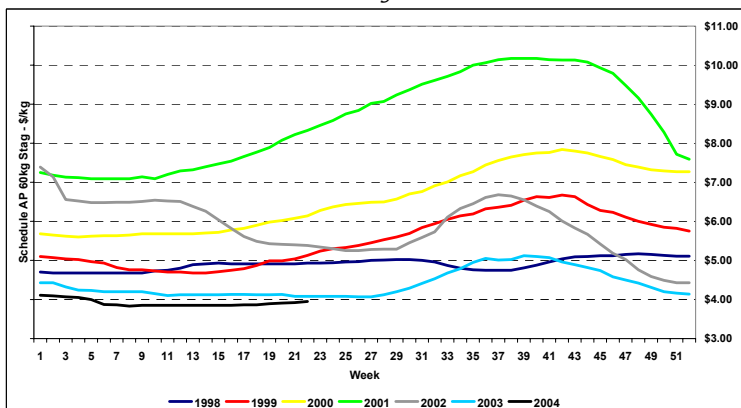


## >>> VENISON SCHEDULE

This week (week 22): \$3.95 (up 3 cents from previous week)  
Down 32% on the 10 year average for this time of year (\$5.79)

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



## IN THIS ISSUE

- Venison Strategic Intent – Feedback Sought
- Velvet Market Remains Sluggish
- Cervena Review Report Released – Feedback Sought
- Conference, Awards, Voting and Proxies - Final Reminders
- Stag Sculpture Up for Grabs
- German Economy – Signs of a Cautious Recovery
- Deer Production Management Courses
- New Elk Wapiti Society President
- Johne's Disease Information
- Budget Bonuses for Agriculture
- Rick Stein Meets a Local Venison Food Hero
- Forage Cereals Field Day
- German Media BBQ New Zealand Venison

## >>> UPCOMING EVENTS & IMPORTANT DATES

Selection and Appointments Panel Elections Closing date for voting	14 June
Forage Cereals Field Day "Use of forage cereals for grazing and silage production" Winchmore Research Station, Winchmore Dromore Highway, Ashburton, 1 – 4 pm	16 June
Mystery Creek National Field Days – Hamilton	16–19 June
DFA AGM Proxies 12.00 pm Midday. Final acceptance time for Proxy forms with NZDFA office or returning officer.	21 June
2004 Deer Industry Conference Including NZDFA AGM and Deer Industry New Zealand FGM Registration forms can be obtained from the Deer Industry New Zealand office – info@deernz.org, phone (04) 473 4500, 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
NZ Society of Animal Production LIC/Dexcel campus, Newstead, Hamilton. Contact: <a href="mailto:eric.kolver@dexcel.co.nz">eric.kolver@dexcel.co.nz</a>	28 June – 1 July
Deer Production Management Course - Alexandra The aim of this course is to combine the practical and technical aspects of successful deer farming practices. Students will gain knowledge in deer feeding, feed budgeting, deer health, deer breeding and mating, venison and velvet production as well as business planning. Course Cost \$250 and conditions apply. For more information phone 0508 247 428, email <a href="mailto:admin@agribusiness.ac.nz">admin@agribusiness.ac.nz</a>	10 – 12 August
Deer Production Management Course - Taupo Course Cost \$250 and conditions apply. For more information phone 0508 247 428, email <a href="mailto:admin@agribusiness.ac.nz">admin@agribusiness.ac.nz</a>	17 – 19 August
Deer Production Management Course - Balfour Course Cost \$250 and conditions apply. For more information phone 0508 247 428, email <a href="mailto:admin@agribusiness.ac.nz">admin@agribusiness.ac.nz</a>	3 – 5 November

## >>> OTHER NEWS

### **Venison Strategic Intent – Feedback Sought**

The proposed Venison Strategic Intent 2004-2010 has been released for industry consultation. It has been drafted with input from stakeholders including venison processor/exporters and DFA national and regional bodies.

Written feedback is sought by 16 June. This is an important opportunity to review the proposed direction and objectives of the industry's venison programme over the next 5 years. A copy of the Strategic Intent can be downloaded from the Deer Industry New Zealand website: <http://www.deernz.org/?id=331>. Or, please contact Mira Fraser for a copy: ph (04) 471 6110, email [mira.fraser@deernz.org](mailto:mira.fraser@deernz.org).

