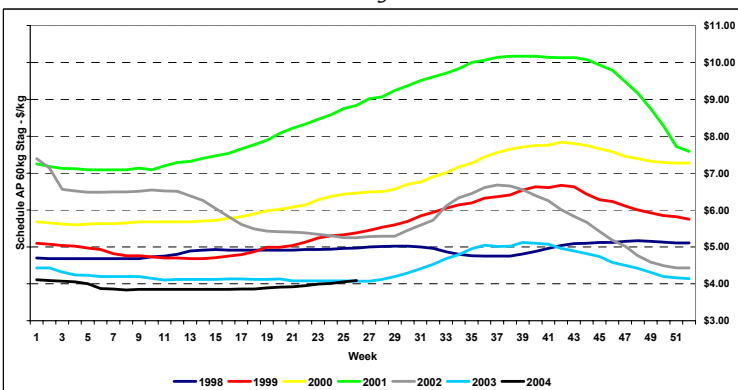


## >>> VENISON SCHEDULE

This week (week 26): \$4.09 (up 4 cents from previous week).  
Up slightly (2 cents) on the same time last year.  
Down 32% on the 10 year average for this time of year (\$6.01)

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



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## >>> UPCOMING EVENTS & IMPORTANT DATES

### Cervena Review – Closing Date for Submissions

2 July

A copy of the Cervena Trust's paper on the Cervena Review can be downloaded from the DINZ website (<http://www.deernz.org/?id=331>), or contact Mat Moyes – Ph (04) 471 6111, [mat.moyes@deernz.org](mailto:mat.moyes@deernz.org)

### Deer Production Management Course - Alexandra

10 – 12 August

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 [admin@agribusiness.ac.nz](mailto:admin@agribusiness.ac.nz)

### Deer Production Management Course - Taupo

17 – 19 August

Course Cost \$250 and conditions apply. For more information phone 0508 247 428, email [admin@agribusiness.ac.nz](mailto:admin@agribusiness.ac.nz)

### Deer Production Management Course - Balfour

3 – 5 November

Course Cost \$250 and conditions apply. For more information phone 0508 247 428, email [admin@agribusiness.ac.nz](mailto:admin@agribusiness.ac.nz)

### North Island Velvet Competition

26-27 November

To be held at the Otaki Coldstores. Contact Peter Adlam for more information – ph (04) 293 2224, or email [peter.adlam@xtra.co.nz](mailto:peter.adlam@xtra.co.nz)

## >>> OTHER NEWS

### NEW DFA CHAIRMAN

At the industry conference in Taupo last week, Andrew Mitchell of Rotorua was announced as the DFA Executive Committee's new Chairman following the retirement of previous Chairman Errol Croad.

Hawke's Bay deer farmer Tim Aitken was elected to the Executive Committee unopposed. The DFA Executive Committee is now:

- Andrew Mitchell (Rotorua), Chairman
- Tim Aitken (Hawke's Bay)
- Andrew Fraser (South Canterbury)
- Bill Taylor (Southland)

*Andrew Mitchell appointed  
DFA Executive Committee  
Chairman.*

*Tim Aitken elected to  
Executive Committee.*

### CELEBRITY THAI CHEF ENJOYS VENISON IN NEW ZEALAND



Celebrity Thai TV personality, Chef McDang ([www.mcdang.com](http://www.mcdang.com)) visited New Zealand in June and enjoyed his venison experience, hosted by Ruth Pretty ([www.ruthpretty.co.nz](http://www.ruthpretty.co.nz)).

The trip to New Zealand was a reconnaissance mission to gather story lines for a forthcoming TV show in Thailand, and Chef McDang has already signalled an interest in New Zealand venison.

Chef McDang's TV programme, "McDang's World" is on air in Thailand every Sunday from 4:00pm to 5:00pm and appeals to medium to high income earners who are interested in new food concepts, wine and travel. Chef McDang has spent most of his working life in England and the USA, is part of the Thai Royal family and enjoys celebrity status in Thailand.

