

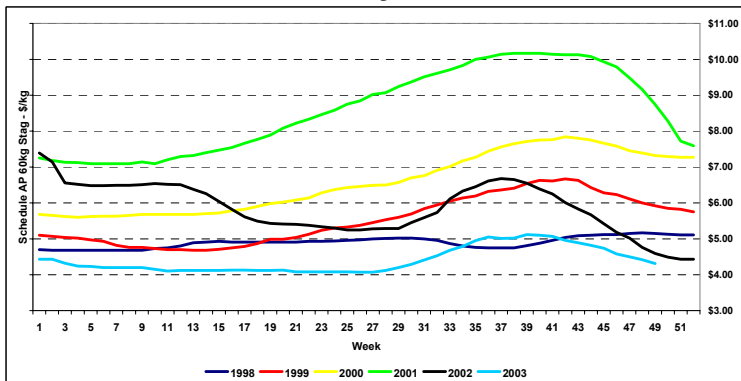
## >>> VENISON SCHEDULE

This week (week 49): \$4.31 (down 11 cents from the previous week)

Down 29% on the 10 year average for this time of year (\$6.06)

While at historically low levels and despite the strengthening NZ dollar, the schedule is declining post the chilled season at a slower rate than seen over recent years.

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



## IN THIS ISSUE

- Cervena Review - Update
- National Velvet and Hard Antler Competition
- News from Korea
- Douglas the Stag
- Cervena at Toast Martinborough
- New Zealand Venison Recipe Brochure
- Velvetting and Transport Reminders

## >>> VELVET

### VELVET POOL PRICES

	Current Season Week ended 27/11/2003	Last Season's Weighted Average	Approx. change from last season
SA	66 - 103	\$141.13	-40%
A	64 - 73	\$118.33	-42%
B	63 - 70	\$115.33	-42%
C	58 - 64	\$108.45	-44%
D	36 - 40	\$89.45	-58%
E	26 - 33	\$76.10	-61%
Sp	32 - 57	\$79.05	-44%
RG	25 - 66	\$83.94	-46%

Exporters report dried whole stick export prices of US\$180 compared with US\$220 at the same time last year. This 18% drop in US export prices compares with a 26% appreciation of the NZ dollar against the US dollar.

**CONGRATULATIONS** to Deer Industry New Zealand's GM-Marketing Mark O'Connor, Georgina and family on the safe arrival of Caitlin last week.

### DISCOUNTED REGISTRATION FOR VELVET SYMPOSIUM

See [www.aspt2.co.nz](http://www.aspt2.co.nz) for more information or contact Linda Murray:  
[linda.murray@agresearch.co.nz](mailto:linda.murray@agresearch.co.nz)

# Deer Notes

## >>> UPCOMING EVENTS

<b>Taranaki Branch Velvet Antler Competition</b>	4 December
<b>National Velvet &amp; Trophy Antler Competition</b>	9 December
Entries close - 5 December Velvet to be received at Wrightson Invercargill – 1.00pm, 7 December Judging Day – 8 December Awards Dinner – 9 December, velvet on display from 6.15 pm	
<b>Otago Branch NZDFA Field day - Sire stag selection, management and performance - maximising \$\$ from stag inputs</b>	11 December
Where: Eric Thomson's property, Rapid 410, SH 8, 4km south of Alexandra When: 12.30pm	
<b>Oxford A and P Association Velvet Competition</b>	12 December
7pm Friday 12th December 2003 Oxford Working Men's Club Contact Tim Bristow 03 3121581	
<b>Antler Science and Product Technology Symposium – DISCOUNTED REGISTRATION</b>	31 December
Register before 28 November 2003 to receive discounted registration packages. See <a href="http://www.aspt2.co.nz">www.aspt2.co.nz</a> , or contact Linda Murray by phone (03) 489 9011 or email <a href="mailto:linda.murray@agresearch.co.nz">linda.murray@agresearch.co.nz</a>	
<b>World Veterinary Deer Congress, Queenstown</b>	21-24 February 2004
For more information contact Sue Bastiaansen – ph (03) 756 9002, email <a href="mailto:bastiaansens@maf.govt.nz">bastiaansens@maf.govt.nz</a>	
<b>Antler Science and Product Technology Symposium</b>	24-27 February 2004
Millennium Hotel, Queenstown. For registration information see <a href="http://www.aspt2.co.nz">www.aspt2.co.nz</a> or email <a href="mailto:Linda.Murray@agresearch.co.nz">Linda.Murray@agresearch.co.nz</a> , ph (03) 489 9011	
<b>Mystery Creek National Field Days – Hamilton</b>	16–19 June 2004
<b>NZDFA Branch Chairmen's Meeting, Wairakei</b>	21 June 2004
<b>2004 Deer Industry Conference</b>	22-23 June 2004
Including NZDFA AGM and Deer Industry New Zealand FGM	

