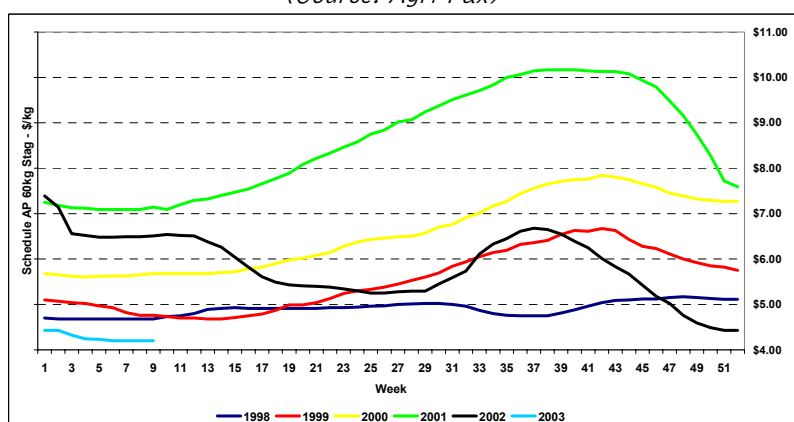


>>> VENISON

Venison Schedule

This week (week 9): \$4.20 (no change since last week)
Down 24% on the 10 year average for this time of year (\$5.51)

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



The schedule indicator has remained flat at \$4.20 for the last four weeks despite the New Zealand dollar continuing to appreciate against both the Euro and the USD over this period.

Some exporters cautiously report the early signs of what may be a turnaround for venison, with prices of some cuts edging upwards and good demand, albeit at low prices.

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>>> VELVET

Velvet Pool Prices

Pool prices for the week ending 21 February as compared to last season's total weighted averages are shown below.

	Current Season Week to 24/1/2003		Last Season's Weighted Average	Approx. change from last season
SA	119	- 142	\$132.64	-2%
A	112	- 129	\$116.41	4%
B	109	- 124	\$112.18	4%
C	94	- 112	\$107.47	-4%
D	82	- 96	\$84.23	6%
E	70	- 83	\$70.12	9%
RG	59	- 114	\$87.67	-1%

NVSB: 31 March Deadline for Drugs and Drug Record Books

A reminder from the NVSB – please remember to return all unused drug and your drug record book to your Supervising Vet by 31 March.

Congratulations to Collier and Belinda

Congratulations to Collier Isaacs (former Game Industry Board CEO) and Belinda Cordwell on the arrival of Henry Isaacs, 4.1 kg on 22 February.

Deer Notes

The graph below plots the A2S grade velvet pool price over the course of the season.



>>> UPCOMING EVENTS

Manawatu Branch AGM Branch AGM - Venue to be advised	6 March
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Kaipara Branch Annual Dinner Northridge Lodge, 379 Wainui Road, Silverdale 6.00pm - Drinks 6.30pm - Presentation of Velvet cups and Certificates 7.00pm - Dinner \$45.00 per person & beverages Numbers attending need to be advised by 4th March, so please contact Debbie or Russell on Ph: (09) 420 2701	9 March
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Wairoa Branch AGM Fraser Town Tavern 6.00pm meal, Meeting at 8.00pm	19 March
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Wairoa Branch Feilday Steve Aldridge's property Tuai - For further details call Ian Pickering on (06) 837 5977	26 March
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Canterbury Branch Committee Meeting and AGM	1 May
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Wairarapa Branch AGM Branch AGM at Gladstone Inn, Gladstone.	5 May
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Otago Branch AGM To be held in Alexandra - Venue and times to be advised.	14 May
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Deer Industry Conference Caroline Bay Hall – Timaru See the February Issue of Deer Industry News for more details. The Conference Registration form can be downloaded from the Deer Industry New Zealand website: http://www.deernz.org.nz/?id=37	27 to 29 May
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>>> OTHER NEWS

Deer Industry News

You should have received a copy of the February issue of Deer Industry News in the post recently. If not, please call Alisha Abraham at the Deer Industry New Zealand office – (04) 381 6010. Copies can also be downloaded from the Deer Industry New Zealand website: <http://www.deernz.org.nz/?id=34>

Issue 3 of Deer Industry News now online.

Deer Industry Award 2003 – Nominations Open

Nominations are now open for the 2003 Deer Industry Award for an outstanding contribution to the New Zealand deer industry. The Award is sponsored by *The Deer Farmer* magazine, New Zealand Deer Farmers' Association and Porter Holdings Ltd.

