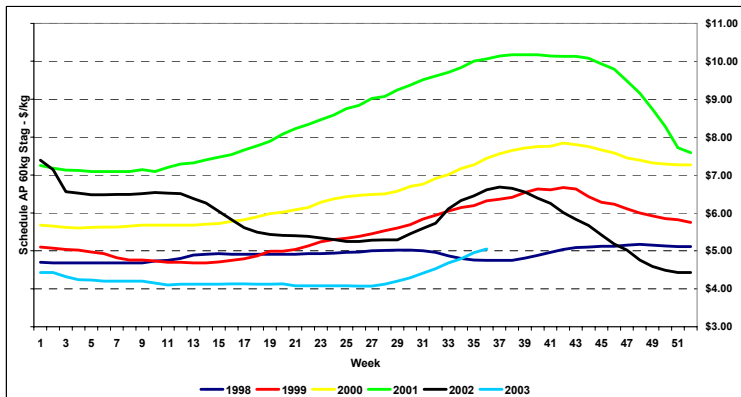


>>> VENISON SCHEDULE

This week (week 36): \$5.05 (up 10 cents from the previous week)
Down 26% on the 10 year average for this time of year (\$6.85)

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



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>>> UPCOMING EVENTS

Wairarapa Branch Tui Treasures Tour

11 October

New Zealand Supreme Natural Foods Ltd Open Day for Rotorua Branch

19 September

New Zealand Supreme Natural Foods Limited invites all members of the Rotorua Branch of the New Zealand Deer Farmers Association to an Open Day at its Deer Velvet and Co – Products Processing Plant at Hyland Crescent Rotorua on Friday 19th September 2003 at 10 am.

Members will have the opportunity to view our Processing and Tourism Operation and we will give members an overview of what we do and our role in the Deer Industry.

A light lunch will be provided.

Deer Farmers Environmental Awards – Farm Walk at Winners'

12 November

Wayne and Tricia Aspin, 195 Hatton Road, RD 4, Waiuku : Winners of the premier 'Sir Peter and Fiona Lady Elworthy Environmental Award'

The Aspins will be hosting a Farm Walk on their property on Wednesday 12th November. Arrive from 11a.m.; bring your walking boots and your lunch, hot water provided.

Following lunch the farm walk departs at 12 noon and returns at 3 pm.

All Welcome.

Directions: Allow 1 ¼ hours drive after leaving SH 1 South of Auckland. From Waiuku travel up the Awhitu Peninsula towards the Manukau Heads for 29Km. Just after Matakawau turn right at the fire station into Hatton Road. Proceed to the Aspins farm at 195 Hatton Road. E-mail: aspin@ps.gen.nz Phone: 09 235 1074

>>> OTHER NEWS

Japan Increases Beef Tariff

Under Japan's Temporary Tariff Measures Law, tariffs on imported beef have risen from 38.5% to 50% as a result of imports exceeding a threshold compared to the previous year. This "snapback" safeguard provision was part of the WTO Uruguay Round agreement and is meant to protect Japan's domestic agricultural industry from sudden surges in imports. The increased tariff will be applied until 31 March 2004.

Japan hits beef imports with additional tariff.

New Zealand argued strongly against the move on the basis that the increase is against the intention of the safeguard measure. The increase in Japan's beef imports reflects the recovery in beef consumption following the 2001 BSE outbreak in Japan. The volume of imported beef is in fact only returning to levels that existed prior to the BSE scare.

Germany's Unemployment Flattening Out

German unemployment has flattened out, boosting hopes that the government attempts to reform the labour market might be having an effect. Adjusted for seasonal factors such as July's surge in school leavers joining the job market and rising agricultural hiring, 4.41 million people were out of work across Germany in August, unchanged from July.

A rare find – some positive news about the German economy.

The raw figure showed a fall from 4.35 million to 4.31 million, giving an overall jobless rate of 10.4% of the working-age population. Economists had expected a rise in the adjusted figure, but even officials are still afraid of more rises to come despite signs the economy may be picking up.

Most agree that labour market reforms are having an effect. The reforms are designed to push people off welfare and into work, in the face of the possibility of losing benefits.

But although the government is planning tax cuts as a way to kick-start the economy, some fear the effect could be minimal, since their 15.5bn euro cost may be covered by cuts in transport and home-buying subsidies.

