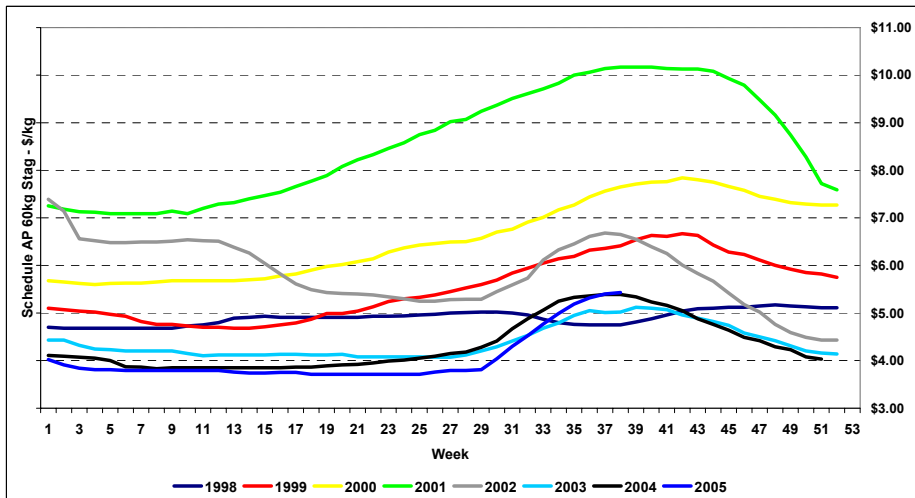


## >>> VENISON SCHEDULE

This week (week 38): \$5.43. Up 3 cents from last week. Up 1% on the same time last year (\$5.39).  
Down 19% on the 10 year average for this time of year (\$6.71)

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



### IN THIS ISSUE

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### HARVEY MOFFAT

Congratulations to Venison Marketing Services Manager, Innes Moffat and wife Megan on the birth of Harvey, (brother to Hugo), 3.6 kgs. He was born on Sunday morning at 8.20am following the excitement of the elections and shield challenge. Innes reports 'He arrived in one piece and appears to have all the right bits'.

*Venison consumer of the future arrives*

# Deer Notes

## WHERE'S THE VENISON (PLEASE)?

Our NZ farm raised venison is becoming more & more commonly available in New Zealand supermarkets. There's been some great product development by the companies and wider distribution is starting to gain momentum. If it's not in your local supermarket, please ask the supermarket manager, 'Where's the Venison?' If enough of us ask, the supermarket will stock it.

Then, of course, it has to sell. Please let your friends know that NZ farm raised venison is the delicious & nutritious meal option. City people have a tendency to think they can't cook it, so let them know there's generally an easy to follow, simple recipe on the back of the pack.

The challenge is to get people to give NZ farm raised venison a try (using a simple fail safe recipe). Once we get it in their mouths, venison will speak for itself.

*NZ farm raised venison:  
ask for it by name*

## AN INTERESTING USE FOR BONELESS B VENISON

Have you ever wondered what happens to manufacturing grade venison? Well, maybe not, but one interesting use is in a traditional Swedish/Finnish dish called *Skarve*.

Frozen Boneless B venison is defrosted, mixed with a salt and water binder, formed into a block, thinly sliced, packaged frozen, and sold. At home, people take a chunk of the frozen slices, put it in a fry pan, cook it on a single side, flip the chunk, peel the top slice off, then continue cooking, flipping and peeling. The thin slices are served with mashed potatoes and a lingon berry sauce.

Sounds like a tasty alternative use of manufacturing venison away from the traditional market.

*Skarve: NZ Venison, the  
Nordic Way*

## >>> VELVET

### GRADING GUIDELINES UPDATED

New grading guidelines posters will be in the post at the end of the week to all farmers and processors of velvet. The new posters take into account changes to the guidelines since the poster was published in 1996. The Velvet Grading Guidelines Review Committee (including representation from producers, processors, road buyers and exporters) met in July to discuss the guidelines. A document detailing the key changes agreed by the committee will be with the poster and is available at [www.deernz.org/resources](http://www.deernz.org/resources).

*Grading guidelines are in  
the mail (nearly)*

### NEW NATURO™ RING TECHNIQUE APPROVED

Following research by the Canterbury Spiker Velveting Group, a new method for applying NaturO™ rings has been approved by NAWAC and the NVSB. The technique is suitable for use on branched spikers and single spikes of large circumference. It should eliminate many of the problems associated with conventional NaturO™ ring application and have a positive effect on spiker velveting compliance. Details of the new method appear in the new NVSB Manual.

