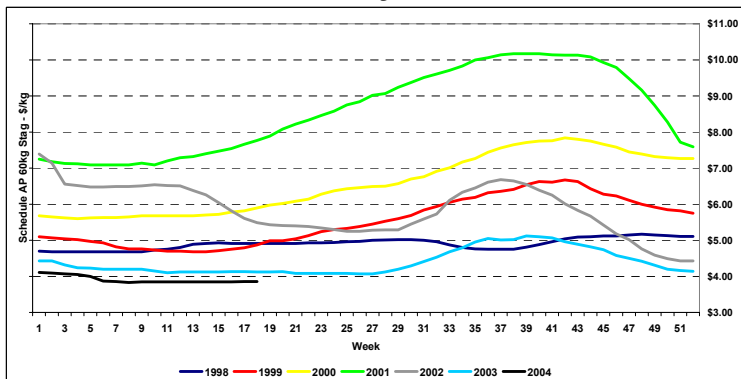


## >>> VENISON SCHEDULE

This week (week 18): \$3.86 (no change from previous week)  
Down 31% on the 10 year average for this time of year (\$5.57)

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



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## >>> UPCOMING EVENTS & IMPORTANT DATES

<b>Manawatu Branch AGM</b> Fielding, 7.30pm, Guest Speaker. Mike Pattison Deer Industry New Zealand Board	6 May
<b>Malborough Branch AGM</b> Marlborough Club	6 May
<b>Southland Branch AGM</b> Midlands Rugby Club rooms Guest Speaker Tony Pearse (on any subject but deer)	7 May
<b>Rotorua Branch Field Day and Farm Walk</b> Paul and Pam McDowell's: 2003 Fish & Game Environmental Merit Award Farm 789 Bryce Road, via Atiamuri Highway	8 May
<b>DFA AGM Remits</b> Formal closing date for remits from the branches 45 days from conference.	10 May
<b>Wairarapa Branch AGM</b> Gladstone Inn at 7.30pm. Guest Speaker MJ Loza	10 May
<b>Nelson Branch AGM</b> Waimea Country Club 7.30pm	11 May
<b>Waipa Branch AGM</b> 6.30pm Big Apple Otrohanga/Te Kuiti Highway Guest Speaker Shane Arden MP	14 May
<b>South Canterbury North Otago Branch AGM</b> The Poplars, Guest Speakers Mat Moyes. Deer Industry New Zealand & James Guild, Association of Game Estates	14 May
<b>Conference Accommodation</b> Last day for guaranteed rooms at the 2004 conference. Hotel releases unbooked rooms at this point	21 May
<b>Selection and Appointments Panel Elections</b> Opening voting period for NI Selection and Appointments Panel position. Voting papers enclosed with Deer Industry News 9	24 May
<b>Waikato Branch AGM</b>	27 May

# Deer Notes

<b>Matuschka Award</b> Closing dates for nominations for the Matuschka Award	1 June
<b>Warnham/Woburn Photographic Competition</b> Closing dates for the Warnham/Woburn Photographic competition	1 June
<b>NVSB Nomination</b> Closing date for nominations for the NVSB North Island position	1 June
<b>Selection and Appointments Panel Elections</b> Closing date for voting	14 June
<b>Mystery Creek National Field Days – Hamilton</b>	16–19 June
<b>DFA AGM Proxies</b> 12.00 pm Midday Final acceptance time for Proxy forms with NZDFA office or returning officer.	21 June
<b>NZDFA Branch Chairmen’s Meeting, Wairakei</b>	21 June
<b>2004 Deer Industry Conference</b> Including NZDFA AGM and Deer Industry New Zealand FGM – see March issue of Deer Industry News for more details. <u>Registration forms</u> can be obtained from the Deer Industry New Zealand office – info@deernz.org, phone (04) 382 8626, or can be downloaded from the following link: <a href="http://www.deernz.org/?id=37#contentsection2103">http://www.deernz.org/?id=37#contentsection2103</a>	22-23 June
<b>NZ Society of Animal Production</b> LIC/Dexcel campus, Newstead, Hamilton. Contact: <a href="mailto:eric.kolver@dexcel.co.nz">eric.kolver@dexcel.co.nz</a>	28 June – 1 July

