



New Zealand Deer Farmers' Association

*"Making the DIFFerence"*  
DEER INDUSTRY FOCUS FARMS PROJECT  
SOUTH CANTERBURY/NORTH OTAGO



**PUBLIC FIELD DAY**  
**from 12.00pm SHARP**  
**WEDNESDAY 20<sup>TH</sup> MAY**

**WHITE ROCK STATION, RANGITATA GORGE – ROSS & SALLY STEVENS**

**4 Wheel Drives Please**      **BYO Lunch** (tea & coffee provided)

- |                |                                                                                                                                                                                                                                          |                                                                                                                                     |
|----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|
| <b>12.00pm</b> | Lunch                                                                                                                                                                                                                                    |                                                                                                                                     |
| <b>12.30pm</b> | Welcome & Introductions                                                                                                                                                                                                                  | Ross & Sally Stevens<br>Nicky Hyslop                                                                                                |
| <b>1.00pm</b>  | <b>Property Tour</b><br>Deer Policy & Performance<br>- Stock Policies and Production Moving Forward <ul style="list-style-type: none"> <li>o Key Physical &amp; Financial Indices for Whiterock</li> <li>o Dryland Strategies</li> </ul> |                                                                                                                                     |
|                | Parasitology Update                                                                                                                                                                                                                      | Rob Dunbar, Riverside Vets.                                                                                                         |
|                | Fertiliser Program on Whiterock                                                                                                                                                                                                          | Ants Roberts, Ravensdown<br>David Stevens, AgResearch.                                                                              |
| <b>3.30pm</b>  | <b>Woolshed Presentations:</b><br>Productivity & Profitability<br>15 minute Tech Sessions:<br>Fertiliser Smart<br>ETS Scheme & Opportunities<br>Market Update                                                                            | Nicky Hyslop, Macfarlane Rural Business<br><br>Ants Roberts, Ravensdown.<br>David Janett, Forestry Management Ltd<br>Alliance Group |



**4.30pm** Informal BBQ – meat kindly donated by **Alliance Group Ltd**  
Refreshments provided by:



**South Canterbury Toyota**

**&**



## 1.0. PROPERTY DETAILS

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- 1.1. Area:** White Rock: 1340ha Total 1300ha Effective
- 1.2. Labour:** Ross & Sally Stevens + Casual
- 1.3. Rainfall:** 726 mm 29 inches
- 1.4. History:** Land owned by Bob & Mary Sierra (Americans) since Nov 2002.  
Ross & Sally partners in the Farming Business.  
Farming Partnership leases land from Whiterock Land Ltd.  
We managed the property for 3 years previously under different ownership.

### 1.5. Land Use, Subdivision & Access:

Deer Farm:

24 paddocks	185 ha
3 down blocks	51 ha
7 hill blocks	<u>584 ha</u>
	<b>820 ha</b>

Other:

10 paddocks	66 ha
4 downs blocks	70 ha
9 hill blocks	<u>381 ha</u>
	<b>520 ha</b>

**TOTAL 1342 ha**

Access: Laneway through deer farm  
Grass/dirt tracks

### 1.6. Water:

Hill Private Scheme  
Paddocks Water sourced from Mt Peel via community Scheme

### 1.7. Fertiliser:

Moist hill P 15, PH 5.6  
Dry hill P 15-18, PH 5.9  
Most paddocks: P 30-40, PH 5.8-5.9

1.5 T/ha of Lime applied pre-development  
All brassica crops sown with 250kg/ha of DAP + Bo (not applied with seed)  
All new grass paddocks sown down with 200kg/ha of Crop 20

Recent Annual fertiliser policy includes use of Ammonium Sulphate

## 1.8. Soil Tests:

### Whiterock Farming Partnership

Name	Test Date	pH	OlsenP	QT K	S Sulph	QT Mg	QT Ca	QT Na	Al
Deer Shed	6/08/2008	6	40	15	10	23	8	2	
Deer Shed	23/08/2007	5.7	43	19	14	24	7	5	
Deer Shed	5/09/2006 1	5.9	43	16	44	23	6	4	
Deer Shed	23/08/2005	6.2	45	11	12	22	9	4	
No 1 Flats	6/08/2008	5.6	22	4	4	10	7	2	
No 1 Flats	23/08/2007	5.8	28	6	3	13	7	5	
No 1 Flats	23/08/2005	5.9	32	4	3	12	6	5	
Beehive	6/08/2008	5.6	39	9	7	22	6	4	
Beehive	23/08/2007	5.5	46	9	5	22	6	5	
Beehive	5/09/2006 1	5.4	49	9	11	19	5	4	
Little Tussock	6/08/2008	5.9	21	9	7	28	8	2	1.2
Small Tussock	5/09/2006 1	6	25	11	11	29	7	3	
Long Pdk	23/08/2007	6	38	7	6	18	11	7	
Long pack	23/08/2005	6	55	8	5	16	8	6	
Middle	6/08/2008	5.6	18	8	10	29	7	4	4.8
Middle Pdk	5/09/2006 1	6.1	29	12	17	31	8	4	
Andys	6/08/2008	5.5	30	8	10	25	6	2	2.6
Andys	5/09/2006 1	5.9	26	10	6	35	7	3	
Top Terrace	6/08/2008	5.8	21	10	5	28	8	2	
Long	6/08/2008	5.8	40	6	5	18	10	4	