*Venison Industry Strategic Intent released for industry consultation.*

*Feedback due 16 June.*

### **Velvet Market Remains Sluggish**

The current price for dry whole piece velvet is reported to be in the region of USD180 per kilo (3.2 frozen kilos equals 1 dry kilo). This price has changed little during the season. Exporters report that business is sluggish for dry whole piece product. The trade in frozen velvet is reported to be over with most frozen velvet having been exported already.

*Velvet market conditions remain difficult – export prices stable.*

### **Cervena Review Report Released – Feedback Sought**

The Cervena Trust has released an independent review of the Cervena® appellation and programme for deer industry feedback. The Trust has released a paper setting out its proposed next steps to determine how Cervena should operate in the future.

The review was conducted by Castalia Ltd whose major findings and recommendations are that:

- Cervena is a product which, if well promoted, should be able to sustain a margin over venison and other red meats in the North American and other markets.
- While a lot has been achieved by the Cervena programme, it still does not appear to have delivered as much as originally expected.
- A new structure is needed to improve Cervena's effectiveness.
- Cervena should be marketed as a brand, not an appellation.
- All aspects of operation and marketing under the brand should be consolidated under the control of a single entity.
- The ownership and form of this new entity be determined by seeking proposals from interested parties for ownership of the brand.

The Cervena Trust will be seeking a range of industry and professional advice on the contents of the report but Trust Chairman, David Wright, confirmed that the Trust's preliminary view supports the report's main recommendations.

"However, this process can not be implemented for some time – possibly as late as September 2006 depending on whether current licensees wish to retain their current licenses" says Mr Wright.

"Before a decision is made on whether to implement the recommendation of the Cervena Review, the Cervena Trust is discussing with industry stakeholders whether it is possible to improve the performance of the Cervena programme within current structures." These discussions include whether it is possible to develop a new strategy for Cervena which all parties will support and whether current funding issues can be resolved to ensure both adequate resourcing for the Cervena Trust and increased promotional investment by current licensees.

The Trust is now seeking feedback from deer industry stakeholders, on the Trust's proposed next steps. Feedback is due by 2 July. A summary of the report and response from the Cervena Trust are available from Deer Industry New Zealand – contact Mat Moyes (04) 471 6111, [mat.moyes@deernz.org](mailto:mat.moyes@deernz.org). Otherwise, a copy can be downloaded from the Deer Industry New Zealand website at <http://www.deernz.org/?id=331>

*Cervena Review Report released.*

*Major recommendations summarised.*

*Feedback sought by 2 July.*

# Deer Notes

## Conference, Awards, Voting and Proxies - Final Reminders

### Early Bird Registrations

This week is the close off for early bird registration for Conference 2004. Registration forms are inserted in the Deer Industry News, March or May editions.

Contact conference organiser, Pat, at DCMS for any further details (03) 477 1377, pat@dcms.co.nz

*Earlybird registrations close off this week.*

### Awards

- Nominations and citations for the **Matuschka Award** due to the Producer Manager by close of play 1 June – [tony.pearse@deernz.org](mailto:tony.pearse@deernz.org), Ph (021) 719 038, Fax (04) 472 5549
- Newsletters or requests to be considered for the Branch newsletter **Rumpole Cup Award** due to the Producer Manager by close of play 1 June - [tony.pearse@deernz.org](mailto:tony.pearse@deernz.org), Ph (021) 719 038, Fax (04) 472 5549
- Photographic entries for the Annual **Warnham/Woburn Society Photographic Competition** close on 1 June. Contact Rachael Mitchell, [rodway@xtra.co.nz](mailto:rodway@xtra.co.nz), 07 333 2151

*1 June close off for Awards entries:*

*- Matuschka Award*

*- Rumpole Cup*

*- Warnham/Woburn Society Photographic Competition*

### NVSB

Expressions of Interest for the North Island appointment to the NVSB are due direct to the Producer Manager by close of play 1<sup>st</sup> June - [tony.pearse@deernz.org](mailto:tony.pearse@deernz.org), Ph (021) 719 038, Fax (04) 472 5549

