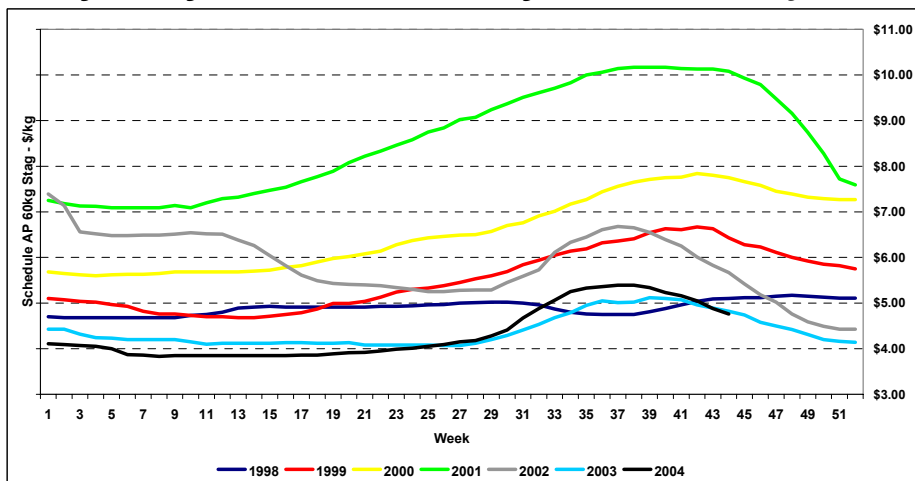


>>> VENISON SCHEDULE

This week (week 44): \$4.76. Down 12 cents from last week. Down 1% on the same time last year (\$4.82). Adjusted for exchange rate the schedule is approximately 7% higher than the same time last year. Down 28% on the 10 year average for this time of year (\$6.62)

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



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>>> NEWS & UPDATES

WE WANT YOU: FOR VELVET REMOVAL RESEARCH

Want to help the industry move forward on knowledge about antler removal? Massey University's Deer Research Group is calling for farmer volunteers to assist with research into the use of local analgesia for velvet antler removal in stags. What is needed are:

- Four or five large velvetting farms are required, preferably – but not necessarily – with more than one operator, that use ring block analgesia and crush for restraint (no xylazine).
- The name and contact details of the supervising vet for that farm.
- Names and contact details for other farmers, prepared to participate in the study either by travelling to the larger farmers or on their own property.
- Participation in the study will not affect status within the NVSB programme – it is the ring block method that is being analysed and not individual operators - and confidentiality will be strictly observed.

Letters have gone out to all DFA branches giving more specific details of the study but we urge you to consider assisting this important research.

If you want to be part of this important research project or to find out more, contact the Massey research veterinarian Pania Flint, BVSc on 06-356 9099 ext 2854, mobile 027-490 99 77 or Tony Pearse, Producer Manager, Deer Industry New Zealand on 03-4899221 or 021-719 038

Looking for velvetters to assist with velvet removal research.

Deer Notes

BROWN WITH GERMAN FOOD MEDIA

While in Germany last week, Graham Brown caught up with editors from leading culinary publication "Feinschmecker" as well as leading women's magazine "Für Sie".



Above: Editors enjoying their taste of New Zealand venison prepared by Graham Brown - clean plates is a good sign in any language!

The editors were keen to spend some time cooking and sampling NZ Venison as well as partnering dishes with various wines. Overall, they were very impressed with what they tasted, in particular how easy and quick venison is to cook - and how tender the end result is!

Für Sie is planning a diet and health special for Spring 2005, and DINZ Executive will do all that is possible to include some stories and recipes which feature NZ venison.

Graham Brown presents New Zealand venison to leading food media in Germany.

GERMAN TV CHEF TRIES NEW ZEALAND VENISON



Popular German TV Chef, Tim Mälzer, who has his own cooking show on the VOX network, sampled New Zealand venison when he caught up with Graham Brown last week.

Tim's restaurant "The White House" in Hamburg is hugely popular, and Tim, 33 years old, is one of a new breed of German media chefs. Working with emerging media chefs is likely to be increasingly important as retail opportunities for New Zealand venison are developed.

<< A 2 page article on Tim Mälzer's "Cool and Charismatic" approach appeared in Küche magazine earlier this year

German celebrity chef introduced to NZ Venison.

\$1,000 WINNERS

Congratulations to Charles and Pam Budden of the Manawatu who won the \$1,000 draw from all farmers returning the survey of deer numbers by 1 October.

Marlborough Branch of the NZDFA also won \$1,000 for the highest return rate – 44% of those on the industry list in the Branch's area, narrowly beating Wairarapa, Wairoa and Waipa all on 43%. Other notable achievements included Southland 33% (264 responses), Canterbury - 32% (275), SCNO - 38% (176), Otago - 32% (147) and Hawke's Bay - 39% (120).

