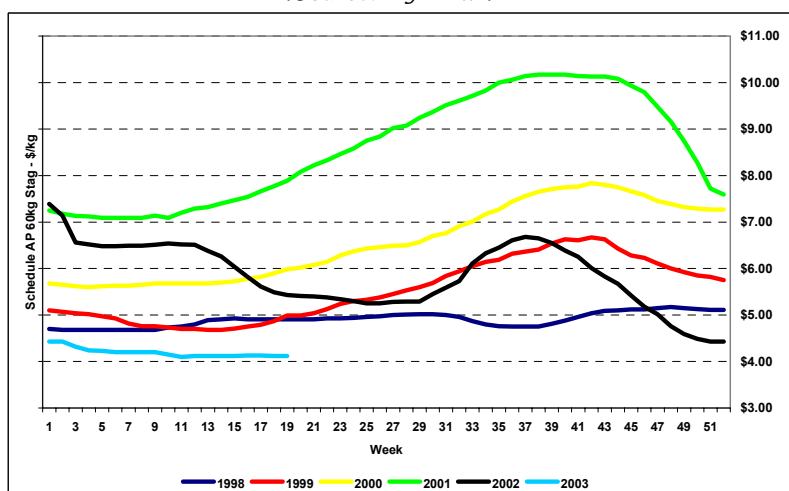


>>> VENISON SCHEDULE

This week (week 19): \$4.12 (no change from the previous week)
Down 28% on the 10 year average for this time of year (\$5.68)

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



IN THIS ISSUE

- Venison Schedule
- Export Statistics
- Markets - Macro Indicators
- Finnish Beginnings
- Calling All Organic Deer Farmers
- Update Your Contact Details
- Favourite Venison Dish?
- DFA AGM Proxies
- CWD 'Run Chase'
- New Venison Recipe - Cold Smoked Venison Salad

>>> EXPORT STATISTICS

The following table sets out the value of total deer industry exports over the last 5 years (February year end).

	1999	2000	2001	2002	2003
Venison	\$144,902,903	\$145,728,375	\$194,030,560	\$238,733,441	\$169,580,701
Velvet	\$24,019,442	\$27,751,943	\$39,707,242	\$36,444,100	\$30,277,645
Hides	\$6,790,264	\$6,406,492	\$7,927,628	\$8,490,092	\$9,369,331
Co-Products	\$13,699,102	\$12,394,260	\$12,830,117	\$10,680,067	\$9,546,474
Leather	\$4,910,052	\$4,759,749	\$6,168,178	\$7,299,565	\$0
Live Exports	\$188,955	\$60,114	\$81,765	\$0	\$0
TOTAL	\$194,510,718	\$197,100,933	\$260,745,490	\$301,647,265	\$218,774,151

Source: Statistics New Zealand. 2003 figures are provisional.

- 90% (by volume) of New Zealand's venison exports are destined for Europe and 49% direct to Germany.
- 42% (by volume) of New Zealand's velvet exports go directly to Korea, 30% to Hong Kong and 21% to China (up from 1% to China in 1999).
- Hong Kong accounted for 96% of New Zealand's exports of tails, 97% of all sinew/tendon exports and 99% of all pizzle exports (by value).
- Two thirds of our hides exported goes to just 4 markets - Italy (accounting for 21% of all export earnings from hides), USA (16%), Hong Kong (15%) and Japan (14%).

MARKETS - MACRO INDICATORS

Industry returns can be significantly affected by economic conditions in the industry's export markets. This is especially the case for premium products such as venison, velvet and co-products used in traditional oriental medicine for which there are a large number of competing products available to customers and which are non-essential, discretionary purchases.

The following table describes some of the main economic indicators in 10 of the industry's more important markets. New Zealand data is provided for comparison.