Nominations now open for 2003 Deer Industry Award

Nomination forms can be obtained from *The Deer Farmer* magazine (Ph (04) 381 4653), from Alisha Abraham at the Deer Industry New Zealand office (Phone (04) 381 6010) or can be downloaded from the Deer Industry New Zealand website: <http://www.deernz.org/?id=37>

Submission on Biosecurity Strategy

A copy of Deer Industry New Zealand's draft submission on the Biosecurity Council's Draft Biosecurity Strategy for New Zealand "Guarding Pacific's Triple Star" is available for review and open for comment. The draft can be downloaded from the Deer Industry New Zealand website: <http://www.deernz.org/?id=37>.

Draft submission on the Biosecurity Strategy open for comment.

Key messages in the Deer Industry New Zealand submission are:

- Support for centralising responsibility and accountability for biosecurity issues with the Director General of MAF.
- That government and stakeholder partnership needs to be a stronger part of the proposed strategy including stakeholder input in strategy development, monitoring and review as well as at an operational, technical level in planning and responding to biosecurity threats.
- That funding issues and a review of biosecurity capability need to be resolved with urgency to enable responses to be planned with some degree of certainty and implemented without delay.
- Biosecurity is a public good and should be funded accordingly.

Venison Winners in New Zealand



12 months ago Gerard and Eike Luthje approached Graham Brown at a venison promotion in Germany. The promotion was part of a campaign funded by the Citti Group, PPCS and Deer Industry New Zealand which targeted consumers throughout Germany in the spring and summer as well as the traditional autumn period.

Last week Mr and Mrs Luthje were in New Zealand as winners of the first prize, and while here were taken to a deer farm. Neither had ever been on a farm before, and the afternoon left a very positive impression on them.

<<Gerard and Eike Luthje, winners of the Citti Group/PPCS Venison Competition to New Zealand.

German winners of Citti Group/PPCS venison promotion in New Zealand.

Deer Notes

Deer Numbers Delayed

Provisional results from the Statistics New Zealand 2002 Census of Agriculture, Horticulture and Forestry were released at the end of last week, but deer numbers were held back.

Statistics New Zealand advised that provisional figures for deer will be released after further checking and analysis have been undertaken. This is expected to be sometime before the final data is released on 28 May 2003. In the meantime, key statistics published based on the provisional data include:

- Sheep numbers down 21% since 1994 – down to 39.2 million
- Dairy cattle numbers up 39% since 1994 – up to 5.3 million
- Beef cattle numbers down 11% since 1994 – down to 4.5 million

Deer Numbers from Census of Agriculture not yet available – further checks required.

New Mobile Kitchen

18 months ago a mobile venison kitchen was sent to Germany for New Zealand Venison promotions at trade shows and fairs. Since then it has found its way throughout Germany - and was even used at the SIAL fair in Paris last October.

A second exporter has now commissioned the construction of a mobile venison kitchen for their partners in the market. It will also be based in Germany, and there are plans for it to be used throughout Europe. Executive Chef Graham Brown finds the mobile kitchens an excellent tool for promoting New Zealand venison as well as presenting a modern and professional image. With two mobile kitchens being used in the market not only the level of exposure, but also the level of activity is getting a significant boost.

Second mobile kitchen under construction for use in Europe.

Tb Funding Discussion Ongoing

The members of the Animal Health Board Representatives' Committee reached an impasse at the end of last year and were unable to agree among themselves a formula on which each sector's funding of the Tb National Pest Management Strategy should be calculated. Eventually, the Minister was asked to intervene to assist to resolve the issue.

As a further attempt to assist the funding partners reach an agreement, MAF officials have developed more options for sectors' consideration. A formula which all sectors agree on and support is more likely to stand the test of time than a formula forced on sectors – whether by the Minister or an Arbitrator.

Deer industry representatives continue to argue that export earnings should drive the calculation of each sector's contribution as the protection of access to export markets is the main objective of the strategy. This was supported by an independent consultant's analysis and supported by last year's Board of Inquiry. However, in the interests of ensuring the Tb programme continues towards eradication, other options are being considered and discussions with other sectors continue.

In the meantime, the number of Tb infected herds continues to show a pleasing trend downwards. Detailed statistics on the level of infection in deer herds can be downloaded from <http://www.ahb.org.nz>.

Discussions between sectors on how costs of the Tb NPMS are shared are continuing.

Chefs in the Market

Graham Brown is once again back in Europe, demonstrating New Zealand Venison to chefs, salespeople, butchers and consumers. This time around Graham is joined by Geof Christie, who will be assisting Brown in market development work throughout the world.

At the time of writing, Graham is at a trade fair for the hotel and restaurant industry in Southern Germany and Geof is at a similar event in Northern Germany.

Brown and Christie in the market promoting New Zealand venison.

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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.