Buddens win \$1,000 for completed survey form.

Marlborough Branch wins \$1,000.

SOMMERKAMPAGNE WINNERS ANNOUNCED



The Sommerkampagne draw has been made, and the winners are over the moon with their return flights to New Zealand. Maria Reyes (19) of Hamburg (pictured) moved from Chile to Hamburg 5 years ago with her family. Reyes, a student studying social work aims to help young offenders reintegrate back into the community once she graduates. Maria has a semester break in March 2005 and plans to visit New Zealand then. The second winner is Frank Haßler from Bergisch Gladbach, who also plans to visit New Zealand with his wife in 2005.

Winners of Sommerkampagne trips to NZ announced.

Deer Notes

INDUSTRY POLL

Poll documents relating to the consultation process to determine Deer Industry New Zealand's role and function for the next 5 years were posted today to all known deer farmers, venison and velvet processors and exporters.

Please complete and return your poll document as soon as possible – they must be received no later than noon on 22 November.

Results will be published as soon as possible – expected by 29 November at the latest.

Please call the Deer Industry New Zealand office on (04) 473 4500 if you do not receive a poll document or if you would like an additional copy of the Consultation Document. Otherwise email info@deernz.org.

Look out for your poll document – please complete and return it to be received no later than noon on 22 November.

STAG REACTIONS FOLLOWING VELVET REMOVAL

Adverse stag reactions post-velvetting are an animal welfare and financial concern to the deer industry and individual farmers alike. Recognising the issue, the industry has commissioned research to identify risk factors contributing to adverse reactions. Identification of these factors should enable farmers and veterinarians to avoid adverse reactions from happening in future.

Farmers and veterinarians are asked to notify adverse reactions as soon as they occur (within 24 hours). All information collected will be treated in strict confidence. No information will be used for purposes other than this research. It is vital that adverse events are reported, if we are to understand and eliminate this costly and frustrating problem.

IF YOU EXPERIENCE AND ADVERSE STAG REACTION FOLLOWING VELVET REMOVAL, PLEASE CONTACT YOUR VETERINARIAN IN THE FIRST INSTANCE. THEN PLEASE CONTACT EITHER:

Rob Gregory, NVSB Manager: Wellington. Phone: (04) 473 4500, Fax: 0064 (0)4 472 5549, email: rob.gregory@deernz.org, or

Sithar Dorjee, Researcher, Massey University. Phone: (06) 350 5855, Fax: (06) 350 5716, email: S.Dorjee@massey.ac.nz

Please let us know if you have any adverse stag reactions post-velvet removal.

IMPORTANT CORRECTION – TOURNIQUET FIRST

The Deer Farmer magazine has advised that a misprint appeared in its November edition concerning current recommendations for velvet removal.

Both the caption and body of the story suggested that local anaesthetic should be applied to the pedicle before application of a tourniquet.

Deer Industry New Zealand and *The Deer Farmer* would like to stress that the current recommended practice is to apply A TOURNIQUET BEFORE LOCAL ANAESTHETIC.

Further information concerning tourniquet application can be found in the NVSB Bulletin No 25, sent to all certificated velvetters and supervising vets in September. Alternatively, please ring Rob Gregory, NVSB Manager, on 04 471 6116 for further information – rob.gregory@deernz.org

A correction has already appeared in the current issue of *The Deer Farmer* – for more information about *The Deer Farmer* see www.deerfarmer.co.nz

Tourniquet first, then local anaesthetic

Deer Notes

SPECIAL REPORT – VELVET UPDATE

Current Conditions

New Zealand velvet pool sales have begun weakly which reflecting overall weak velvet trading conditions for both exporters and importers. To date, 6 velvet pools have taken place. Volumes remain light. Volumes have increased in each pool and have ranged from 750 kgs to 4.2 tonnes. There were few buyers in initial pools but the number of tenders per pool has increased in each pool to date. The number of buyers remains less than previous seasons. Price ranges for the week beginning 1 November are:

SA	60-62	C	33-40	RG	16-30
A	50-61	D	23-26		
B	40-57	SP	20-62		

Causes

The Korean economy. The Korean economy remains extremely soft to the point where the Korean government is introducing tax cuts and other measures to stimulate consumer spending. This negative economic outlook and weak consumer confidence mean less willingness to purchase discretionary products such as visits to the oriental medicine doctor and therefore the purchase of deer velvet.

Exchange rate. Lower demand combines with a weak Korean currency making it more expensive to purchase NZ velvet. The Korean won to NZD is 760 which is 20% weaker than the 10 year average and 40% weaker than in 2000.

Existing stocks. There is reported to be unsold New Zealand velvet in New Zealand and Korea as well as illegal Canadian velvet available in Korea.

What is being done?

