Te Anau Bowling Club, 7.30 pm. Guest speakers: Clive Jermy, Chairman, Deer Industry New Zealand (Industry update) and Chris Petersen (presentation on travels in Europe). For more information: Chris Petersen (03) 249 8996	26 August
Canterbury Branch End-of-Winter Seminar and Social Canterbury House, Waipara. Programme to be advised. More information: Tony Pearse: (021) 719 038	1 September
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
Marlborough Branch Young Stock Competition and Dinner Young Stock Competition to be held on Mon 20th and Tue 21st Sept. This is followed on Tues night by a Presentation Dinner/ speaker/ auction at the Marlborough Club commencing with Happy Hour from 5.30pm. This year's speakers are Gary and Sue Joll, author and a successful Trophy Hunting guide for 22 years at Lilybank Station. More information: Kevin Hayes (03) 578 6923	20 & 21 September
Sustainable Farming Field Day The 2004 Elworthy Environmental Award Winners - George and Mary Scott, in conjunction with the Southland Branch of NZDFA are hosting a field day at their award winning property on Thursday October 14 th . Starts 1pm till 5pm, BBQ to follow. Signposted from SH1 near Pukerau – North of Gore Further enquiries: Eddie Brock: 03 207 6822, John Paterson: 07 3322093	14 October
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
Hawke's Bay Branch Velvet Competition For more information: Mike McCormick (06) 858 9127	19 November

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South Canterbury – North Otago Branch Velvet Competition Organiser: Kelly Hudson (03) 686 1967	26 November
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
Wairoa Branch Velvet Competition More information: Ian Pickering (06) 837 5977	27 November
Taranaki Branch Velvet Competition More information: John Cusdin (06) 762 7852	2 December
Southland Branch and National Velvet and Hard Antler Competition More information: Eddie Brock (03) 207 6822	6 - 8 December

>>> OTHER NEWS

NEW VARNZ BOARD

Recognising the challenges and opportunities ahead for the VARNZ velvet research programme, especially as a result of exciting new research results regarding potential wound-healing products from velvet, the shareholders of VARNZ have agreed to increase the size of the VARNZ Board from 3 to 5, including the appointment of independent Board Members with specialist science and natural product/pharmaceutical commercialisation experience.

Dr Richard Janes, former GIB CEO and current Board Member on Gallagher Group, ASURE and Centreport, replaces Andy Thomson as the independent Chairman of VARNZ. Richard is joined by Dr William Rolleston and Dr Doug Wilson.

Dr Rolleston has been heavily involved in the Life Sciences Network and Biotenz, industry representative groups relating to natural products and biotechnology and runs South Pacific Sera Ltd which produces and exports blood products for pharmaceutical, diagnostic and biotechnology industries.

Dr Wilson has a distinguished career in medical research and teaching and from 1991 worked with multinational pharmaceutical company Boehringer Ingelheim, including time in the USA and as Head of Corporate Medicine in Germany overseeing all of the company's medical research world-wide.

MJ Loza and Dr James Suttie remain as Board Members, appointed by Group Research Holdings Ltd (a subsidiary of Deer Industry New Zealand) and AgResearch respectively.

VARNZ is a 50:50 joint venture between AgResearch and the deer industry which undertakes research into velvet and is responsible for managing and exploiting the results of that research for the benefit of the deer industry. More information about the VARNZ research programme is available from Mark O'Connor, Ph (04) 471 6113, mark.oconnor@deernz.org

*New Board Members
appointed to new VARNZ
Board structure.*

AUSSIES JOIN RESEARCH FORCES WITH MEAT & WOOL NZ

Meat & Livestock Australia (MLA) and Meat & Wool New Zealand have signed a collaborative agreement on a \$1.3 million portfolio of meat quality research and development projects.

This R & D frontier, using electronic and measurement technologies aims to improve the eating quality of both beef and lamb at the processing stage, while also enhancing processing efficiencies via increased by-product recovery and improved occupational health and safety.

"The initiative will enable us to leverage on R&D, to share knowledge and also retain the right to lead implementation and commercialisation in our own countries" M&WNZ Chief Executive Mark Jeffries says.

*Trans-Tasman meat quality
research co-operation.*

Deer Notes

CRAZY ABOUT WILD FOOD?

If so, the New Zealand Food Safety Authority (NZFSA) wants to hear about it. The NZFSA has started a review about wild food eaten in New Zealand so a better understanding is obtained about how what and how much is eaten and the safety of those foods. The review will cover all wild foods hunted and gathered for non-commercial uses; ranging from wild game, through fish and shellfish to plants and berries collected in the wild.

NZFSA Director of Policy Carole Inkster stresses this is not an attempt to regulate the gathering and hunting of wild foods in New Zealand. However, she points out that, contrary to foods purchased from the supermarket, when a hunter returns home with the catch and cooks it for friends and family, the responsibility for the safety of that wild food rests entirely with the hunter.