## >>> OTHER NEWS

### Landcare Manual Launch

The result of four years of work co-ordinated, encouraged, cajoled and nurtured by tireless John Paterson and the Landcare Manual Committee was dispatched to the printer on time and to specification on the 28<sup>th</sup> April.

The printer is the same professional group (Herald Communications in Timaru) that produced the DeerMaster Manual.

The manual has been bought to life with the journalism skills of Annie Wright, technical review by Dr Jo Pollard and a cast of many including farmers, regional council and environmental consultants, committee members and Deer Industry New Zealand staff.

Bill Taylor of the Executive Committee has dedicated the last 3 months to pulling strings and working with keen sponsors to provide an additional touch of quality and colour to the publication.

The manual will be launched at the 2004 conference and be in every NZ deer farmer’s hands with the post conference edition of Deer Industry News.

Nine entrants in this year’s Environmental Awards are awaiting the judging round to begin shortly.

*Landcare Manual finalised and being printed ready for its launch at the 2004 Conference.*

### New DFA Branch Chairmen

NZDFA welcomes the following new Branch Chairmen

**Wairoa** Colin Baynes "Makapua Stn", R.D.5 Wairoa  
Phone (06) 838 6661, Fax (06) 838 6661  
Email [makapua@xtra.co.nz](mailto:makapua@xtra.co.nz)

**Otago:** Jane Mitchell, Loganburn Station, RD4, Ranfurly  
Phone/Fax: (03) 444 9584, Mobile: (025) 829 603  
Email: [jane.mitchell@xtra.co.nz](mailto:jane.mitchell@xtra.co.nz)

*Contact details for new Branch Chairmen*

# Deer Notes

## For Fun - Googled

A Google web search on "deer" will return about 7.4 million sites. You don't have to go too far down the list to find some 'interesting' websites without much to do with deer as we know them. Here's a selection from the top 100 search results ...

- My Deer Garden – a landscape design company specialising in designing deer resistant gardens. <http://www.mydeergarden.com/>
- The Deer Hunter – a review of the 1978 movie looking at the post-Vietnam war effects on society. <http://www.imdb.com/title/tt0077416>
- Red Deer – a website for the City of Red Deer, Alberta, Canada. <http://www.city.red-deer.ab.ca/default.htm>. Note: Also see Deer Harbor ([www.deerharbor.com](http://www.deerharbor.com)), the Town of Deer Lake ([www.town.deerlake.nf.ca/](http://www.town.deerlake.nf.ca/)) and the City of Deer Park, Texas ([www.ci.deer-park.tx.us](http://www.ci.deer-park.tx.us))
- Dance of the Deer – website of an organisation aiming to preserve the Huichol culture and its shamanic practices and traditions. <http://www.shamanism.com/>
- Not Tonight Deer – selling deer repellent products. [www.nottonight.com/](http://www.nottonight.com/)
- Deer Tribe Metis Medicine Society - An organisation with the following mission: "to fight against the enemies of ignorance, slavery, bigotry, racism, war, disease, dogma and superstition to seed future generations with beauty, power, knowledge and freedom. <http://www.dtmms.org/>

*6 of the top 100 deer sites as rated by Google.*

## Deer Industry New Zealand Office Move

The Meat Industry Association Inc, Meat & Wool New Zealand and Deer Industry New Zealand have confirmed they will be moving in together into new premises in Wellington.

All three organisations will maintain full independence, but the move will see them share facilities and resources in some areas.