Responsible supply management. Market participants are mindful that selling into a weak market must be undertaken responsibly. Market participants are:

- working to establish a clear market so that buyers can be confident in the positions they are taking.
- discussing possible ways of immediately addressing over-supply issues such as extending the selling period to put less pressure on capital requirements and whether any velvet grades can be diverted away from the oversupplied Korean market.

Velvet supply management is on the agenda for the Supply Management meeting which takes place at the end of November. Consideration will be given to longer term solutions in the context of the negative impact that disruption in the velvet market could have on the venison market. All options are being explored.

Close market surveillance. Closely monitoring market pricing, activity and stock levels (as far as possible) both in New Zealand and Korea to understand whether any parties are unfairly gaining at the expense of others (that is not the case at present).

Sticking to strategies despite difficult conditions. Continue programmes of activity to:

- Move velvet out of the Korean oriental medicine market such as lifting the quota of 5 tonnes of frozen velvet allowed into Taiwan. Exporters, importers and distributors are all on side and enthusiastic to see the quota removed. The National Chinese Medicine Association which has 18,000 retailer members has given it support to NZ deer velvet as its preferred product ahead of what it is currently forced to use due to the ban. A range of lobbyists and public relations agencies have been identified in Taiwan, proposals received, and the best candidate is being identified.
- Stop market distortions such as unofficial trade in velvet and the imposition of taxes that encourage smuggling.
- 'Level the playing field' so NZ velvet competes on an equal footing with domestically produced velvet. For example, Korean velvet may be sold any in channels such as infomercials, supermarkets, home shopping catalogues and directly to consumers. These channels are not available to New Zealand.
- Allow to the access of NZ velvet directly in through the front door into China
- Capitalise on scientific results such as the athletic performance sales in western markets. Several joint promotional proposals are currently in development.
- Product development research to bring a wound healing product based on NZ deer velvet to market.

Final Comment

Both producer supply and market demand are under pressure in the short term. However it is early in the season and conditions can change quickly. Where possible, producers should take into account that an orderly supply of velvet on to the market is far preferable to receiving large quantities of velvet on the market in a short space of time.

Further, when considering reactions to poor prices, it is important to be mindful of the key issues; the Korean economy, currency and reported stock levels.

Also, the NZ velvet industry has behaved responsibly since the Asian Economic Fallout in 1997. It has only increased production by 80 green tones in the intervening 7 years. We are sure that the industry will continue to act responsibly given the prevailing market conditions with respect to any culling. That is, it is important that the national velvet herd remains large enough to supply the Korean market in future years and not allow other countries to take our place when market conditions improve.

Deer Notes

SURVEY OF DEER NUMBERS

We have had 1686 survey forms back which we posted out early September and we appreciate everyone's assistance in giving us a clearer picture of size and composition of the national deer herd for forecasting and planning for the industry. Forms received so far account for 1.2 million deer of an estimated 1.7 million deer (according to Stats NZ).

We are posting out a further form in the next few days to those farmers we have not received a completed form from to ensure we obtain the best possible data on the industry. We would appreciate your effort to completing a form and returning it to us at the earliest convenience. Thanks in anticipation.

Please do not hesitate to contact Janice on 04 471 61140 or janice.atrill@deernz.org if you have completed a form and you receive another one.

Please complete and return the survey of deer numbers form if you haven't done so already.

>>> UPCOMING EVENTS & IMPORTANT DATES

Deer Production Management Course - Balfour, 9-11 November

The aim of this course is to combine the practical and technical aspects of successful deer farming practices. Students will gain knowledge in deer feeding, feed budgeting, deer health, deer breeding and mating, venison and velvet production as well as business planning. Course Cost \$250 and conditions apply. For more information phone 0508 247 428, email admin@agribusiness.ac.nz

9 – 11 November

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:

- Kelvin Kimber, Hororata Road RD 2 Darfield, (03) 318 0749 or (0274) 383 572, kelvink@xtra.co.nz
- Tony Pearse Producer Manager Deer Industry New Zealand, (04) 471 6118 Invermay (03) 489 9221 tony.pearse@deernz.org

10 November

Nelson Branch Field Day

At Graeme Hockey's property in Murchison. For more information: Warwick Gregory (03) 547 3385

10 November

Hawke's Bay Branch Velvet Competition

For more information: Mike McCormick (06) 858 9127

19 November

South Canterbury – North Otago Branch Velvet Competition

Organiser: Kelly Hudson (03) 686 1967

26 November

North Island Velvet Competition

- 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.

Further Information: Pete Adlam on (04) 2936300

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

National 2 y/o Velvet and Hard Antler Competition

Rooms are available at the Cophorne Solway. For further details contact Anne Allen, Secretary, Wairarapa Branch – (06) 372 7706, allens@wise.net.nz

19 February 2005

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