*Thai celebrity chef (and Thai  
royal) checks out NZ venison  
for his TV show.*

*Above: Chef McDang and Ruth Pretty discuss food and more.*

### BY SCOTT!

Tirau veterinarian and deer farmer and Chairman of the NVSB velvet removal programme Dr. Ian Scott was announced as the winner of this year's Deer Industry Award sponsored by The Deer Farmer. 'Scotty' has a long history of contribution to the deer industry as a veterinarian and, at a national industry level, being heavily involved with the industry's DeerQA programmes as well as the National Velvetting Standards Body.

*Ian Scott wins Industry  
Award.*

### SELECTION AND APPOINTMENTS PANEL

Roger Aitken (Taihape) and Bob Kingscote (Canterbury) replace retiring Selection and Appointment Panel (SAP) members Suzie Hall and Chris Hughes respectively.

John Cusdin (Taranaki) was also appointed to the SAP to fill the vacancy caused by Tim Aitken's resignation from the SAP and appointment to the Executive Committee.

The Selection and Appointment Panel's eight members are now:

- The four Executive Committee Members (A Mitchell, T Aitken, A Fraser, B Taylor)
- Roger Aitken (Taihape)
- John Cusdin (Taranaki)
- Bob Kingscote (Canterbury)
- Keith Orange (South Canterbury)

*Roger Aitken, John Cusdin  
and Bob Kingscote new SAP  
members.*

# Deer Notes

## FGM PROCEEDINGS

Copies of the speeches and presentations made at the Deer Industry New Zealand Formal General Meeting will be posted to all known deer farmers with (or around the same time as) the July issue of Deer Industry News. Advance copies of speeches and slides will be downloadable from the Deer Industry New Zealand website shortly.

*Formal General Meeting Proceedings available soon.*

## CERVENA AT ASPEN FOOD & WINE CLASSIC

Cervena® was represented at one of America's premiere culinary events, the Food and Wine Classic at Aspen, Colorado - a 'who's who' of influential US consumers and leaders in the US food & wine industry.

Graham Brown prepared Cervena loin with a 4-pepper crust, blackcurrant glaze served with a chipotle chilli chutney. Brown commented that this year's Aspen was the busiest he had seen, with over 5,000 visitors consuming 330lbs of Cervena.

*Cervena promoted at the Food & Wine Classic in Aspen, Colorado.*

## SOMMERKAMPAGNE TOPS 25,000

Only one month into "Sommerkampagne" - the industry's major summer retail initiative, over 25,000 German consumers have already registered their details onto the industry website ([www.nzvenison.com](http://www.nzvenison.com)). Each registrant is posted a New Zealand venison brochure with cooking tips and recipes. They are also entered into the competition to win flights to New Zealand, and NZ Venison branded kitchen knives and BBQ sets.

Supermarket tasting tours will accompany the print advertising campaign, in what is a comprehensive effort to encourage German consumers to sample New Zealand venison at the height of summer.

Popular German web-based trade publication [www.meat-n-more.info](http://www.meat-n-more.info) has published an article on Sommerkampagne. Trade publications are an important component of the campaign, as they can help sell a promotion to a retailer. The article, with a link to [www.nzvenison.com](http://www.nzvenison.com) can be found here [http://www.meat-n-more.info/portal/index/index\\_news.php?we\\_objectID=1853](http://www.meat-n-more.info/portal/index/index_news.php?we_objectID=1853)

*25,000 entries into consumer competition as one part of summer campaign activity.*

## DEER NUMBERS

Approximately 1,500 lucky deer farmers have been selected to receive a copy of the 2004 Statistics New Zealand Survey of Agricultural Production. Those selected should have received a copy already and are requested to please complete it accurately and return it.

Last year 1,140 deer farmers of the 1,530 selected completed and returned the Survey form - a 75% response rate. Hopefully we will do better this year.

Your responses are important for providing an accurate picture of deer numbers in New Zealand - a critical piece of information for industry planning and forecasting purposes.

