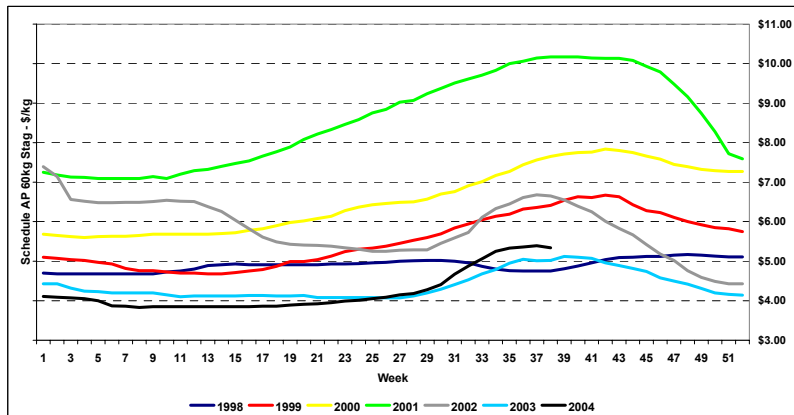


>>> VENISON SCHEDULE

This week (week 38): \$5.34. Down 5 cents from last week. Up 6% on the same time last year.

Down 22% on the 10 year average for this time of year (\$6.87)

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



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>>> NEWS & UPDATES

NEW ZEALAND VENISON CHOSEN FOR WINEMAKER'S LUNCH IN AMSTERDAM

Staete Landt, a boutique family owned Marlborough vineyard & wine company producing 10,000 cases are organising a winemakers lunch in Amsterdam at "Lute Restaurant", owned by chef Peter Lute who has rapidly become a Dutch culinary celebrity.

If one local celebrity is not enough, Peter Lute will be joined by Peter Gordon, and the duo will be using New Zealand ingredients, including New Zealand Venison, paired with Staete wines to show off the best that New Zealand has to offer.

While a menu for the evening is still being developed, it's sure to delight the lucky 150 trade and media invitees.

New Zealand Venison to feature at NZ wine lunch in Amsterdam.

SURVEY OF DEER NUMBERS – REMINDER

All deer farmers were sent a survey form early in September requesting information about current deer numbers and intentions over the next year.

If you haven't already completed and returned the survey form, please do so as soon as possible – by 1 October to win \$1,000 for yourself and \$1,000 for your local branch.

The return of forms so far has been promising, with an estimated 2,000 received at the time of writing (of 5,300 sent out). However, the better the level of response, the better the quality of information so please complete and return the form as soon as possible.

Please contact the Deer Industry New Zealand office (Ph (04) 473 4500, info@deernz.org) if you need another survey form.

Please complete and return the Deer Number Survey form.

Your assistance is important to improve the industry's herd model for forecasting and planning purposes.

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ABORTIONS?

Any deer farmers experiencing abortions in their herds are requested to contact Producer Manager, Tony Pearce: (021) 719 038, tony.pearce@deernz.org. Little is known about the prevalence of abortion in deer or the possible reasons - deer farmers' input would be greatly appreciated.

Request for farmer advice regarding deer abortions.

US PROMOTION WITH NEW ZEALAND WINE

Duncan & Company, alongside one of their key US partners, Sierra, and Deer Industry New Zealand have negotiated a deal with New Zealand Wine in the United States that Cervena® presented to the food trade and consumers at 15 wine fairs across the USA.

Cervena promoted at 15 wine fairs across the USA in partnership with NZ Wine.

Bernadette Flocchini from the Sierra Meat Company is pleased to add this to their 2005 Cervena promotional programme, "we see the regional New Zealand wine fairs as a great vehicle to get in front of chefs and sommeliers across the United States."

INDUSTRY CONSULTATION

Deer Farmers will receive a consultation document in the next few days containing recommendations about the future role of Deer Industry New Zealand. An advance copy can be downloaded at <http://www.deernz.org/n37.html>. Please read the information carefully and come to a shed meeting to discuss the recommendations. All deer farmers will be asked to complete a Poll Document in November asking whether the industry wants to retain Deer Industry New Zealand as an industry good organisation and, if so, for what range of activities.

Industry consultation on the future role of Deer Industry New Zealand.