Collecting information about hunting and consumption of wild food will enable NZFSA to determine whether there is a risk to human health and to develop a plan, based on information sharing, to ensure the risk is reduced, she says. In addition to learning what is being harvested and how much, NZFSA is interested to learn about how often wild foods are consumed.

Consultation with various groups involved in hunting or gathering, including Maori, Pacific Island and other ethnic communities, is planned for later this year. In the meantime, anyone with research, stories, anecdotes or other information is invited to contact NZFSA. *Contact: Nikki Riszko, Senior Policy Analyst, NZFSA, PO Box 2835, Wellington. Telephone: 04-463 2590. Email: nikki.riszki@nzfsa.co.nz.*

NZ Food Safety Authority reviewing the consumption of food sourced from the wild.

WHICH IS THE 'RIGHT' MEAT COLOUR?

According to AgResearch, the ideal meat colour to attract consumers is bright red but a recent informal study at Fieldays in Hamilton disclosed a split along gender lines – women prefer brighter red meats while men choose the darker meats because they assumed it had been hung for longer and was, therefore, more tender.

Visitors had been faced with a selection of identically aged meat, which had different ultimate pH levels ranging from 5.5 (normal) to 6.4 (high pH), which in turn produced colour which ranged from bright cherry red to very dark red.

Apart from educating farmers about AgResearch's current comprehensive work programme, funded by Meat & Wool New Zealand, into understanding what determines meat colour and the development of procedures to predict and improve colour stability of meat in overseas markets, the work is also critical for meat processors in meeting overseas supermarket requirements.

Research into understanding and improving meat colour – critical to enable exporters to meet overseas supermarket requirements.

WHAT'S UP WITH FREE TRADE?

A Branch Chairman recently requested some information about the Doha WTO trade round and what it could mean for the deer industry. A paper prepared on just that topic can be downloaded from the downloads section of the DINZ website at the following link: <http://www.deernz.org/n37.html>

Article about the Doha trade round and what it means for deer farmers.

NEW COMPETITION CLASS AT NORTH ISLAND VELVET COMPETITION

Organisers of the North Island Velvet Competition have advised that there will be a new class in this year's competition – Sire of Three.

Heads can be from any age stag or may be from stags of one age group – as long as they are from the same sire. These heads can be entered in any class at the competition. There will be no weight or beam points. Heads will be judged on velvet quality. Entry forms are expected to be available in October. For more information please contact Peter Adlam (04) 293 2224

New Sire of 3 class for North Island Velvet Competition.

Deer Notes

NEW ZEALAND VENISON STARS IN NEW TV ADS

New Zealand Venison is to star in a new television advertising campaign 'Good Food. Fast', starting in the South Island only from the end of August.

Developed by South-Island meat processor PPCS, and supported by Deer Industry New Zealand, the campaign aims to draw New Zealand Venison, and how quick and easy it is to cook, to the attention of South Island shoppers. It supports the introduction of PPCS' new Silver Fern Venison range of chilled prepared venison products – including venison medallions, diced venison, venison stir-fry and venison mince - into the South Island stores of New World and Pak N' Save.

"The campaign shows a commitment to investing in the New Zealand market, and the all important retail sector," Deer Industry New Zealand's Venison Marketing Services Manager Mat Moyes says.

Comprising four 15 second advertisements featuring Deer Industry New Zealand consultant chef Graham Brown, the campaign will target household shoppers aged between 25 and 59 and will run from 29th August into September. The advertisements will run during peak viewing hours alongside *One News, Coronation Street, Holmes, Sex & The City, Mitre 10 DIY Rescue, McLeod's Daughters, Inside New Zealand, Shortland Street, Breakfast, Nigella Bites, The Bold & Beautiful* and *Neighbours*.

New Zealand venison retail products featuring in TV ad campaign.

VENISON BBQ COVERAGE IN GERMANY



Summer BBQ dishes using New Zealand venison have been covered in the editorial of leading German consumer magazines *Brigitte* and *Snack Bistro*.

Accompanied by photographs of BBQs and New Zealand venison kebabs, the articles have a combined Advertising Equivalent Value of \$40,000 and actively promote New Zealand as the country of origin.

This type of editorial coverage one of the many positive spin-offs from the Summer Campaign which has really raised the profile of New Zealand Venison as a summer BBQ and menu option.

<<Venison on the BBQ – being promoted in Germany's Snack Bistro magazine.

Coverage of venison for use on the BBQ – a positive spin-off of Summer Campaign.

KEEP AN EYE OUT FOR ...

1. Issue 78 of **Market Report** is due in letterboxes towards the end of next week. It includes important information on a series of shed meetings planned for October.
2. All deer farmers will shortly receive a **survey form regarding deer numbers and intentions** over the next 12 months. Please complete and return it – your help is important to assist industry forecasting and planning. There's also the chance to win \$1,000 for yourself and another \$1,000 for your DFA Branch.

Market Report and Deer Survey out soon.

	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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