	% of total deer industry exports (by value)		Population (million)	GDP/capita (US\$ PPP)	GDP Growth		Unemployment %		
	2002	2003			2001	2002	2002	2003	
NZ	-	-	4.0	21,176	1.8	4.2	5.4	4.9	
Germany	36%	32%	82.1	26,680	0.6	-0.1	9.6	10.6	
Belgium	8%	10%	10.3	26,946	1.0	1.7	10.8	11.7	
Netherlands	3%	6%	16.0	28,782	1.1	0.4	3.7	4.9	
France	6%	5%	59.7	26,095	1.8	-0.3	8.9	9.3	
Sweden	2%	2%	8.9	25,720	1.4	1.3	3.8	4.6	
USA	10%	10%	284.4	36,392	0.3	2.4	5.8	5.7	
Hong Kong	9%	10%	6.7	28,173	0.2	5.0	7.8	7.5	
Korea	6%	5%	48.1	16,940	3.3	6.3	3.6	3.6	-
Japan	2%	2%	126.9	26,480	-0.5	0.6	5.3	5.4	
China	1%	2%	1,270	4,340	7.5	9.9	3.6	4.0	

Notes: Export information (February Years) sourced from Statistics New Zealand. Other data sourced from the Economist, National Statistics Bureau of Korea, Hong Kong Department of Statistics and the National Bureau of Statistics of China. Green colouring indicates a positive trend. Red colouring indicates a negative trend.

UPCOMING EVENTS

Waipa Branch AGM	9 May
Southland Branch AGM	14 May
Fiordland Branch - Open Committee Meeting, 1.00 pm	15 May
Otago Branch AGM	15 May
To be held at Centennial Court, Alexandra at 7.30pm.	
Waikato Branch AGM	15 May
Willow Glen Garden Function Centre, 934 Gordonton Rd, Gordonton	
Social Hour from 5.30 to 6.15 pm, AGM from 6.15 to 7.30 pm	
Dinner at 7.45 pm (Cost \$30, \$15 of which is paid by the Branch)	
Deer Industry Conference, Caroline Bay Hall – Timaru	27 to 29 May
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	
Deer Branch NZVA Annual Conference Copthorne Hotel, Queenstown.	25 to 27 June
Information and a registration form can be downloaded from the Deer Industry New Zealand website (http://www.deernz.org.nz/?id=37) or for more information email Prof. Peter Wilson: P.R.Wilson@massey.ac.nz	

»»» OTHER NEWS

FINNISH BEGINNINGS

Plans for a series of chef events and television appearances in Finland are hotting up as the programme for Graham Brown's European October market mission is finalised. This is the first promotional work aimed at chefs that Brown has undertaken in his 10+ years promoting New Zealand Venison in Europe.

Brown will be conducting a chef demonstration to Finnish Chef Association members and students from the Hotel & Restaurant Management School. Finnish culinary media will also be invited to attend.

In Helsinki Brown will demonstrate to 6,000 culinary professionals at the Annual Wine & Food Exhibition which will be filmed and aired on television. Television appearances don't stop there, with Brown demonstrating on Finland's MTV3 kitchen for morning TV (<http://www.mtv3.fi>).

The week in Helsinki will close with a demonstration to chef members of Euro-toques Finland (<http://www.euro-toques.org>) and a demonstration at the Haaga Institute (<http://www.hiamk.fi>). The Haaga Institute is the largest and most prestigious culinary education institute in Finland. The Euro-toques network is a chef network and lobby group with over 2,500 members across Europe.

For the year ended December 2002, Finland was the industry's 11th biggest export destination for New Zealand venison by volume but accounted for only 1% of total exports. Some exporters see significant potential to grow this market, especially for further processed products derived from lower value cuts which suit the local cuisine which traditionally features reindeer meat.

Generic promotional opportunities in Finland for NZ venison.

1. *Demonstrations to chefs and food media*
2. *Food Exhibition demonstration*
3. *TV appearances*
4. *Demonstration at leading culinary school.*
5. *Networking with powerful chef group.*

CALLING ALL ORGANIC DEER FARMERS

If you are a certified organic deer farmer, or are in the process of certification, Mat Moyes (Venison Marketing Manager) is keen to hear from you. Please contact Mat on (04) 381 6011 or email mat.moyes@deernz.org

Gone or going organic? Please let Mat Moyes know.

