

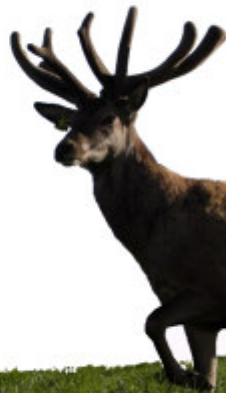
Deer Industry New Zealand Formal General Meeting 2011

Andy Macfarlane
Chairman



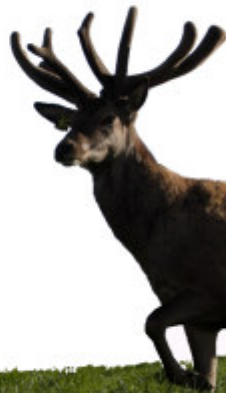
Key message for the Deer Industry

1. Brand Matters
2. Importance of increasing on farm returns
3. Science matters
4. Think outwardly
5. Attitude matters



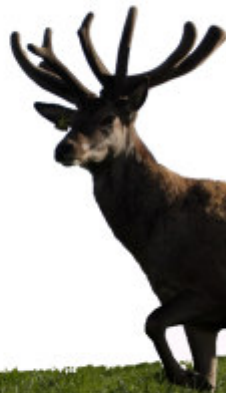
Deer Industry New Zealand FGM 2011

Mark O'Connor
Chief Executive Officer

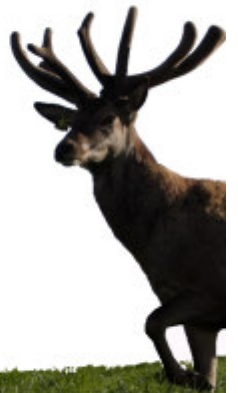


Objectives

- Share visions for venison & velvet industries
- Discuss “Who Deers Wins” in context of:
 - Behaviour change and
 - Leadership



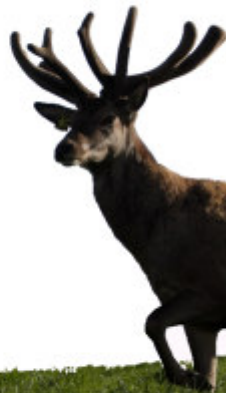
Visions



Venison Industry

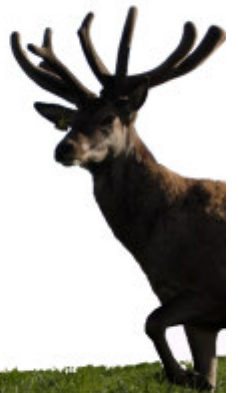
To inspire the New Zealand deer industry
to profitably grow and market

The world's best red meat.

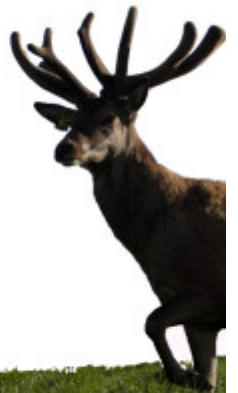


Venison Industry

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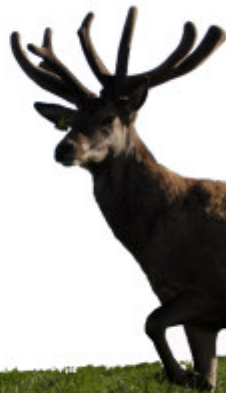


