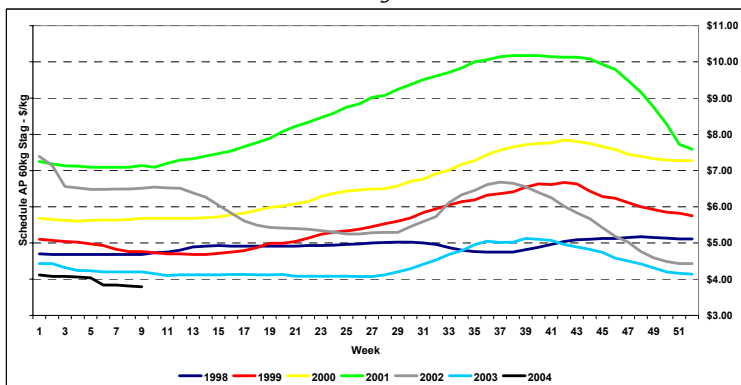


## >>> VENISON SCHEDULE

This week (week 9): \$3.79 (down 2 cents from the previous week)

Down 31% on the 10 year average for this time of year (\$5.45)

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



Exporters report continuing difficult market conditions, with low leg prices and an increased understanding of the quality of leg products contributing to slow demand for middles.

## IN THIS ISSUE

- Macro-economic Indicators
- DFA Secures New DNA Testing Deal
- New Belgian Retail Product
- Exchange Rate Update
- Venison Promotion at Mt Somers Festival
- Origin National Winds Up
- Good luck Alisha
- Trade Coverage in Germany

## >>> VELVET

### VELVET POOL PRICES

	Current Season Week ended 27/2/04		Last Season's Weighted Average	Approx. change from last season
SA	67	- 72	\$141	-51%
A	61	- 72	\$118	-44%
B	59	- 71	\$115	-44%
C	54	- 63	\$108	-46%
D	36	- 43	\$89	-56%
E	25	- 34	\$76	-61%
Sp	30	- 58	\$79	-44%
RG	33	- 75	\$84	-36%

### BROCKS THE BEST

Belated congratulations to West Otago farmers Eddie and Bronwyn Brock who won the Lincoln University Foundation Farmer of the Year award announced at the end of last year.

### ENVIRONMENTAL AWARDS

Entries for the 2004 Deer Industry Environmental Awards are now open. For information and an entry pack please contact the Deer Industry New Zealand office – (04) 382 8626 or email [info@deernz.org](mailto:info@deernz.org)

Entries close 5.00 pm Friday 2 April.

# Deer Notes

## >>> UPCOMING EVENTS

<b>Marlborough Branch Fieldday – PRODUCTION FOR PROFIT</b>	25 March
Form more information please contact Kevin Hayes (03) 578 6923, or email <a href="mailto:kevin.hayes@actrix.co.nz">kevin.hayes@actrix.co.nz</a>	
<b>Biennial Australian Deer Industry Conference</b>	16 – 18 April
Mt Gambier, Sth Australia, Contact Jim Moir – <a href="mailto:jmoir@hotmail.net.au">jmoir@hotmail.net.au</a>	
<b>Mystery Creek National Field Days – Hamilton</b>	16–19 June
<b>NZDFA Branch Chairmen’s Meeting, Wairakei</b>	21 June
<b>2004 Deer Industry Conference</b>	22-23 June
Including NZDFA AGM and Deer Industry New Zealand FGM – see March issue of Deer Industry News for more details.	
<b>NZ Society of Animal Production</b>	28 June – 1 July
LIC/Dexcel campus, Newstead, Hamilton. Contact: <a href="mailto:eric.kolver@dexcel.co.nz">eric.kolver@dexcel.co.nz</a>	