*New method for applying  
NaturO™ rings approved*

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)

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# Deer Notes

## COLIN MEAD'S TV PROMOTION OF VELVET CONTINUES

Deer Industry New Zealand is working with Silberhorn Ltd to communicate Colin Mead's association with velvet dietary supplements. This follows on from successful television advertising early in 2005. This new project will include television advertising in Auckland, on Sky Sports and national TV. The advertising is helping to break down common mis-perceptions of velvet, and through the association with New Zealand icon Colin Meads, will increase the overall demand of all velvet products in New Zealand.

*Pinetree Meads backs  
Emperor's tonic*

## >>> NEWS & UPDATES

### VELVET REMOVAL COMPLIANCE

The deer industry is under more pressure than ever before to ensure velvet is removed legally, following prosecutions for illegal velvetting earlier this year. Although DINZ and the NVSB work closely with regulatory authorities on compliance issues, this alone is not enough to protect the industry.

Please help ensure the future of velvet removal in New Zealand, by following NVSB guidelines when removing all velvet (including spiker) and reporting non-compliance to either the NVSB or authorities for investigation.

**Make sure that a tourniquet is applied and tightened securely before administration of local anaesthetic.**

*Compliance with velvet  
removal programme*

### CONFIDENTIAL INDUSTRY SURVEY OF DEER NUMBERS

The industry survey was sent with Market Report to all farmers to complete to assist in forecasting and planning. As at today's date, there have been about 700 responses. If you haven't, please return your completed form as soon as you can. If you have mislaid your form (or feel you should have received one and didn't) please call (04) 473 4500 and we will send you out another one. Alternatively, download a blank form from [www.deernz.org/resources](http://www.deernz.org/resources). Thank you for your participation. The information is important to the industry.

*Industry Survey.  
Please respond.*

### CWD TESTING CONTINUES STRONGLY

The deer industry continues to test a robust number of samples to prove freedom from Chronic Wasting Disease. The deer industry tested samples from **705** animals showing some sign of ill-thrift, scouring etc for the period from October 2004 to July 2005. This is well in excess of the 300 samples which NZFSA indicates would be a reasonable sample. Roger Poland, Senior Advisor, Surveillance and Incursion Response, Biosecurity New Zealand commented, 'Once again the rate of field submissions has been very, very good. Congratulations to the NZ deer industry'.

*The deer industry tested  
samples from 705 deer from  
Oct 04 to July 05*

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# Deer Notes

## DEER INDUSTRY NEW ZEALAND DIRECTORS RE-ELECTED

John MacDonald (velvet and co-products) and Stewart Barnett (venison) have both been re-elected to their positions on the Deer Industry New Zealand Board for a term of three years.

They are the first directors elected under the new Deer Industry New Zealand Regulations 2004. The Deer Industry New Zealand Board comprises half producers and half processor/marketers.

*MacDonald, Barnett re-elected.*

## >>> UPCOMING EVENTS & IMPORTANT DATES

### NZDFA BRANCHES VELVET COMPETITIONS' CALENDAR

#### 2005/06 SEASON

#### 2005

Friday, 18 November, Hawke's Bay  
 Friday, 18 November, Waipa  
 Saturday, 19 November, Waikato  
 Saturday, 19 November, Wairoa  
 Monday, 21 November, North Island Entries in Grading Centre, WRI Hastings  
 Friday, 25 November, NIVC Judging, Duxton Hotel, Lake Rotoiti, Rotorua  
 Friday, 25 November, SC/NO, Timaru  
 Saturday, 26 November, North Island Awards Dinner, Rotorua  
 Wednesday, 30 November, Eastern Southland  
 Wednesday, 30 November, Taranaki  
 Thursday, 1 December, Sth Otago  
 Friday, 2 December, Closing Date for National Velvet  
 Friday, 2 December, Competition Velvet to Invercargill Freezer Wrightson  
 Monday, 5 December, National Velvet Competition Judging  
 Tuesday, 6 December, National Velvet Comp Awards & Dinner Invercargill  
 Friday, 9 December, Oxford A&P show Velvet Competition  
 Saturday, 17 December, Manawatu/Horowhenua/Wellington Kapiti

#### 2006

Saturday, 21 January, Elk Wapiti Society National Ashburton  
 Saturday, 28 January, Fiordland  
 Saturday, 25 February, National 2yo Velvet and HA and Branch Challenge, Masterton

#### Branch Chairmen's meeting

Details available from Tony Pearse (021 719 038)

19 & 20 October

#### Wairarapa Branch visit to Massey University (Forage trials)

Contact Anne Allen on 06 372 7706 or allens@wise.net.nz

21 November

### SUBMISSION DEADLINES

DoC Update of the Specifications governing the keeping of deer in captivity

23 September 2005

#### Animal Identification and Tracability Working Group

Proposal for an enhanced Animal Identification and Traceability System

30 September 2005

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