Velvet Industry



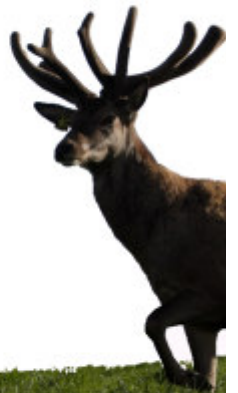
Velvet Industry

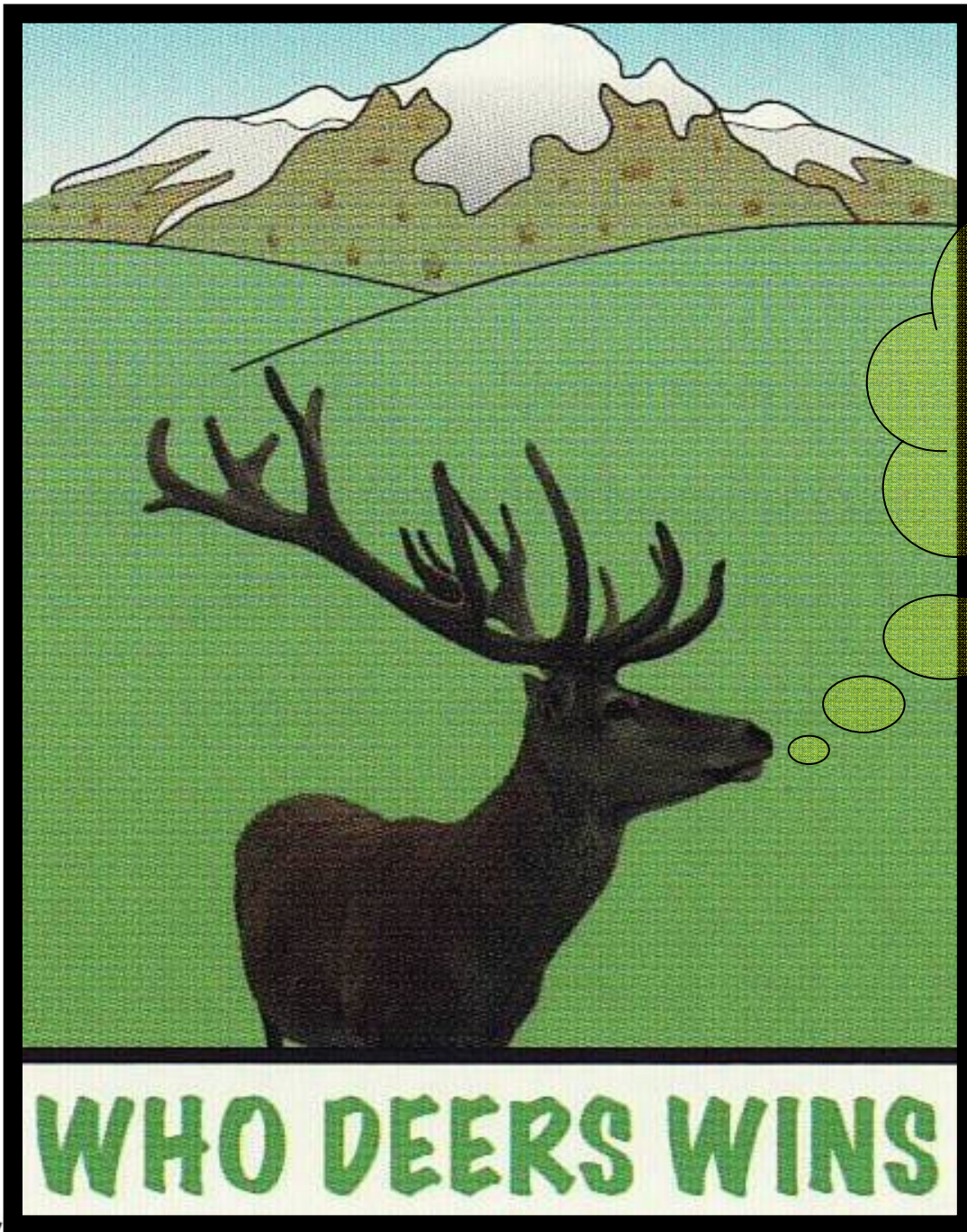
New Zealand velvet is recognised, valued
and sold as the best in its class
in Asian markets.