Meetings have been arranged as follows.

Mon	11-Oct	12.00 noon	Blenheim	Marlborough Club
		7.00 pm	Nelson	Waimea Town and Country Club
Tue	12-Oct	12.00 noon	Hokitika	Southland Hotel
		7.00 pm	Christchurch	Sudima Hotel
Wed	13-Oct	12.00 noon	Timaru	The Poplars
		7.00 pm	Mosgiel	AgResearch Invermay
Thu	14-Oct	12.00 noon	Cromwell	Lake Dunstan Boat Club
		7.00 pm	Te Anau	Te Anau Workingmen's Club
Fri	15-Oct	12.00 noon	Winton	Middle Pub
Mon	18-Oct	12.00 noon	Whangarei	Hearing Association Hall
		7.00 pm	Kaipara	Helensville War Memorial
Tue	19-Oct	12.00 noon	Hamilton	Hamilton Airport Motor Inn
		7.00 pm	Rotorua	Geyserland Hotel
Wed	20-Oct	12.00 noon	Gisborne	Bushmere Arms
		7.00 pm	Waipukurau	Tavistock Tavern
Thu	21-Oct	12.00 noon	Feilding	Manchester Tavern
		7.00 pm	Stratford	Café Deborah-May, Pioneer Village
Fri	22-Oct	12.00 noon	Masterton	Gladstone Tavern

A light lunch/supper will be provided.

Please arrive for lunch at 12.00 noon so meetings can start promptly at 12.30.

STEP 1
Read the Consultation Document

STEP 2
Come to a meeting to discuss it.

STEP 3
Complete and return the Poll when you receive it in early November.

HEALTH BENEFITS TARGETED

In efforts to raise the profile of New Zealand venison among the diet conscious around the world, Deer Industry New Zealand has approached Weight Watchers and the Atkins Diet developers as important partners in communicating the benefits of New Zealand venison to the consumer. Feedback from Weight Watchers New Zealand has been encouraging, and opportunities for cooperation including story and recipe development are being explored.

Partnerships with Weight Watchers and the Atkins Diet are being explored for venison.

The nutritional profile of New Zealand Venison also fits well with "The Atkins Diet" - and with increased rates of obesity and consumers worldwide turning to diets like the Atkins diet to help lose weight, partnerships with such organisations help support venison's positioning as a healthy protein.

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ROBOTS IN THE AISLES

An Austrian supermarket has decided that being at the bleeding edge of technology has its drawbacks and has fired its robotic cleaners, who politely asked shoppers to move aside, but also tended to knock over displays, shopping carts and the occasional customer.

SUPERMARKET TASTINGS: ROUND TWO

Starting 1 October, Duncan & Company are to ignite their in-store sampling teams once more for a round of 17 supermarket demonstrations in the North Island. Participating supermarkets include a number of New World and Foodtown stores in Auckland alongside supermarkets in Taradale and Whakatane.

Encouraged by their first supermarket tour earlier in the year, Andrew Duncan hopes to build on what was learnt and encourage more shoppers to sample and buy product.

Further NZ retail demonstrations.

GREAT WAIROA POSSUM HUNT

The Wairoa Branch of the NZDFA has organised a hunting competition to encourage a clean-out of possums, ferrets, hares and rabbits in their area. Prizes, including plenty of cash, a .22 rifle and a Polaris Youth Predator 90cc motorbike will be awarded across categories including a draw for all entrants submitting 10 pests or more, the person with the most possums, heaviest possum, best dressed, best displayed and also a possum skinning competition.

The DFA and AHB have provided some of the prize money as sponsorship for the event. As well as helping to bring down vector numbers in an area of increasing concern to the AHB, Producer Manager Tony Pearce commends the initiative of the Wairoa Branch and says there are other important benefits arising from the competition. "When the possums entered into the competition are skinned there will be someone present to show the attendees what to look for and where to look for it in determining Tb status. Attendees will also be shown how to look after themselves from a health and safety perspective if Tb lesions are found."

Well done to the organisers and to the Wairoa Branch – we look forward to reporting on the results of the event after it closes on 2 October.

For more information please contact Colin Baynes (06) 838 6661 or Ian Pickering (06) 837 5977).