DEER INDUSTRY  
NEW ZEALAND

## 1.9. Soil Test Results from Nitrogen Trial Block:

Sample Name: Middle Block

Lab Number: 582590

Core Length (cm): 7.5

Crop Type: Pasture (Sedimentary)

Stock Type: Mixed Livestock

Soil Type: Sedimentary

Analysis	Result	Optimum	Low	Optimum	High
pH	5.8	5.8-6.0			
Olsen Sol. P	21 ug/mL	20-30			
Calcium	6 QTU	4-10			
Magnesium	24 QTU	8-10			
Potassium	11 QTU	5-8			
Sulphate Sulphur	11 ug/g	10-12			
Ext.Org. Sulphur	9 ug/g	15-20			
Analysis	Result	Normal	Low	Norm	High
Sodium	5 QTU	1-10			

## 2.0. STOCK NUMBERS, STOCK UNITS (Wintered) & PRODUCTIVITY



**DEER INDUSTRY  
NEW ZEALAND**

Opening Numbers for Yr Ending:	2006	2007	2008	2009	2010	Long Term Target:	
						Scenario 1	Scenario 2
Hinds	734	761	778	848	900	1100	1150
R2 Hinds	110	152	265	159	180	220	250
R1 Hinds	188	360	342	389	430	400	400
Velveting Stags							
R2 Stags	23	3	39	29	14	20	20
R1 Stags	196	360	341	401	430	400	400
Herd Sires	24	27	33	32	44	50	50
<b>DEER STOCK UNITS</b>	<b>2367</b>	<b>2972</b>	<b>3269</b>	<b>3333</b>	<b>3578</b>	<b>3994</b>	<b>4154</b>
% of Total SU	33%	42%	46%	51%	57%	60%	62%
Productivity kg product	16196	26120	38812	35190	40852	54612	56788
Ewes	2285	2032	2061	856			
Ewe Hoggets	584	728	598	383			
Ram/Wether Hoggets							
Rams	42	38	33	35			
<b>SHEEP STOCK UNITS</b>	<b>2319</b>	<b>2062</b>	<b>2087</b>	<b>884</b>	<b>0</b>	<b>0</b>	<b>0</b>
% of Total SU	32%	29%	29%	14%	0%	0%	0%
Productivity kg product	45048	12377	59837	43307	0		
Breeding Cows	226	207	206	231	241	240	240
R2 Heifers	49	50	49	60	50	50	50
R1 Heifers	70	70	50	100	70	60	70
R2 Steers	5						
R1 Steers	119	34		18	130	140	100
Sire Bulls	9	10	6	8	8	6	6
<b>CATTLE STOCK UNITS</b>	<b>2560</b>	<b>2045</b>	<b>1766.5</b>	<b>2295</b>	<b>2669</b>	<b>2651</b>	<b>2516</b>
% of Total SU	35%	29%	25%	35%	43%	40%	38%
Productivity kg product	55635	32930	25175	30770	47765	44490	42302
<b>TOTAL STOCK UNITS</b>	<b>7246</b>	<b>7079</b>	<b>7123</b>	<b>6512</b>	<b>6247</b>	<b>6645</b>	<b>6670</b>

	2006	2007	2008	2009	2010	Long Term Target:	
						Scenario 1	Scenario 2
<b>Total Stock Units</b>	7246	7079	7123	6512	6247	6645	6670
<b>Total Product kg produced</b>	116879	71427	123824	109267	88617	99102	99090
<b>Gross Stock Return</b>	\$350,302	\$313,642	\$398,916	\$475,100	\$461,934	\$542,198	\$554,010
<b>Adj Gross Stock Return *</b>	\$442,030	\$336,907	\$570,716	\$503,953	\$449,685	\$543,060	\$552,816
<b>Adj Gross Stock Return \$/kg *</b>	\$3.8	\$4.7	\$4.6	\$4.0	\$5.1	\$5.5	\$5.6
<b>Farm Working Expenses \$/kg</b>	\$1.7	\$2.9	\$2.1	\$2.0	\$2.6	\$2.5	\$2.5
<b>E.B.I.T. *</b>	<b>\$2.1</b>	<b>\$1.9</b>	<b>\$2.5</b>	<b>\$2.0</b>	<b>\$2.5</b>	<b>\$3.0</b>	<b>\$3.1</b>