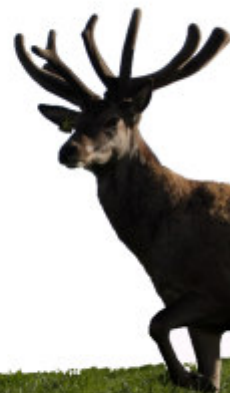
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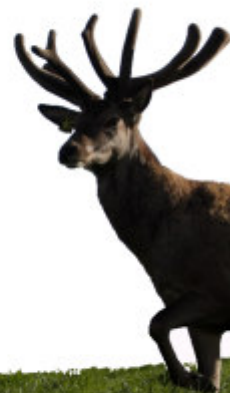
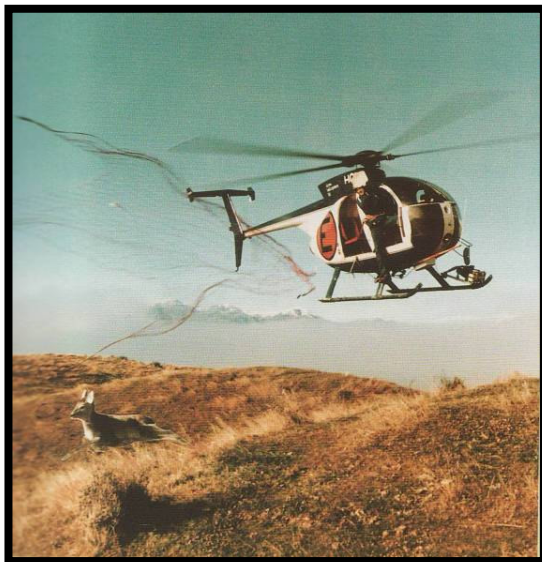


To dare to win:
We must be willing
to
change behaviour



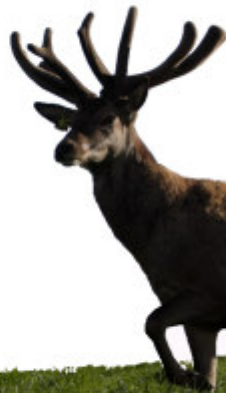
DEER INDUSTRY
NEW ZEALAND

Behaviour Change



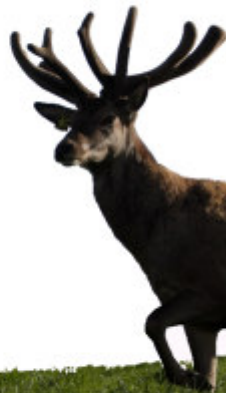
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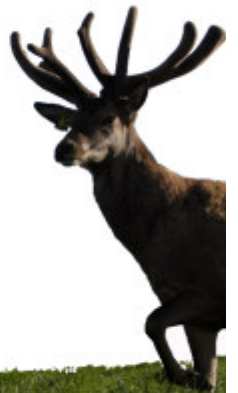


DEER INDUSTRY
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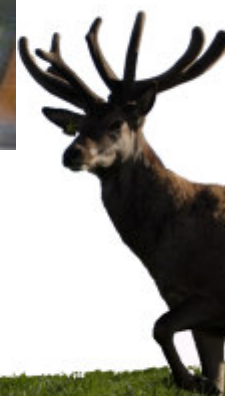
Behaviour Change



Behaviour Change



Behaviour Change



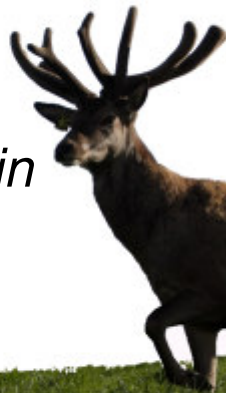
Behaviour Change

- Experience
 - Mindsets
 - Beliefs
 - Assumptions
- Effect of pressure

People with different mindsets & beliefs help us drive out assumptions which we hold to be true, but actually aren't.

Use the better times to drive behaviour change, not the tough times:

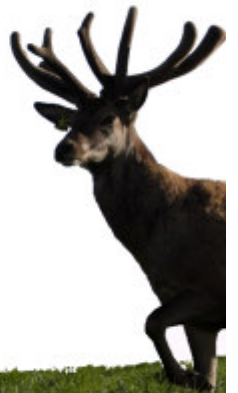
- *On farm productivity*
- *Relationship to value chain*



Leadership

- We have limits on our ability to see the world around us.
- What gorillas are we missing as an industry?
- What is your leadership role?