## >>> OTHER NEWS

### Cervena Review - Update

While the deadline for submissions has passed, and Cervena reviewer John Beckett has started his round of interviews with stakeholders, submissions can still be made for consideration as part of the review. Get your comments to [review@cervena.com](mailto:review@cervena.com)

*Comments on the Cervena review still welcome.*

### National Velvet and Hard Antler Competition

Invercargill 8th-9th December 2003

Entries are invited and needed. Contact Wrightson Velvet agents or Lloyd Thayer 03 207 6828 or 0274 366 558. Entries must be received by the 5th December. Antlers must be in Invercargill by the 7th. All classes now carry substantial prize money. Certified velvet specifications for your head are provided courtesy of the national competition as part of the entry fee.

The Awards evening and dinner will be held on Tuesday 9th December. Tickets for the evening meal are available from Judy Gerrard 03 236 8277.

Velvet will be on display at 6.15pm and dinner will commence at 7.00pm.

Guest Speaker is Mark Ingils Para-Olympic champion & adventurer.

*Support the National Velvet and Hard Antler Competition*

# Deer Notes

## News from Korea

Some recent news picked up from Korean newspapers:

- The Korean economy is expected to grow by 4.75 percent next year, compared with 2.5 percent this year, according to an International Monetary Fund (IMF) official. The Korean economy is expected to be powered by exports followed by strengthening of domestic demand.
- Korea's economy will grow 5.5 percent next year, as all of the nation's 10 leading industries will prosper in terms of both production and exports, the Korea Institute for Industrial Economics and Trade predicted.
- All 149 lawmakers of the opposition Grand National Party took to the streets in protest against the presidential veto on a special counsel bill to probe alleged wrongdoings of President Roh Moo-hyun's confidants. This has put a total of 1,198 pending agendas and bills on the brink of being thrown away.
- Opposition leader Choe Byung-yul entered an indefinite hunger strike at his office yesterday to call for President Roh Moo-hyun to cancel his veto of the special counsel bill.

*Some good economic prospects from Korea...*

*... but the Korean politicians are revolting.*

## Douglas the Stag

Copies of the first children's book about deer farming in New Zealand launched last year are still available. The inspiration for 'Douglas the Stag' written by Dr Moshe Liba came from a visit at Craigmore with Sir Peter Elworthy. 'Douglas the Stag' is an A4, 36 page book with 16 pages of colour illustrations. Copies retail for \$18.95 (+\$1.00 p&p) and can be ordered from the Millwood Gallery, phone (04) 473 5178 Fax (04) 473 5179 or email [millwoodgallery@xtra.co.nz](mailto:millwoodgallery@xtra.co.nz)

*Kids' Christmas gift idea*

## Cervena at Toast Martinborough

It was reported in the last "Deer Notes" that Cervena® was featured by Ruth Pretty Catering ([www.ruthpretty.co.nz](http://www.ruthpretty.co.nz)) at the Toast Martinborough wine and food festival.

*Cervena a hit at the Toast Martinborough wine and food festival*

The dish being tasted was Cervena chops with a garlic, shallot and red wine sauce, herbed potato cake and rainbow chard - quickly sautéed in garlic and butter.

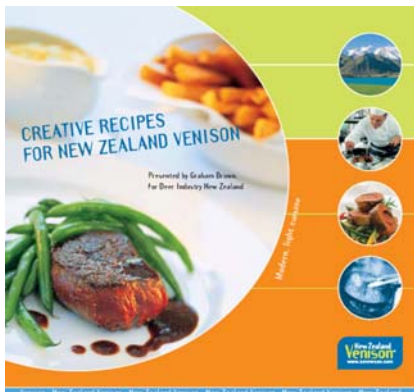
When asked "why Cervena?", Ruth commented;

- We wanted to feature something a special, to appeal to reasonably sophisticated tastes for a wine and food event.
- Cervena is brilliantly matched with Ata Rangi's Celebre wine (a unique Cabernet Sauvignon based blend which includes some Syrah)
- From comments received, the reactions were very positive ("very tender", "just beautiful", "very tasty", "I didn't know you could just barbecue it")

## New Zealand Venison Recipe Brochure

After the success of the latest venison recipe brochure in Germany, it has been reproduced in other languages including English.