## >>> 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)		Popn. (million)	GDP/ capita (US\$PPP)	GDP Growth			Unemployment %	
	2002	2003			2002	2003	2004 (est.)	2002	2003
New Zealand	-	-	4.0	\$22,170	3.3%	4.5%	3.3%	4.9%	4.6%
Germany	38.2%	40.7%	82.1	\$27,060	0.9%	0.2%	1.7%	10.3%	10.2%
Belgium	11.9%	11.7%	10.3	\$27,290	2.2%	0.8%	1.9%	11.9%	12.9%
Netherlands	6.0%	2.9%	16.0	\$28,970	1.2%	-0.5%	1.0%	4.4%	5.7%
France	4.4%	5.4%	59.7	\$26,810	2.0%	0.5%	1.9%	9.3%	9.7%
Sweden	2.8%	4.3%	8.9	\$27,327	1.9%	2.0%	2.4%	4.1%	5.1%
USA	11.8%	11.4%	284.4	\$36,410	4.0%	4.3%	4.6%	5.8%	5.6%
Hong Kong	10.8%	10.1%	6.7	\$26,760	-0.5%	4.0%	6.5%	7.3%	7.9%
Korea	8.7%	9.2%	48.1	\$16,940	3.1%	6.3%	5.1%	3.1%	3.6%
Japan	2.9%	2.2%	126.9	\$27,080	1.4%	1.8%	1.3%	5.3%	4.9%
China	2.6%	2.1%	1,270.0	\$4,690	7.4%	9.9%	8.7%	-	-

Notes: Export information 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.

## >>> OTHER NEWS

### DFA Secures New DNA Testing Deal

DFA Executive Committee Member Andrew Mitchell has advised that after some negotiations on behalf of the DFA, Genomnz and the DFA have negotiated a reduced price for DNA testing on deer.

The cost structure is set out below and is available to all deer farmers. By using the services of Genomnz all previous DNA profiles, created by them, are able to be used.

If you have any queries about the programme please contact Andrew Mitchell [Rodway@xtra.co.nz](mailto:Rodway@xtra.co.nz) , (07) 333 2151. However, to obtain DNA testing through Genomnz you need only contact them directly - Phone: (03) 489 9277, Fax: (03) 489 9032 Email: [mary.mcewan@agresearch.co.nz](mailto:mary.mcewan@agresearch.co.nz)

*New DNA testing deal  
negotiated with Genomnz by  
DFA*

The cost of **generating a DNA Profile for each animal will be NZ\$28.00 per head**. This is for sample types of hair and semen. If blood is collected on our FTA samplers this would reduce the cost of the DNA Profile to \$26.00.

The analysis will be included in the price of \$28.00. However, if **further analysis** is required (e.g. due to incomplete or incorrect information or samples submitted by the breeder), this will be charged at \$70.00 per hour.

The cost of the **Dam Profile will be \$20.00 per head**.

Given that the NZDFA has been able to generate substantial commitment to testing animals, we are prepared to drop the previous criteria of 6000 **minimum samples** and offer this price to any NZDFA member submitting 50 samples or more at any one time.

#### **Notes:**

1. The above prices are for **parentage testing of deer**. This profile price could be reduced further if it was included with the combined DNA parentage and breeding values package presently under development. This is similar to what is currently being offered to the sheep industry.
2. **A DNA Profile is not transportable between laboratories**. It has been Genomnz policy to store the profile on our database for future use and the sample submission form details this in full. The marker set and data analysis methods are proprietary to AgResearch and therefore even if we sent the profile to the client it could not be used by other laboratories. This is an important aspect for those breeders considering shifting from one laboratory to another because their dams and sires would have to be re-genotyped. The pedigree analysis software Genomnz has developed is world-leading and it underpins the large scale adoption of parentage testing in the New Zealand sheep industry.
3. You should also be aware that all revenue generated by Genomnz is an indicator of industry support for research, and is used to leverage substantial government investment into deer research programs. **Thus by choosing Genomnz as your preferred provider of parentage testing services, you are supporting research investment to benefit the deer industry.**

# Deer Notes

## New Belgian Retail Product

An exporter and their import partner have reported the successful introduction of chilled venison steaks to a Belgian retailer. Volumes sold through the retailer have quadrupled since the introduction of New Zealand venison onto their shelves, and they have recently placed a large order for product through to Easter.