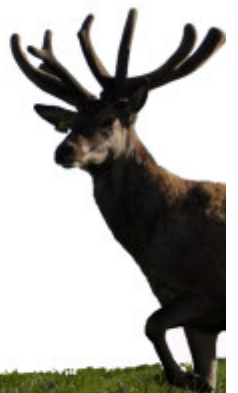




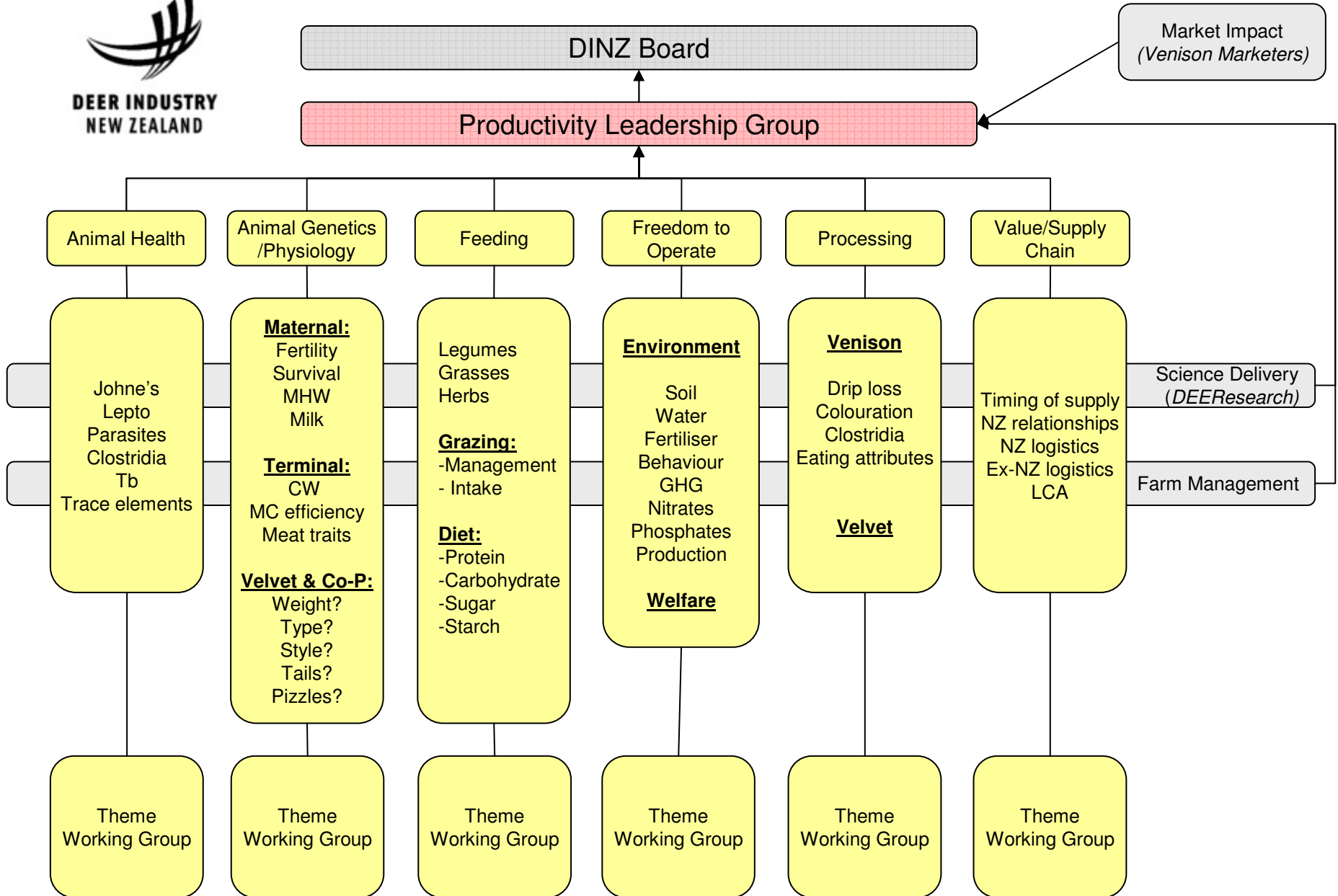

DEER INDUSTRY
NEW ZEALAND

New thinking on research and extension

Chaired by Andy Macfarlane



PRODUCTIVITY ROAD MAP



To achieve the vision, the venison industry aspires to:

1. Achieve **demand led premium positioning of NZ venison** underpinned by differentiation strategy
2. Fully support long term commitment to **product & market development**
3. Encourage farmers, processors and customers towards **long term supply commitments**
4. Improve on **farm productivity**: *via integration of R&D, farm management & people into profitable farming systems*
5. Ensure the industry has **freedom to operate**