*New Zealand Venison recipe brochure available*



The brochures have already proved very popular with companies undertaking market development work in New Zealand. They are part of a package of materials used for retail promotion including brochure holders, mobiles, posters and a CD-Rom.

The brochure includes 10 recipes developed for Deer Industry New Zealand by Graham Brown.

You can download a copy of the brochure from the Deer Industry New Zealand website (<http://www.deernz.org/?id=9>) or, to request a hard copy, email [venison@deernz.org](mailto:venison@deernz.org)

# Deer Notes

## Sire stag selection, management and performance

*Otago Branch NZDFA Field day, 11 December 2003*

Where: Eric Thomson's property, Rapid 410, SH 8, 4km south of Alexandra  
 When: 12.30pm  
 Cost: \$5 for members of NZDFA, \$10 for non members  
 Format: Property viewing, talks, Xmas drinks and BBQ  
 Registration: Contact Mandy Bell on 03 4434250 or Craig North on 0272414179 or 034861612 (important for catering purposes)

### Programme

12.30 pm: Mandy Bell - Introductions followed by a tour of the property  
 1.30 pm: Jason Archer - Selecting Sire Stags - Step 1. Analysing your breeding directions and stag requirements  
 1.50pm 'Deer South' - understand where you are at and where you want to go with your animal performance  
 2.20pm Jason Archer - Selecting Sire Stags - Step 2. Information sources available to aid stag selection e.g. breed reputation, breeder reputation, pedigree, performance records, visual appraisal, EBVs. What should the farmer be asking of breeders?  
 2.50pm 'A breeder' - stag selection from their perspective  
 3.00pm Afternoon tea  
 3.30 pm: Geoff Asher - managing stags to maximise reproductive performance  
 4.00pm Livestock Improvement - Thoughts on their involvement in the deer industry  
 4.20 pm: General discussion- Where does the deer industry need to go with genetics  
 5.00 pm: The afternoon will finish with an opportunity for informal discussion with the speakers and drinks organised by the Otago Branch (open bar provided - drinks at your own cost). Plus Xmas BBQ provided

### WIN \$3000 GENETIC IMPROVEMENT PACKAGE

Attend on the day to go in the draw to win the package kindly donated by Livestock Improvement

### Velvetting and Transport Reminders

A reminder to farmers of the requirements when sending deer on transport.

- All animals must be in a fit and healthy state and be able to stand and bear weight on all four entire limbs and be in such a fit and robust condition to be able to withstand the journey without suffering undue pain or distress.
- Any deer with velvet or hard antler longer than 60mm measured from the top of the pedicle (not the skull) will not be accepted for transport.
- Any deer with bleeding antlers, spikes or pedicles will not be accepted for transport.
- Any velvetted stags must have a seven day stand down period before being sent on transport.
- Spikers that have been velvetted with the Natru0 rings (Mechanical Block System) may be sent on transport directly to slaughter within 72hrs of being velvetted provided the Natur0 rings are still attached.
- All stags must be velvetted in the correct manner using any one of the approved procedures provided for under the National Velvetting Standards Body (NVSBS) programme. These procedures (velvetting of stags and spikers) can only be carried out by veterinarians and or certified velvetters.
- Refer to the guidelines for "Transport and Velvetting Reminders" sent to all deer farmers in the last issue of Deer Industry News - or contact Deer Industry New Zealand for another copy: [Alisha.abraham@deernz.org](mailto:Alisha.abraham@deernz.org), Ph (04) 382 8626
- MAF are currently checking on consignments of deer at DSPs and going back to the farm of origin to verify that the deer were velvetted by a veterinarian or a properly trained and certified farmer to ensure the welfare of animals.

***IMPORTANT:***  
*Requirements for Transporting and Velvetting Deer*

	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 <a href="http://www.deernz.org">www.deernz.org</a> <a href="http://www.velvet.org.nz">www.velvet.org.nz</a> <a href="http://www.nzvenison.com">www.nzvenison.com</a>	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.
--	--	--	--	---