\* Using Static Prices for Sheep (\$3.4/kg), Beef (\$3/kg), Venison (\$7.5/kg) Across Years

### 3.0. Deer Policy & Performance:

#### 3.1. Deer Policy

##### a) Breeding Objectives & Performance

- ½ the hinds go to a terminal sire (Wapiti) & ½ the hinds to a Red Stag
- ½ Eastern spikers used in 2008 mating with R2 Hinds. Used this year as 2yr olds with MA Hinds.
- The initial comparison of growth rates of the Eastern weaner stags vs Red or Wapiti Stags looks positive. We need to be confident that the Eastern cross Hinds still maintain a moderate mature hind weight and type (body fat) suitable for hard hill country.
- Increase fawning %
- Increase weaner weight at weaning
- Increase weaner autumn, winter, spring liveweight gains.

##### Focus Farm Objectives:

	Pre Focus Farm	2007/08	Progress 08/09	Target
Fawning %	85%	91% MA Hinds 73% First Fawners 88% Overall	93% MA Hinds 93% First Fawners	90%
Survival to Sale				85%
Weaner kgLW 10 <sup>th</sup> March	56 kgLW	56 kgLW	~54kgLW	70 kgLW
Hind Efficiency *				58.5%
Weaner LWG: Autumn		185gms/day Stags 157gms/day Hinds	150gms/day Stags 157gms/day Hinds	300 gms/day
Winter Spring	385gms/day Stags from MA 208gms/day Stags from R2 276gms/day AI Hinds 185gms/day MA - Hinds	286gms/day Stags 182gms/day Hinds		100 gms/day 400 gms/day
Av Venison Carcass Weight	54kgCW	54.2kgCW 2007	53.6kgCW 2008	+10%

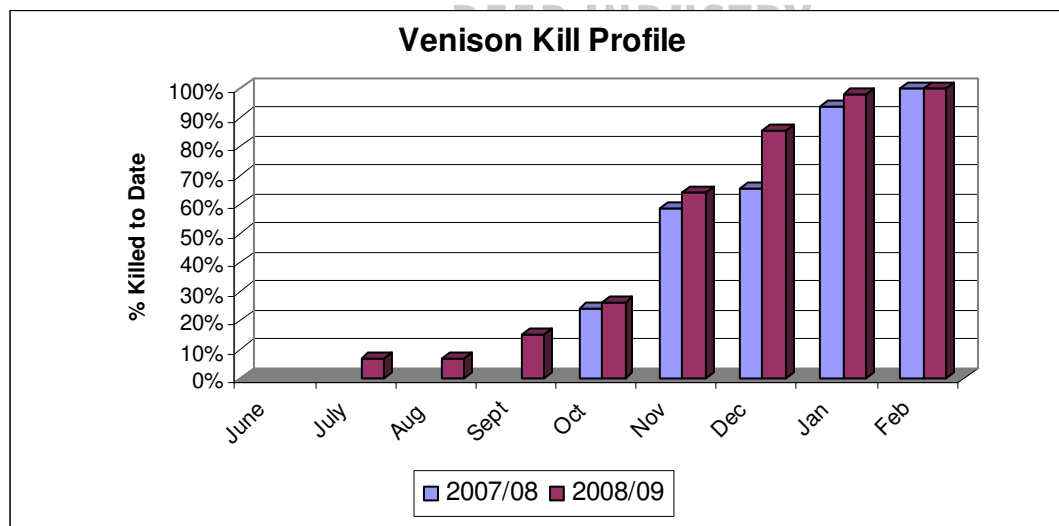
\* Hind Liveweight at Weaning / Weaner Liveweight at Weaning

**b) Venison Selling Policy**

- All Venison sold through Alliance.
- Prime Venison finished at 54kgCW from Oct to January
- Aim to maximise value to venison sold (maximise weaner LWG's)

**3.2. Venison Kill Statistics 2008/09**

Current Year 2008/09	Breakdown of Venison Sales						
	Number	% of total kill to date CW	Price Per Head	\$/kg	Growth Rates (gms/day)		
					Total	Since Wean	
July	37	7%	55.9	\$440	\$7.9	394	317
Aug		7%					
Sept	49	15%	54.4	\$519	\$9.6	290	191
Oct	64	26%	54.5	\$514	\$9.4	272	175
Nov	214	64%	54.0	\$498	\$9.2	245	150
Dec	123	86%	52.5	\$450	\$8.6	218	124
Jan	70	98%	51.8	\$432	\$8.3	200	109
<b>Total</b>	<b>557</b>		<b>53.6</b>	<b>\$479</b>	<b>\$8.9</b>	<b>251</b>	<b>157</b>
<b>568 hd to kill 2008/09</b>							



### 3.4. Animal Health

#### a) Annual Program

Weaner program 2009:

- Receive 4gm copper bullet at weaning + Oxfen drench + first Yersinosis vax
- All weaners except the control group received a multi-mineral injection.
- At 2<sup>nd</sup> weighing all weaners got their 2<sup>nd</sup> Yersinosis vax + Cydectin pour on.
- At 3<sup>rd</sup> weighing (6 weeks later) all weaners got Dectomax injection.