Wairoa Branch initiative to bring down the number of possums and other vectors.

MORE MEDIA COVERAGE RESULTING FROM SOMMERKAMPAGNE



As a result of the Sommerkampagne promotion which ended on 31 August there have been various articles appearing in German consumer and trade press (See *Deer Notes* Issue 41 for some previous examples)

The latest article found in Edeka Handels-Rundschau, covering a whole page, talks about the Sommerkampagne supermarket tasting tour, alongside some basic information on New Zealand venison. In equivalent advertising cost terms it has a value of over \$10,000. However, as editorial, its value is considerably greater in terms of credibly putting across the key messages Summer Campaign was designed to reinforce.

More coverage for NZ Venison in German food media arising from Summer Campaign.

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>>> UPCOMING EVENTS & IMPORTANT DATES

<p>2004 Mountain River Deer Farmer of the Year Competition – ENTRIES CLOSE Mountain River Processors in association with Canterbury Branch NZDFA. Entries close (on the form sent to all Branch DFA members) on 30th September. Send completed entries to the convenor or contact him for a simple entry form: Kelvin Kimber, Hororata Road RD 2 Darfield, (03) 318 0749/0274 383 572, kelvink@extra.co.nz</p>	30 September
<p>Duncan & Co Deer Farmer of the Year - Southern Region – ENTRIES CLOSE Entries close 10 October, see your Branch Chairman for entry forms (Otago, Southland, Fiordland)</p>	10 October
<p>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 14th. 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</p>	14 October
<p>Deer Production Management Course - Balfour Course Cost \$250 and conditions apply. For more information phone 0508 247 428, email admin@agribusiness.ac.nz</p>	3 – 5 November
<p>South Canterbury-North Otago Branch, NZDFA: Sutherlands Field Day 5 October, from 10.30am The SCNO Branch invites members to Mark and Anna Hawkins', of Sutherlands Deer Farm, to a deer production field day at their property at Sutherlands, 7k west of Pleasant Point on SH 8, on Tuesday 5 October. The focus will be on deer economics, feeding programmes and deer breeding. For further details please contact: Mark Hawkins ph 6147131 or Peter Aitken 6147482</p>	5 October
<p>Duncan & Co Deer Farmer of the Year - Southern Region – AWARDS DINNER Awards dinner at Rydges Hotel Queenstown</p>	5 November
<p>2004 Mountain River Deer Farmer of the Year Competition – AWARDS DINNER Mountain River Processors in association with Canterbury Branch NZDFA. Awards dinner will be held at the Sudima Hotel, Memorial Ave, Christchurch on the evening of Wednesday 10th November. For more information contact either:</p> <ul style="list-style-type: none"> • Kelvin Kimber, Hororata Road RD 2 Darfield, (03) 318 0749 or (0274) 383 572, kelvink@extra.co.nz • Tony Pearse Producer Manager Deer Industry New Zealand, (04) 471 6118 Invermay (03) 489 9221 tony.pearse@deernz.org 	10 November
<p>Hawke's Bay Branch Velvet Competition For more information: Mike McCormick (06) 858 9127</p>	19 November
<p>South Canterbury – North Otago Branch Velvet Competition Organiser: Kelly Hudson (03) 686 1967</p>	26 November
<p>North Island Velvet Competition</p> <ul style="list-style-type: none"> • Velvet Viewing will be at Otaki Cold Storage from 3-5pm on the 27th • Dinner and the Awards Ceremony will be held at the Waikanae Golf Club from 7.30pm at the price of \$35 per head. <p>Further Information: Pete Adlam on (04) 2936300</p>	26 - 27 November
<p>Wairoa Branch Velvet Competition More information: Ian Pickering (06) 837 5977</p>	27 November
<p>Taranaki Branch Velvet Competition More information: John Cusdin (06) 762 7852</p>	2 December
<p>Southland Branch and National Velvet and Hard Antler Competition More information: Eddie Brock (03) 207 6822</p>	6 - 8 December
<p>National 2 y/o Velvet and Hard Antler Competition Rooms are available at the Copthorne Solway. For further details contact Anne Allen, Secretary, Wairarapa Branch – (06) 372 7706, allens@wise.net.nz</p>	19 February 2005

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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