The organisations have been in discussions about options for co-location for some time, and the move is driven by recognised opportunities to work more closely together and opportunities for improved efficiency, effectiveness and cost sharing. It is anticipated that the increased cooperation will be well supported by farmers, meat processors and exporters, many of whom are common stakeholders of the organisations.

From 17 May contact details for Deer Industry New Zealand will be:

- PO Box 10-702, Wellington (unchanged)
- Level 13, PricewaterhouseCoopers Tower, 113-119 The Terrace, Wellington
- Phone (04) 473 4500
- Fax (04) 472 5549

*Deer Industry New Zealand is moving into new premises alongside Meat & Wool New Zealand and the Meat Industry Association.*

*Please note new contact details from 17 May.*

## NZ Venison at Cannes

New Zealand Venison will be served to international media at the Cannes film festival on Sunday 16 May.

To celebrate 25 years of involvement at the prestigious Cannes film festival, the New Zealand Film Commission is hosting an event for international media and film dignitaries. "We anticipate a wonderful fusion of New Zealand film, flavours and music" says the Film Commission's head of Sales & Marketing, Kathleen Drumm. "We style ourselves in the market as a boutique operator supporting emerging talent, and its fantastic to have the support of like-minded quality operators with us to showcase New Zealand as more than just beautiful landscapes – this sends the kind of message we as a nation can benefit from. We expect the event to be covered by many of the thousands of international media present to Cannes to cover the Festival".

Attendees will not only have the opportunity to enjoy New Zealand Venison, but will be given recipe booklets and a copy of the popular NZ Venison CD ROM.

*Media to enjoy NZ Venison at the Cannes Film Festival.*

# Deer Notes

## Schroeder Gets Life

Long time Canterbury Branch stalwart Ron Schroeder was awarded the Canterbury Branch's first life membership at the Branch's AGM last week in recognition of at least 25 years of involvement in NZDFA branch activity.

Initially in Marlborough and after 23 years with the Canterbury Branch, Ron's contribution has been matched always by his enthusiasm and positive industry attitude and is richly deserved.

*Life Membership of Canterbury Branch awarded to Ron Schroeder*

## Presentation to German Deer Farmers' Conference

On 24 April, Deer Industry New Zealand Chairman C Jermy and CEO MJ Loza attended the Annual German Deer Farmers' Conference in Echem, Germany.



*Above: Vice-President of the German Deer Farmers' Association ("GDFA") Count Montgelas, President of the GDFA and former German Minister of Agriculture Mr Funke and Deer Industry New Zealand Chairman Clive Jermy.*

The German Deer Farmers' Association ("GDFA") has lobbied against New Zealand Venison in Europe for many years. They recently made representations to the German Ministry of Consumer Protection, Food and Agriculture in Bonn that New Zealand Venison should be refused entry into Europe citing several NZ deer industry practices including transport, velvet removal and processing at DSPs (instead of shooting in the field).

*Presentation to German Deer Farmers' Association and meetings with British and French Deer Farming Associations – building bridges and discussing opportunities to work together.*

As well as meeting with German Agriculture officials in Bonn to provide information and refute these claims, Clive gave a presentation to the Conference putting the NZ side of story and he and MJ participated in a 'robust' Q&A session at the close of the event.

The issues raised at official level appear to have been resolved, for now, and a good channel of communication has been opened with the GDFA to try to improve relationships and mutual understanding. The GDFA were especially pleased to see NZ's efforts to build year-round demand for venison to reduce reliance on the game season and NZ's significant promotion of venison as a high quality, healthy and modern food.

New Zealand's Ambassador to Germany, His Excellency Peter Hamilton, spoke at the Conference dinner.

Germany has approximately 5,000 deer farmers, farming approximately 100,000 deer, mainly fallow.

While in Europe, C Jermy and M Loza also met separately with the British and French deer farming associations who are keen to explore opportunities to co-operate with New Zealand efforts to promote venison in their respective markets.

The next issue of *Market Report* will contain more detailed information on Jermy and Loza's in-market travel.

	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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