### 3.5. Finishing Deer at Whiterock 2009

Finishing Deer 2009		
LW	72	
\$/kgLW	5.18	\$5.6/kg gross
<b>\$/hd</b>	<b>\$373</b>	<b>/hd</b>
Aut/Winter LWG	0.132	
Aut/Winter Days	106	
Intake kgDM/day	2.0	
Sept/Oct LWG	0.175	
Days	40	
Intake kgDM/day	2.7	
LWG 10th Oct	21	
10th Oct LW	93	
Total kgDM	320	Av 2.2kgDM/day
\$/kgCW Oct	\$9.00	\$9.5/kg gross
\$/hd Oct	\$485	
<b>Margin</b>	<b>\$112</b>	<b>/hd</b>
<b>Margin</b>	<b>35.1</b>	<b>c/kgDM</b>

Sensitivity: \$/hd	c/kgDM	
+/- \$.50/kgLW	\$36	11.3
+/- \$1/kgCW	\$54	16.9
+/- 50gms/day	\$38	11.9

### 4.0. Cattle Policy and Performance:

#### 4.1. Cattle Policy & Breeding Objectives

- Angus herd
- Progeny kept for Five Star Beef
- Grazed on hill and deer paddocks.
- Maximise calving % & weaning LW

	Calving %	Weaning LW
<b>Historic</b>	90%	220kgLW
<b>2007/08</b>	92%	~230kgLW
<b>2008/09</b>	<b>93%</b>	<b>~230kgLW</b>
	<b>Scanning</b>	
<b>Target</b>	<b>95%</b>	<b>240kgLW</b>

#### 4.2. Cattle Performance and Update

- Cows have been grazing hill country from calving to mid-summer.
- The 2009 scanning results for the cattle were MA Cows, 7% dry, R2 Heifers 10% dry. The dry numbers are slightly higher than 2008 reflecting the late, tight spring feed conditions prior to the bull going out and exceptional results last year.
- Cattle numbers increased as sheep numbers decreased.

## 5.0. Winter Feed Budget:

<b>WINTER FEED BUDGET</b>		<b>Start</b>	<b>Finish</b>	<b>Total Days</b>		
		1/05/2009	1/10/2009	153		
<b>Grass Growth</b>						
Month	Days	Grass Ha	Growth (kgDM/ha/day)		Total	
May	30	160	10		48000	
June	30	160	5		24000	
July	30	160	0		0	
August	30	160	0		0	
Sept	30	160	10		48000	
<b>Total Grass Growth</b>					<b>120000 kgDM</b>	
<b>WINTER SUPPLEMENTS</b>						
Supplements	Units	kgDM/unit	OR m3	kgWet	% DM	Total
Kale	40	8000				320000 10ha outside deer farm
Warrior	20	1600				32000 Top Terrace - outside dee
Autumn Rape	12	0	Feed in autumn			0 Table top & Cattle Yard
Hunter/Grass	15	2500				37500 Little Tussock: Crusader /
Grass Silage	12	3500				Leave in pit - buffer
Whole Crop Si	12	6000				72000
Straw	50	250				12500
Balage	350	200				70000
Peavine	150	300				45000
Grain						20000
<b>Total Supplements</b>						<b>609000 kgDM</b>
<b>Change in Cover</b>						
Start Cover	Finish Cover	Available	Ha Grass		Total	
1200	1200	0	163		<b>0 kgDM</b>	
<b>TOTAL FEED SUPPLY</b>					<b>729000 kgDM</b>	
<b>FEED DEMAND</b>						
Stock Class	Period	Numbers	Days	kgDM/hd/day	Total	
R2 Heifers						
R2 Hinds	Late June Or	200	100	2	40000	
MA Hinds	Silage on Hil	800	30	1	24000 Rye/Straw/Silage	
MA Hinds	Late Winter	800	45	2	72000	
Weaner Deer	All winter	860	153	1.8	236844	
Weaner Cattle	All winter	200	153	7	214200	
<b>TOTAL DEMAND</b>					<b>587044 kgDM</b>	
<b>FEED BALANCE</b>						
<b>Total Feed Supply</b>					<b>729000</b>	
<b>Total Feed Demand</b>					<b>587044</b>	
<b>Surplus/Deficit</b>					<b>141956</b>	