UPDATE YOUR CONTACT DETAILS

The April issue of Deer Industry News included a sheet requesting producers to update their contact details. If you haven't completed and returned yours (even if there are no changes) please do so and send it back by FREEpost or FREEfax. Help us keep costs down by ensuring our mailing list is accurate.

Remember: you can also check your contact details online - click on the link on the Deer Industry New Zealand homepage and enter your log-in ID and password (this is the same as your log-in ID and password for the DEEResearch website).

Please return the 'Update Your Details' Form included with the April issue of Deer Industry News.

FAVOURITE VENISON DISH?

The May Issue of *NZ House & Garden* includes a venison recipe which a *Deer Notes* reader recommends is one of the best they've tried - Venison with Field Mushrooms and Port Butter.

The simple and effective dish uses leg steaks and the recipe and a mouth-watering picture is featured on pages 163 and 164 of May's *NZ House & Garden*.

Give your favourite venison dish and restaurant a plug by emailing deer.notes@deernz.org.

Tell Deer Notes about a venison dish you have enjoyed recently.

Deer Notes

DFA AGM PROXIES

If you can't make it to the DFA Annual General Meeting in person (Timaru, 27 May), please make sure you give your proxy to a person you would like to represent your views at the meeting.

Proxy forms were included with the April issue of Deer Industry News. If you need another form, please call Deer Industry New Zealand on (04) 382 8626, or download one from the Deer Industry New Zealand website at <http://www.deernz.org/?id=37>.

Proxies can be given to the person you nominate or will be processed centrally if you fax them to FREEFAX 0800 329 442.

Remember: Proxies must be signed and received at the NZDFA office (PO Box 10702, Level 6, BNZ Trust House, 50 Manners Street, Wellington, Fax 0800 329 442, or fax (04) 382 9143) by noon on 26 May 2003.

If you can't make it to the AGM, please participate by using your proxy.

CWD 'RUN CHASE'

After no samples were submitted for sampling in November or December, one sample was submitted in each of January and February. In March 2 samples were submitted.

We need to test 300 samples this year to be able to provide robust evidence of New Zealand's freedom from CWD. Please call your vet if you notice any animals demonstrating loss of condition, scouring, ill-thrift or pneumonia-like symptoms to discuss whether the animals are appropriate candidates for sampling. \$100 payments are available for both the vet and farmer for submission of acceptable samples.

If we don't test 300 targeted animals, ten times that number may need to be tested on a random basis - this means added cost to the industry.

Help us prove we are CWD-free: send in samples for testing where possible.

For more information contact MJ Loza, Ph (04) 381 6012, mj.loza@deernz.org

Information from MAF on what to look for to assess whether animals should be sampled to rule out CWD can be obtained from the Deer Industry New Zealand website: <http://www.deernz.org.nz/?id=37#contentsection1608>

CWD 'Run Chase'	
Runs (Samples) Needed in 50 Overs (Weeks)	300
Overs (Weeks)	21
Runs (Samples) Achieved	4

NEW VENISON RECIPE - COLD SMOKED VENISON SALAD

While winter is really starting to set in here, in Europe spring is kicking in. Deer Industry New Zealand's promotional programme at this time of year aims to convince new, European consumers to try venison in non-traditional ways. Normally served in autumn/winter with heavy sauces, the goal is to showcase venison as a light, modern and healthy product for enjoyment year round.



This recipe is another developed recently by Graham Brown - cold smoked venison salad with white peaches and cranberry vinaigrette. It is a delicious, modern and light smoked venison salad, with a great vinaigrette to accompany it.

<<This and many other recipes can be downloaded at <http://www.nzvenison.com>

Recipes for light, modern dishes support year-round market development activities.

New venison recipe to try.

Deer Notes is published by Deer Industry New Zealand PO Box 10-702 Wellington, New Zealand

Tel: +64-4 382 8626
Fax: +64-4 382 9143
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.