*EOIs for North Island NVSB appointment close 1 June*

### Voting

Voting for the North Island Selection and Appointments Panel member closes on the 14<sup>th</sup> June. Voting papers are enclosed in separate packaging in DIN 9

*Voting for North Island SAP member closes 14 June*

### Proxy Forms

These are found at the back the NZDFA Annual Report inside the May Deer Industry News.. We know the perforations don't work. The magazines printer failed to put the holes in spite of 3 memos, pleas and reminders. Please just fill it in, cut or tear it out and fax the completed form to the Deer Industry New Zealand office on the old number 04 382 9143 as printed on the form or the new one 04 472 5549. It helps if you can do this earlier rather than later please.

*Proxy forms due at the DFA office by mid-day 21 June.*

If your details are incorrect please correct them and advise a contact number in the box provided.

### Stag Sculpture Up for Grabs

Murray Matuschka will be offering life-size stag sculpture for tender/auction at conference as a Johnes Research Group fundraiser for the Tongariro Branch.

The unique life-size stag sculptures are crafted in concrete and stunningly finished in full antler and in classic pose – the hallmarks of Murray's unique artistry. The sculpture will not only be a visual conference feature but has been offered as a contribution aid the Johnes Research Group's fundraising process.

Murray has advised that all proceeds above the artist's reserve are available to the group for this project. The bidding process is yet to be finalised but is open to all farmers throughout NZ whether they are able to attend conference or not. Further details and a photograph of the just completed work will be posted on the website and distributed to the Branches later this week.

This is an extraordinary opportunity. Please contact Chris Parkinson, (07) 372 8649 or Murray himself on (07) 377 6070 for further discussion.

*Life-size stag sculpture offered for tender/auction by Murray Matuschka as a Johnes Research fund-raiser.*

# Deer Notes

## German Economy – Signs of a Cautious Recovery

A recent survey shows that German business confidence was little changed in May, suggesting a moderate recovery in Europe's biggest economy will continue in the coming months.

The IFO research institute said its business climate index, based on a monthly poll of 7,000 companies, fell to 96.1, from 96.3 in April. Companies' assessment of current conditions worsened, while expectations were little changed, the institute said.

"The slight fall in the business climate indicator resulted from gloom in the eastern states, whereas in western Germany it rose slightly," IFO President Hans-Werner Sinn said in a statement. "The latest survey results, especially the almost unchanged expectations, point to a continuation of the moderate economic recovery in Germany in coming months," he added.

Ralph Solveen, an economist at Commerzbank in Frankfurt, said it was a positive sign that the expectations component of the index had stabilized in May. "The mood of firms is not one of sky-high jubilation, but not that deeply gloomy either," he added. "That fits with the picture of a cautious recovery."

Source: Reuters, reported at [www.cnn.com](http://www.cnn.com)

*Suggestions of a continuing but moderate recovery in the German economy.*

## Deer Production Management Courses

For several years Agribusiness Training (ABT) has been offering the National Certificate in Production Management (Deer). The courses which will be held in Alexandra (10-12<sup>th</sup> August), Taupo (17-19<sup>th</sup> August) and Balfour (3-5<sup>th</sup> November) will include deer feeding, feed budgeting, deer health, deer breeding and mating, venison and velvet production as well as business planning.

The aim is to combine the practical and technical aspects of successful deer farming practices and will appeal to people already in the deer industry or considering converting, as well as people wanting to gain employment in the expanding industry.

The course comprises theory sessions and field trips and is tutored by Bill Fraser with special presentations from Tony Pearse and local veterinarians.

Participants who successfully complete all of the course requirements will receive a NZQA recognized National Certificate in Deer Production Management. Similar courses have been successfully run by Agribusiness Training throughout the country.

Agribusiness Training has branches in Invercargill, Timaru, Ashburton, Christchurch and Hamilton. For more information on courses please contact Agribusiness Training on 0508 AGRIBUSINESS (0508 247 428).