**6.0. N on Tussocks: Progress to February 2009     D Stevens and B Thompson**

**Objective**

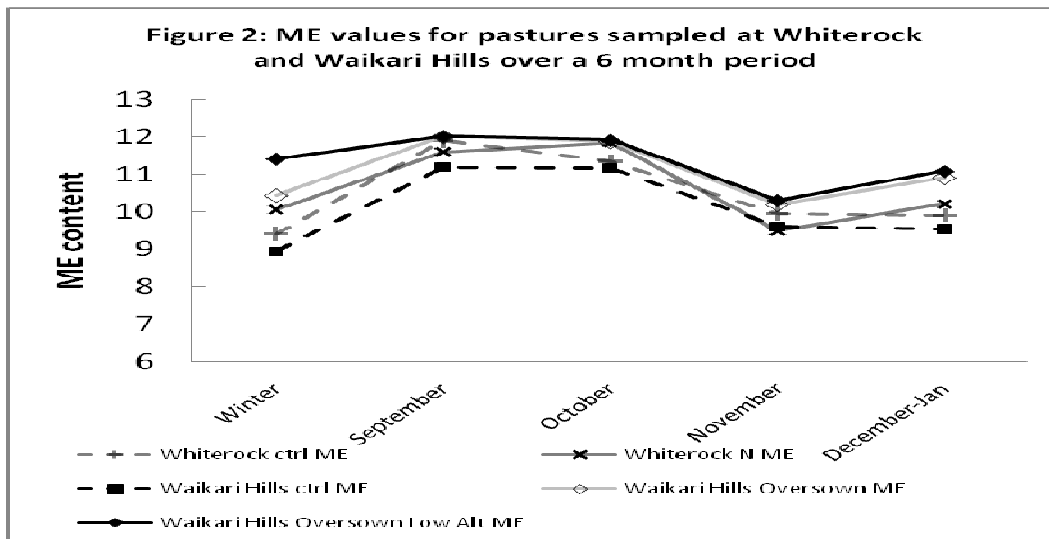
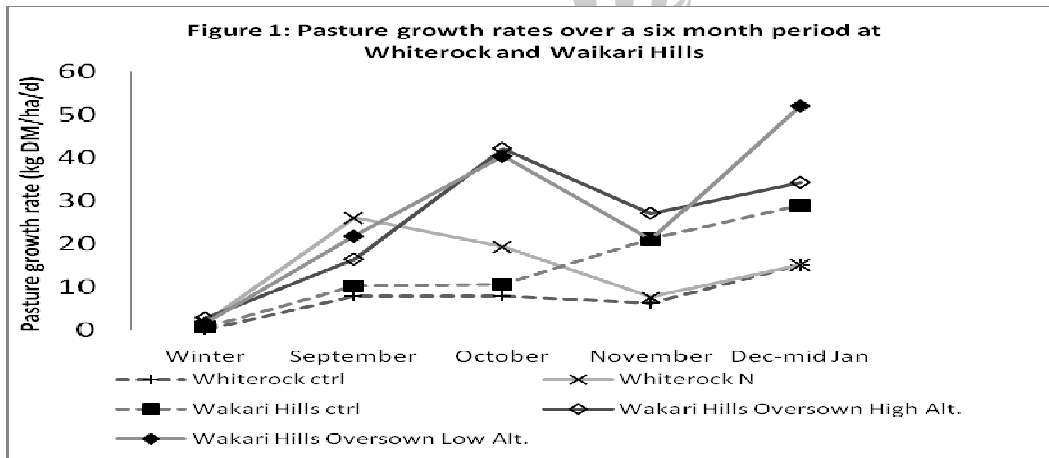
- To improve tussock country while preserving the natural tussock vegetation.

**Background**

- Two areas on Whiterock Station & three areas on Waikari Hills are being monitored.
- On Whiterock, one area had 100 kg N/ha in April 2008, & one area remained untreated as a control.
- On Waikari Hills one control area is being compared with two areas within a block that has been sprayed, oversown and has had lime and fertilizer.
- We are investigating how long the effects of a single application of 100 kg N/ha in autumn on the pasture will last, and how well it compares with full oversowing.
- At each site there are three cages monitoring pasture growth and feed quality.

**Results to date**

- The Whiterock block where 100kg N/ha was applied grew 64% more pasture during winter and spring than the control area. The response was 9kg DM/kg N applied - lower than predicted but expected due to the very dry autumn.
- On Waikari Hills the Oversown areas grew 92% and 100% more feed than the control area.
- Pasture quality, as represented by ME and crude protein, was generally higher on the N treated area and the fully developed area, than on the controls (Figure 2).