Source: <http://news.bbc.co.uk>

Cervena at the Auckland Foodshow

In the first weekend of August, Cervena® venison was profiled at the Auckland food-show, one of the country's leading culinary shows. Duncan and Company, who were showcasing some new products at the food-show, were inundated with customer enquiries and felt the exposure for Cervena was exceptional.

Duncan Cervena® venison on show at the Auckland Foodshow.

The Duncan Cervena participation also featured a demonstration by Graham Brown on stage.

German retailer follows cows on the web

Edeka Nord will be the first German retailer to use a new traceability system for beef on the internet. It will be possible to keep tabs on beef all the way from the farm to the shop. DNA analyses will be used to confirm the information, which will in turn boost consumers trust in the products. Edeka Nordbayern-Sachsen-Thüringen will also test the system.

Example of meat traceability from Germany.

Edeka has done a lot in the past to ensure the quality of its "Bio-Gutfleisch" brand meat. It is now the first retailer to implement a kind of online animal file which promises to provide traceability right along the supply chain, backed by DNA code analysis. "With a file like this, we can prove from which animal any one steak has come from," says Dr Sylvia Pfaff, senior consultant at Euro-Handelsinstitut (EHI) in Cologne which is involved in the "Electronic animal file" project.

A retailer can also ask his contracted farmers to add details about the type of animal feed given and any medication used to the file. It may also be possible to make this information available to the consumer in the future.

Source: www.lebensmittelzeitung.com

Deer Notes

New GM-Marketing Announced



Mark O'Connor has been appointed to the newly created position of General Manager-Marketing at Deer Industry New Zealand. He has been working in a marketing capacity at Deer Industry New Zealand for the past three years, primarily involved with velvet market development and research.

In this new role Mark will be involved with Deer Industry New Zealand's venison market development programme alongside Venison Marketing Services Manager, Mat Moyes.

Venison exports for the 12 months to June 2003 were valued at \$158 million and represent almost 80% of total deer industry export earnings. Mark's appointment reflects this as well as the fact that venison market development and promotion are Deer Industry New Zealand's priority given difficult market conditions currently.

Prior to joining Deer Industry New Zealand, Mr O'Connor worked at Tourism New Zealand, primarily involved with international marketing including postings to Germany and Australia.

*Mark O'Connor appointed
General Manager Marketing*

WTO Trade Negotiations Update

The Doha Development Agenda ("Doha") provides an important opportunity for New Zealand to argue for the removal of export subsidies, tariffs, quotas and other trade barriers and trade-distorting mechanisms in agricultural products. A successful result will mean significant opportunities for exports and economic growth for New Zealand.

With Doha reaching critical stages, some readers may be interested in more information about how the negotiations are progressing. Check out the following link to *Business Link* published by the Ministry of Foreign Affairs and Trade:

<http://www.mfat.govt.nz/support/tplu/tplubusinesslink/businesslink.html>

*Update on Doha Trade
Negotiation Process*

Border Security Bill

The Border Security Bill is intended to address increasing requirements for assurances from importing countries (especially the USA) that exports are true to label, that supply-chains are secure and, specifically, that exports do not pose a security threat to the importing country in terms of possible terrorist activity.

While the need for a secure supply-chain must be recognised and respected, Deer Industry New Zealand has made a submission on the Border Security Bill arguing that existing processes and requirements should be recognised and accepted as providing equivalent assurances before new systems and processes (and costs) are implemented. Specifically Deer Industry New Zealand submits that the existing role of the New Zealand Food Safety Authority in certifying premises and product for export should be acknowledged in meeting these needs. There is no sense in NZ Customs duplicating activity in this area.

A copy of Deer Industry New Zealand's submission on the Boarder Security Bill can be downloaded at the following link: <http://www.deernz.org/?id=37#contentsection1624>

*Submission on the Border
Security Bill*

DEEResearch Website

Make sure you check out the DEEResearch website for the latest research reports and updates.

Available from links on the homepage (<http://www.DEEResearch.org.nz>) are: the final report regarding the impact of roughage on spring growth rates, a review of deer industry labour and workforce issues, a progress report on the John's research programme at AgResearch, initial results regarding methane emissions from deer and a progress report on the trial investigating the impact of wapiti-red hybridisation on reproduction.

*Check out new papers on
DEEResearch website.*

	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.
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