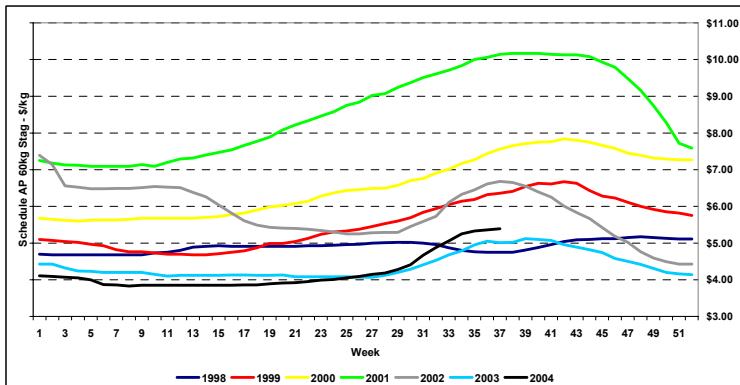


>>> VENISON SCHEDULE

This week (week 37): \$5.39. Up 3 cents from last week. Up 8% on the same time last year.

Down 22% on the 10 year average for this time of year (\$6.96)

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



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>>> NEWS & UPDATES

VELVET REMOVAL & GRADING

A bulletin will be posted out to velvetters and their Supervising vets next week that provides an update on the NVSB programme including details on the annual audit programme, velvet removal research and includes the drug record book. Invoices for the annual fee will be posted 01 October.

Also included will be an update on the Velvet Grading Guidelines – which can be downloaded from the DINZ website at: <http://www.deernz.org/n37.html>

Update coming for velvetters

Velvet Grading Update

VENISON IN THE MEDIA - 1



Following the media BBQ seminars held in Munich and Hamburg in May this year, there continues to be good editorial coverage. The latest article, promoting the health benefits of New Zealand venison, has appeared in popular women's magazine "Für Sie" and has an advertising equivalent value in excess of \$30,000.

Coverage for NZ Venison in the German food media following on from Summer Campaign activities.

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IMPORTANT MEETINGS – INDUSTRY CONSULTATION

DINZ Chairman, Clive Jermy, Board Members and CEO MJ Loza will be attending a nationwide series of meetings from 11 to 22 October to discuss whether the industry wants to retain DINZ for the next 5 years and, if so, for what range of activities.

The meeting schedule is included in the September issue of *Market Report* (which can be downloaded at <http://www.deernz.org/n114.html>) or can be requested from the DINZ office – ph (04) 473 4500, info@deernz.org. The meeting schedule is also set out on the back cover of a Consultation Document which will be posted to all deer farmers around 1 October.

As well as remandating issues, meetings will include updates on current programmes and markets and an **important update on velvet removal issues**.

Please come to a remandating consultation shed meeting.

VENISON IN THE MEDIA - 2

In their August / September edition, popular New Zealand foodservice publication CATERING PLUS has published a page on the health benefits of New Zealand - with the headline "New Zealand Venison fits requirements for healthy cuisine".

The page shows a nutritional comparison table, and closes with the comment "New Zealand venison is naturally healthy, being low in fat calories and cholesterol, yet easy to prepare and cook. It is suited to almost every cooking style and has great taste and versatility."



More venison coverage in the food-media, this time in NZ.

CONGRATULATIONS TO CHEF DAVID THURLOW

Congratulations to Chef David Thurlow who won the best venison dish competition at the recent Restaurant Association of New Zealand Culinary Fare held in Auckland.

His winning dish, Spiced Venison with Squash Puree, Blue Cheese Tortellini and Glazed Turnips was judged by Graham Brown. If you want to have a go at replicating David's dish, visit the recipe section of www.nzvenison.com.

Chef Thurlow is accustomed to having to prepare top quality dishes under a time pressured environment, being Chef at Government House in Wellington, where he prepares dishes for dignitaries from around the world.

Chef Thurlow wins best venison dish competition at Restaurant Association of New Zealand 'Culinary Fare'.

CODE OF WELFARE FOR DEER

This code is expected to be released in a few weeks time for public consultation by NAWAC. NAWAC have been working closely with the industry in recent weeks to progress the development of the code from when it was presented to them in July this year. We will advise you of when this happens and urge people to make submissions on the code.

Code of Welfare for Deer due out for public consultation soon.

ABORTIONS?

Any deer farmers experiencing abortions in their herds are requested to contact Producer Manager Tony Pearse: (021) 719 038, tony.pearse@deernz.org. Little is known about the prevalence of abortion in deer or the possible reasons - deer farmers' input would be greatly appreciated.

Request for farmer advice regarding deer abortions.

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STANFIELD'S BUSHEY PARK & SCNO SEMINAR PROCEEDINGS

Attendees at the Stanfield's Bushey Park / SCNO Velvet and Venison Seminar will have these proceedings posted to them as soon as they are available.

For further copies and for other interested parties, please send \$10 to Tony Pearse at DINZ office (PO Box 10702, Wellington) or Peter Aitken, SCNO Chairman (Levels Valley Road, 4RD Timaru) with a clear address for return mailing.

Deer Industry New Zealand will circulate a complimentary copy to all Branches as an information source.

Proceedings available to seminar registrants.

SUBMISSIONS INVITED ON 1080 REASSESSMENT

Public submissions on the use of the pest control poison 1080 (sodium monofluoroacetate) have been called for by the Department of Conservation and the Animal Health Board.

The submissions will be included with a joint application by DOC and AHB for a full reassessment of 1080 by the Environmental Risk Management Authority under the Hazardous Substances and New Organisms Act.