## 7.0. FINANCIAL PERFORMANCE

	Actual Total	2004/05 \$/ su	Actual Total	2005/06 \$/ su	Actual Total	2006/07 \$/ su	Actual Total	2007/08 \$/ su	c/kgDM	Revised Total	2008/09 \$/ su	Forecast Total	2009/10 \$/ su	Target Total	\$/ su
<b>Gross Farm Income</b>															
Sheep Sales - Purchases	\$135,568	\$54.1	\$111,764	\$39.9	\$79,999	\$30.1	\$122,934	\$47.8	9.7	\$138,733	\$109.2	\$0	na	\$0	na
Sheep Changes in Stock On Hand										-\$114,610	-\$90.2				
Cattle Sales - Purchases	\$152,363	\$61.9	\$119,510	\$42.8	\$135,412	\$54.2	\$74,023	\$37.6	6.7	\$75,055	\$34.0	\$154,056	\$59.2	\$158,060	\$60.4
Cattle Changes in Stock On Hand										\$39,400	\$17.9	\$1,530			
Deer Sales - Purchases	\$60,592	\$33.3	\$113,250	\$49.5	\$149,406	\$51.7	\$201,959	\$63.8	13.0	\$252,714	\$78.8	\$219,750	\$62.1	\$391,023	\$99.6
Deer Changes in Stock On Hand										\$67,800	\$21.1	\$119,500			
Other	\$10,695	\$1.6	\$9,011	\$1.1	\$21,204	\$2.6		\$0.0		\$16,134	\$12.7		\$0.0	\$16,011	na
<b>TOTAL</b>	<b>\$359,218</b>	<b>\$52.9</b>	<b>\$353,535</b>	<b>\$44.8</b>	<b>\$386,021</b>	<b>\$48.0</b>	<b>\$398,916</b>	<b>\$51.7</b>	<b>10.2</b>	<b>\$475,226</b>	<b>\$71.1</b>	<b>\$494,836</b>	<b>\$80.6</b>	<b>\$565,094</b>	<b>\$86.4</b>
<b>Farm Working Expenses</b>															
Wages & Keep (excl casual)	\$11,592	\$1.7	\$5,403	\$0.7	\$9,726	\$1.2	\$11,070	\$1.4	0.3	\$11,640	\$1.7	\$11,095	\$1.8	\$11,095	\$1.7
Animal Health	\$27,063	\$4.0	\$29,511	\$3.7	\$27,031	\$3.4	\$22,222	\$2.9	0.6	\$19,585	\$2.9	\$22,222	\$3.6	\$22,222	\$3.4
Fertiliser & Lime	\$40,325	\$5.9	\$43,681	\$5.5	\$24,446	\$3.0	\$37,437	\$4.9	1.0	\$39,581	\$5.9	\$37,437	\$6.1	\$37,437	\$5.7
Shearing	\$10,272	\$4.1	\$11,526	\$4.1	\$9,223	\$3.5	\$7,576	\$2.9	0.2	\$6,004	\$0.9	\$0	\$0.0	\$0	\$0.0
Feed & Grazing	\$18,444	\$2.7	\$18,590	\$2.4	\$56,869	\$7.1	\$76,711	\$10.0	2.0	\$57,859	\$8.7	\$60,948	\$9.9	\$76,711	\$11.7
Farm Working									0.0		\$0.0		\$0.0		\$0.0
- Pasture & Greenfield	\$9,900	\$1.5	\$12,726	\$1.6	\$6,486	\$0.8	\$18,848	\$2.4	0.5	\$19,173	\$2.9	\$18,848	\$3.1	\$18,848	\$2.9
- Crop Expenses	\$3,684	\$0.5	\$9,942	\$1.3	\$0.0	\$0.0	\$0.0	\$0.0	0.0		\$0.0		\$0.0		\$0.0
- Weed & Pest	\$17,767	\$2.6	\$15,478	\$2.0	\$10,809	\$1.3	\$18,061	\$2.3	0.5	\$14,442	\$2.2	\$18,061	\$2.9	\$18,061	\$2.8
- Electricity	\$3,463	\$0.5	\$3,863	\$0.5	\$3,723	\$0.5	\$5,069	\$0.7	0.1	\$3,560	\$0.5	\$4,895	\$0.8	\$4,895	\$0.7
- Irrigation		\$0.0		\$0.0		\$0.0		\$0.0	0.0		\$0.0		\$0.0		\$0.0
- Freight	\$4,070	\$0.6	\$1,516	\$0.2	\$10,234	\$1.3	\$6,159	\$0.8	0.2	\$3,925	\$0.6	\$6,169	\$1.0	\$6,169	\$0.9
- General	\$4,834	\$0.7	\$386	\$0.0	\$255	\$0.0	\$6,314	\$0.8	0.2	\$3,393	\$0.5	\$6,307	\$1.0	\$6,307	\$1.0
Vehicles	\$10,721	\$1.6	\$12,910	\$1.6	\$17,775	\$2.2	\$18,004	\$2.3	0.5	\$15,419	\$2.3	\$18,003	\$2.9	\$18,003	\$2.8
Repairs & Maintenance	\$6,553	\$1.0	\$12,406	\$1.6	\$7,953	\$1.0	\$5,625	\$0.7	0.1	\$6,551	\$1.0	\$5,625	\$0.9	\$5,625	\$0.9
Administration	\$9,269	\$1.4	\$8,973	\$1.1	\$7,316	\$0.9	\$10,343	\$1.3	0.3	\$7,436	\$1.1	\$10,353	\$1.7	\$10,353	\$1.6
Rates & Insurance	\$11,989	\$1.8	\$10,467	\$1.3	\$12,819	\$1.6	\$11,572	\$1.5	0.3	\$12,689	\$1.9	\$12,000	\$2.0	\$11,566	\$1.8
<b>TOTAL</b>	<b>\$189,946</b>	<b>\$28.0</b>	<b>\$197,378</b>	<b>\$25.0</b>	<b>\$204,665</b>	<b>\$25.4</b>	<b>\$255,011</b>	<b>\$33.1</b>	<b>6.5</b>	<b>\$221,257</b>	<b>\$33.1</b>	<b>\$231,963</b>	<b>\$37.8</b>	<b>\$247,292</b>	<b>\$37.8</b>
% of total	53%	\$0.0	56%	\$0.0	53%	\$0.0	64%	\$0.0		47%	\$0.0	47%	\$0.0	44%	\$0.0
<b>E.B.I.T.</b>	<b>\$169,271</b>	<b>\$24.9</b>	<b>\$156,156</b>	<b>\$19.8</b>	<b>\$181,355</b>	<b>\$22.5</b>	<b>\$143,904</b>	<b>\$18.7</b>	<b>3.7</b>	<b>\$253,969</b>	<b>\$38.0</b>	<b>\$262,873</b>	<b>\$42.8</b>	<b>\$317,802</b>	<b>\$48.6</b>
Wages of Management	\$45,000	\$6.6	\$50,000	\$6.3	\$55,000	\$6.8	\$55,000	\$7.1	1.4	\$55,000	\$8.2	\$55,000	\$9.0	\$55,000	\$8.4
<b>Economic Farm Surplus</b>	<b>\$124,271</b>	<b>\$18.3</b>	<b>\$106,156</b>	<b>\$13.5</b>	<b>\$126,355</b>	<b>\$15.7</b>	<b>\$88,904</b>	<b>\$11.5</b>	<b>2.3</b>	<b>\$198,969</b>	<b>\$29.8</b>	<b>\$207,873</b>	<b>\$33.8</b>	<b>\$262,802</b>	<b>\$40.2</b>