Deer Industry New Zealand has contributed to a promotional programme with new materials promoting the versatility of farm raised New Zealand venison.

*New venison steak available in Belgian retail outlet – quadrupling sales.*

## Exchange Rate Update

The movements of the most important currencies for the New Zealand deer industry are described below. A strengthening NZ dollar reduces the NZ dollar return of sales in foreign currencies.

Currency	Exposure	NZD 1 year ago	NZD this week	Change
Euro	<ul style="list-style-type: none"> <li>85% of venison exports (by value) are destined to Europe.</li> </ul>	0.5191	0.5498	+6%
US Dollar	<ul style="list-style-type: none"> <li>11% of venison exports (by value) are destined to the USA.</li> <li>Almost all of the velvet trade is conducted in US dollars.</li> <li>Much of the trade in hides, skins and almost all of the trade in co-products is conducted in US dollars.</li> </ul>	0.5605	0.6866	+22%
Korean Won	<ul style="list-style-type: none"> <li>Korea remains the final market for an estimated 80-90% of all velvet exports. Korean buyers use Korean Won to buy velvet sold in US dollars.</li> </ul>	669.06	806.21	+20%

*Exchange rates from [www.oanda.com](http://www.oanda.com)*

*Update on exchange rate movements – strong NZ dollar continues, though back from the 7 year highs against the US dollar (>0.70) in recent weeks.*

## Venison Promotion at Mt Somers Festival

Venison is being promoted at the Minerals to Art Festival at Mount Somers, Canterbury.



For two days, Graham Brown will be providing culinary demonstrations, cooking tips and menu options to visitors. Demonstrations include a different menu each day using only the best fresh Canterbury fare - venison, salmon, fruit and nuts matched with quality Canterbury wine.

One dish that Graham plans to demonstrate is the cold smoked venison salad with white peaches (pictured). Please visit [www.nzvenison.com](http://www.nzvenison.com) for the recipe.

*Venison promotion at Mt Somers Minerals to Art Festival.*

# Deer Notes

## Origin National Winds Up

John Cusdin, Chairman of Origin National Ltd has advised that the shareholders of Origin National have voted to wind up the company.

Origin National Ltd was formed seven years ago by ten independent agents specialising in deer. Their intention was to form a network of co-operating agents through out the North Island. They were also approached by a number of Deer Breeders to run their stud sales.

"As the years progressed the number of participating agents has decreased for one reason or another. This year we were down to five and two more agents indicated that they would exit the industry later this year." says Mr Cusdin.

"Due to the very poor returns being experienced the last two years by deer farmers, along with the lack of confidence in the industry the remaining agents have decided to cease operating as a team."

Mr Cusdin reported that some agents intend to carry on independently with their own individual companies.

*Origin National Ltd.  
shareholders vote to wind up.*

## Good luck Alisha

Alisha Abraham, who joined Deer Industry New Zealand as Receptionist early last year will be finishing up at the office at the end of this week. Alisha is leaving to take a part-time position closer to home so she can spend more time with her 2 year old son Jacob.

The Board and Executive at Deer Industry New Zealand would like to thank Alisha for all her help over the last year or so and wish her all the best for the future.

Temporary arrangements are being made to replace Alisha at this stage, pending some restructuring of the Deer Industry New Zealand Executive.

*Good Luck Alisha. Thanks  
for your efforts.*

## Trade Coverage in Germany

Popular German meat industry magazine, *Fleischmagazine* has reported on the supermarket tasting tour in an article titled "Fleisch aus Neuseeland" ("Meat from New Zealand"). The magazine is read by over 6,000 importers, wholesalers and distributors.

*Coverage of the Supermarket  
Tasting Tour in German meat  
trade magazine.*



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