1080 is mainly used for possum control by DOC for protection of native flora and fauna and by AHB to prevent possums from infecting cattle and deer with bovine tuberculosis.

The application for reassessment of 1080 will be the first reassessment of a hazardous substance under the HSN0 Act. The grounds for reassessment, which have already been agreed by ERMA are:

- There is a significant body of new information about 1080
- Use of 1080 has increased with expansion of possum control programmes by DOC and AHB
- Public concern over the use of 1080, especially in aerial application

As well as consulting with the public, DOC and AHB will undertake a detailed hazard classification of 1080 and an analysis of the risks, costs and benefits of its use. To help with the consultation process, AHB and DOC have produced a public discussion document, which is available from DOC offices throughout the country and on-line at www.1080reassessment.govt.nz. **Submissions close at the end of October 2004.**

Following consideration of submissions, DOC and AHB expect to submit the reassessment application to ERMA in late 2004 or early 2005. Following this, ERMA will notify the application and call for further submissions.

For further information please contact: Harry Broad, Department of Conservation, 04-4710726, Nick Hancox, Animal Health Board, 04-4747803

Submissions invited on 1080 reassessment.

Submissions close 31 October.

ERMA will then call for further submissions.

FOOD TRENDS DISCUSSED

A respected food commentator recently reported the following food trends to look out for. Five key trends outlined were;

- (1) An increase in the range of "**fake foods**", defined as foods that allow you to have your cake and never know you ate it!
- (2) People will seek more **authenticity** in the foods they eat, making the origin of ingredients an increasingly important driver.
- (3) While prepared foods are here to stay, there will be more **individualism**, with many prepared foods now available in single serve portions. This could signal the end of the shared meal, where people enjoy the same foods together.
- (4) We will continue to see the erosion of cooking skills, however at the same time people will consider **cooking as a hobby** - perhaps to compete with gardening.
- (5) People will seek to eat their way to health, with increased innovation in **functional foods**.

5 key food trends – food for thought.

Source: Network PR – Food Talk

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>>> UPCOMING EVENTS

<p>Marlborough Branch Young Stock Competition and Dinner Young Stock Competition to be held on Mon 20th and Tue 21st Sept. This is followed on Tues night by a Presentation Dinner/ speaker/ auction at the Marlborough Club commencing with Happy Hour from 5.30pm. This year's speakers are Gary and Sue Joll, author and a successful Trophy Hunting guide for 22 years at Lilybank Station. More information: Kevin Hayes (03) 578 6923</p>	20 & 21 September
<p>Sustainable Farming Field Day The 2004 Elworthy Environmental Award Winners - George and Mary Scott, in conjunction with the Southland Branch of NZDFA are hosting a field day at their award winning property on Thursday October 14th. Starts 1pm till 5pm, BBQ to follow. Signposted from SH1 near Pukerau – North of Gore Further enquiries: Eddie Brock: 03 207 6822, John Paterson: 07 3322093</p>	14 October
<p>Deer Production Management Course - Balfour Course Cost \$250 and conditions apply. For more information phone 0508 247 428, email admin@agribusiness.ac.nz</p>	3 – 5 November
<p>South Canterbury-North Otago Branch, NZDFA: Sutherlands Field Day 5 October, from 10.30am The SCNO Branch invites members to Mark and Anna Hawkins', of Sutherlands Deer Farm, to a deer production field day at their property at Sutherlands, 7k west of Pleasant Point on SH 8, on Tuesday 5 October. The focus will be on deer economics, feeding programmes and deer breeding. <u>Programme:</u> 10.30 Tea/Coffee Farm Tour Forage Development; Tom Fraser (AgResearch) 12.30 Barbecue Lunch 1.30 Deer Farming Economics; Andrew McFarlane (McFarlane Rural Business) Marketing Issues; Alistair Betts (Timaru Prime Port, Zespri) Breeding and Genetics; Noel Beatson (Rural Veterinary Services) 3.30 Conclusion Active discussion and debate are encouraged with each presentation For further details please contact: Mark Hawkins ph 6147131 or Peter Aitken 6147482</p>	5 October
<p>Hawke's Bay Branch Velvet Competition For more information: Mike McCormick (06) 858 9127</p>	19 November
<p>South Canterbury – North Otago Branch Velvet Competition Organiser: Kelly Hudson (03) 686 1967</p>	26 November
<p>North Island Velvet Competition</p> <ul style="list-style-type: none"> • Velvet Viewing will be at Otaki Cold Storage from 3-5pm on the 27th • Dinner and the Awards Ceremony will be held at the Waikanae Golf Club from 7.30pm at the price of \$35 per head. <p>If you have any further queries please don't hesitate to contact either Pete Adlam on 04-2936300 or myself on 04-2937177 – REMEMBER – NEW SIRE OF 3 CLASS.</p>	26 - 27 November
<p>Wairoa Branch Velvet Competition More information: Ian Pickering (06) 837 5977</p>	27 November
<p>Taranaki Branch Velvet Competition More information: John Cusdin (06) 762 7852</p>	2 December
<p>Southland Branch and National Velvet and Hard Antler Competition More information: Eddie Brock (03) 207 6822</p>	6 - 8 December
<p>National 2 y/o Velvet and Hard Antler Competition Rooms are available at the Copthorne Solway. For further details contact Anne Allen, Secretary, Wairarapa Branch – (06) 372 7706, allens@wise.net.nz</p>	19 February 2005

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 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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