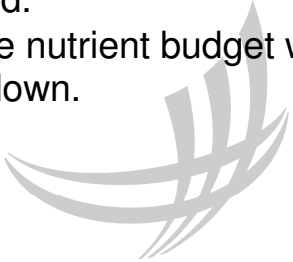
## 8.0 BUSINESS PLAN

<p><b>Vision:</b></p> <p><b>To operate a sustainable, economical farm business, with “best fit” policies relative to climate, market and workload.</b></p>		
<p><b>Objectives:</b></p> <p>Broad targets to achieve the vision</p>		
<p><b>Financial</b></p>	<p><b>Environmental</b></p>	<p><b>Social</b></p>
<p><b>By June 2011:</b></p> <ul style="list-style-type: none"> <li>- Achieve EBIT of = \$ 233,000 or = \$32/su</li> <li>- Gross Farm Income = \$467,000 = \$64/su</li> <li>- Maintain costs of production at 50%</li> </ul>	<p><b>By June 2011:</b></p> <ul style="list-style-type: none"> <li>• Hill country: Retain Tussock while maximising quality of feed grown.</li> <li>• Minimise overgrazing of “fragile” hill country.</li> <li>• Maintain water quality.</li> </ul>	<p><b>By June 2011:</b></p> <ul style="list-style-type: none"> <li>• More quality time personally.</li> </ul>
<p><b>Strategies:</b></p>		
<p><b>Financial</b></p>	<p><b>Environmental</b></p>	<p><b>Social</b></p>
<ul style="list-style-type: none"> <li>• Maintain stocking rate of 7300su.</li> <li>• 7000kgDM/ha on paddocks/downs 4000kgDM/ha on hill country 5000kgDM/ha av pasture grown 2600kgDM/ha utilised or 52%</li> <li>• 56:18:26 Deer:Sheep:Cattle</li> <li>• 1400 Breeding hinds, finishing 65% of progeny.</li> <li>• 250 Breeding Cows, finishing 43%.</li> </ul>	<ul style="list-style-type: none"> <li>• Investigate sustainable ways of improving pasture production on hill country               <ul style="list-style-type: none"> <li>- Extensive deer blocks.</li> <li>- Nitrogen on hill country</li> </ul> </li> <li>• Reduce sheep numbers to reduce grazing pressure on hard hill.</li> <li>• Complete nutrient budget.</li> </ul>	<ul style="list-style-type: none"> <li>• Ross: Train 1 horse/year</li> <li>• Sally: More golf               <ul style="list-style-type: none"> <li>- Golf Lessons.</li> <li>- Handicap down to 10 or 12.</li> </ul> </li> <li>• Ross &amp; Sally:               <ul style="list-style-type: none"> <li>- Annual holiday of 2 weeks away</li> <li>- 3 weekends away.</li> </ul> </li> </ul>