The DFA and Deer Industry New Zealand will be conducting an industry survey late next month and your co-operation is requested for that as well.

## HELP NEEDED PLEASE

Thanks to the 7 deer farmers who responded to the plea for help in the June issue of Market Report and offered to participate in a detailed deer herd telephone survey. We were hoping to get 100 farmers working with us on this so if you are able to assist with half an hour of your time please email [deer.survey@deernz.org](mailto:deer.survey@deernz.org) or free-fax 0800 329 442 with your name, region, phone/fax number and approximate numbers of deer.

*Please accurately complete and return the Statistics New Zealand Survey of Agricultural Production if you receive it.*

*Looking for 93 more volunteers to assist with a detailed deer herd survey.*

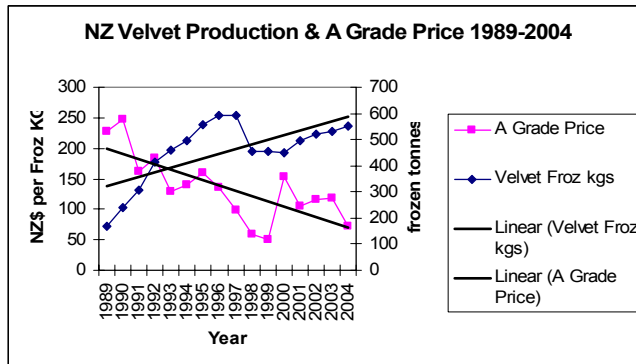
# Deer Notes

## VELVET AND CO-PRODUCT STRATEGY OUT FOR CONSULTATION

A draft Industry Strategy for velvet and co-products has been prepared and is now open for industry consultation. A summary is provided below, but the full paper is available from Mark O'Connor ([mark.oconnor@deernz.org](mailto:mark.oconnor@deernz.org) or phone (04) 471 6113) or can be downloaded from: <http://www.deernz.org/n331.html>.

*Industry feedback sought on proposed Velvet and Co-Product Strategy 2005-2010*

In the space of 35 years, New Zealand has grown to become the largest producer and exporter of deer velvet in the world. It has a strong infrastructure. But it faces significant challenges. Long term, velvet supply is increasing while per kg returns are decreasing as shown by the graph below:



The industry is reliant on Korea which means:

- less competition for NZ's velvet
- the market is over-supplied as production increases
- if there is a problem in Korea, NZ velvet has few options.

The Strategy: 6 key objectives that lead to a sustainable NZ velvet industry:

**1. New channels and NZ velvet products in South Korea.** Gain good access to the Korean market for finished product, eg sliced velvet, tonics and other further processed product. Be able to distribute as local Korean velvet. Have lower border costs through removal of the SET. Assist companies selling NZ velvet through joint and generic promotion

**2. New sales of NZ velvet in Taiwan:** Gain good access for NZ frozen velvet to Taiwan Assist companies selling NZ velvet through joint and generic promotion

**3. New sales of NZ velvet in China** Have good access to China for traditional (whole piece, sliced) and non-traditional (tonics, capsules, sprays etc). Assist development of distribution arrangements (eg, single brand, range of distributors. Assist companies selling NZ velvet through joint and generic promotion

**4. Wound healing product derived from NZ velvet** Revenue from a wound healing product with benefits flowing back to the NZ deer industry (eg royalties and/or product sales)

**5. Athletic performance product derived from NZ velvet** Industry sales from an athletic performance product with benefits flowing back to the NZ deer industry

**6. New product development opportunities for NZ deer velvet** Have a pipeline of new velvet product development opportunities flowing from research (eg, cartilage growth, anti-aging benefits, blood health)

### Other 'Non Negotiables'

- The NZ velvet industry must be meeting its welfare obligations (and shown to be)
- The products the NZ velvet industry sells must be fit for intended purpose, and shown to be so. Eg Industry Agreed Minimum Standards and Velvet Activity Index™.
- Existing market access must be reasonable (NZ/AUS harmonisation and USA regulations)

	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 <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.
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