*Deer production management courses covering feeding, health, breeding, venison and velvet production and business planning.*

## New Elk Wapiti Society President

Grant Muir, long time committee member of the Elk Wapiti Society of New Zealand from Wapiti Park, Harri Hari, South Westland (03 753 3074, [wapitipark@xtra.co.nz](mailto:wapitipark@xtra.co.nz)) has taken over the reins of leadership from 4 term President Tom May who has retired. Secretary Jane Bulleid has also stepped down with Tracey MacLean back in this position ([achnahanat@xtra.co.nz](mailto:achnahanat@xtra.co.nz), 03 318 3101, 0274 384 848)

*Grant Muir new EWSNZ President*

## Johne's Disease Information

The Johne's Research Group has prepared an excellent, brief and easy to read paper on Johne's Disease. It is a layperson's summary of the current state of knowledge regarding Johne's Disease with practical recommendations regarding how to identify the disease on-farm, what to do if a farmer discovers it and steps to take to prevent infection, when buying in animals for example.

The paper can be downloaded from the DEEResearch website at the link below, or request a copy from Mira Fraser – Phone (04) 471 6110, [mira.fraser@deernz.org](mailto:mira.fraser@deernz.org) <http://www.deeresearch.org.nz/dl.asp?id=1246>

*Johne's Disease - Information available*

# Deer Notes

## Budget Bonuses for Agriculture

The Budget announced last Thursday held some positives for New Zealand agriculture. While there was a clear focus on the family and boosting incomes for lower earners, a number of elements in the budget address issues which are priorities for agriculture:

- Additional \$2 million to assist export market development
- Additional \$1.7 million to assist New Zealand's trade negotiations
- Additional \$212 million for Research, Science and Technology over the next four years
- Providing funding to establish a Foot & Mouth Disease vaccine bank.

*Additional funding announced in some key areas for agriculture.*

## Rick Stein Meets a Local Venison Food Hero

Popular UK media chef, Rick Stein ([www.rickstein.com](http://www.rickstein.com)) whose books and TV programmes reach worldwide audiences, was in New Zealand last week promoting his latest book. Stein attended a function put together by the New Zealand Guild of Food Writers in Wellington, where he spoke about writing, about food and about Padstow, his home town in Cornwall. Attending and promoting at the event was Robin Ferguson, of Pohangai Valley Venison - a local food hero himself. Robin, also a deer farmer, displayed New Zealand venison alongside some of his fantastic venison pies.

The audience were keen to see if Stein had plans to take his TV series "Food Heroes" to New Zealand, and if so, every effort will be made to have a venison hero in the itinerary.

*Venison products displayed at Rick Stein Food Hero breakfast.*

## Forage Cereals Field Day

"Use of forage cereals for grazing and silage production" - Winchmore Research Station, Winchmore Dromore Highway, Ashburton, **Wed 16 June 1.00pm -4.00pm.** Hosted by Agricom with AgResearch and Crop and Foods scientists featuring Tom Fraser on 2 years of production trial data, Ross Hanson, Crop & Food on management, and Charlotte Westwood on nutrition and farm systems utilizing whole crop cereal silage. Register attendance at [info@agricom.co.nz](mailto:info@agricom.co.nz) or with Craig Thomson (03) 308 8772. Wet weather gear advisable.

*Major field day at AgResearch's Winchmore Research Station*

## German Media BBQ New Zealand Venison



*Food media at a Venison BBQ in Munich*

As part of "Sommerkampagne" - the New Zealand venison retail campaign stretching from May through to August, German media were given New Zealand venison cooking lessons last week in Munich and Hamburg. A total of 48 journalists and editors attended the demonstrations, where top local chefs gave a BBQ demonstration and some cooking tips.

Covering women's, food, lifestyle, fitness and general interest publications, the media

were given press kits including stories, recipes and photographs. Each participant also received a New Zealand venison apron, and various promotional items. Deer Industry New Zealand PR contacts in Germany will now follow up with all attendees to offer help, additional imagery or ideas for story lines.

*German food media treated to venison BBQ demonstration as part of the Summer Campaign promotion for NZ Venison in Germany.*

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

Tel: +64-4 473 4500  
Fax: +64-4 472 5549  
[www.deernz.org](http://www.deernz.org)  
[www.velvet.org.nz](http://www.velvet.org.nz)  
[www.nzvenison.com](http://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.