<ul style="list-style-type: none"> <li>• 1300 MA Ewes, buy in 2th replacements.</li> </ul>		
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### Action Plans

Action plans are the detailed steps that you will take to ensure that the strategies are successfully implemented.

Financial	Environmental	Social
<p><b>Pasture Production Targets:</b></p> <ul style="list-style-type: none"> <li>• Monitor pasture growth rates on hill, downs, paddocks.</li> <li>• Break one deer block in the autumn to ensure recovery prior to winter.</li> <li>• Provide summer crop for % of breeding hinds in late summer</li> <li>• Have one season of silage on hand for adverse climate.</li> </ul> <p><b>All Stock:</b></p> <ul style="list-style-type: none"> <li>• Regular weights</li> <li>• Comprehensive animal health plan</li> </ul> <p><b>Deer Performance:</b></p> <ul style="list-style-type: none"> <li>• 90% fawning, 70kgLW weaners,</li> <li>• Weaner Growth Rates: Autumn 300 gms/day Winter 100 gms/day Spring 400 gms/day</li> <li>• Av venison carcass = 60kgCW</li> <li>• Review breeding program</li> </ul> <p><b>Sheep &amp; Cattle Performance:</b></p> <ul style="list-style-type: none"> <li>• 125% lambing, 28kgLW weaning</li> <li>• 95% calving, 240kgLW weaners.</li> </ul>	<p><b>Sustainability Measures:</b></p> <ul style="list-style-type: none"> <li>• SFF Nitrogen on Hill Country Trial to begin 2008</li> <li>• Ewe numbers reduced from 2000 to 1700hd. Plan to reduce further to 1300hd.</li> <li>• Complete nutrient budget with Ravensdown.</li> </ul>  <p><b>DEER INDUSTRY NEW ZEALAND</b></p>	<p>Ross:</p> <ul style="list-style-type: none"> <li>• 1 hour/day x 5 days/week</li> </ul> <p>Sally:</p> <ul style="list-style-type: none"> <li>• 2 sessions of golf/week during winter.</li> </ul> <p>Labour:</p> <ul style="list-style-type: none"> <li>• Secure regular casual farm labour.</li> </ul>

<b>Financial/Costs:</b>		
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- Review costs & budget biannually



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### Key Performance Indicators (KPI's)

These are measures which will tell us whether we are implementing our strategies and action plans successfully.

#### Pasture Production

- Monthly pasture covers
- MJME and quality assessments
- Soil test results

#### Stock Production Records

- Liveweights & Liveweight gains
- Condition Score
- Reproductive
- Wastage
- Kill profiles

#### Animal Health:

- Trace Element tests
- Worm challenges. FEC's
- Johnes. Elisa Test.

- % of Tussock on hill
- MJME pasture readings on hill
- Soil nutrient balance
- Water quality test
- Soil quality test
- Farm photograph

- Horses Trained
- Golf handicap by 2011
- Days holiday per year.
- Check business plan and budgets.



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The DINZ Focus Farms are funded by Deer Industry New Zealand, New Zealand Deer Farmers' Association, AgResearch and Deer Research.

The Focus Farm would also like to thank the following contributors to this field day.

**Speakers:**

- Ants Roberts Ravensdown
- Rob Dunbar Riverside Vets
- David Stevens AgResearch
- David Janett Forestry Management Ltd
- Tony Pearse Deer Industry New Zealand

**Sponsors:**

- Alliance Group Ltd
- South Canterbury Toyota
- Rooney Earthmoving

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- Derek Moot & Dick Lucas Lincoln University
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- Steve Blanchard Peel Forest Estate
- Jason Archer Ag Research

