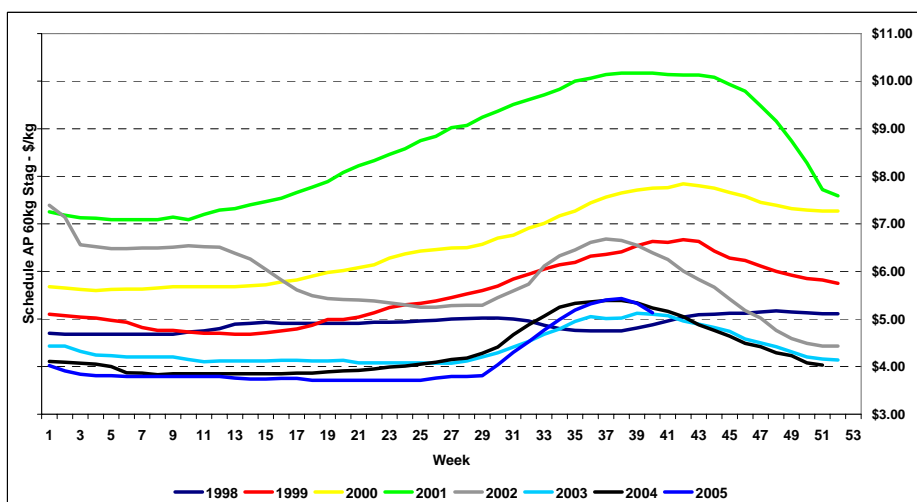


>>> VENISON SCHEDULE

This week (week 40): \$5.13. Down 20 cents from last week. Down 2% on the same time last year (\$5.23).
Down 23% on the 10 year average for this time of year (\$6.67).

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



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NZ VENISON AT FEDFA

New Zealand Venison was a star at the recent Federation of European Deer Farmers Association annual conference in Riga in Latvia. New Zealand was invited to send a chef to demonstrate New Zealand cooking styles as part of a multinational team promoting venison. Deer Industry New Zealand contracted the services of Miles Kirby from Peter Gordon's Providers restaurant in London. Miles is reported to have prepared the most popular dish, and even featured on Latvian television, where he put in a good word for New Zealand farmed venison.

One of Peter Gordon's chefs put NZ Venison in the lime light for FEDFA delegates

Deer Notes

ANUGA 2005

New Zealand marketers head to Köln in Germany in early October for the biannual Anuga trade show. This important date on the international food calendar provides marketers with the opportunity to meet many of the current and potential customers over a short period of time to discuss their requirements and introduce new products.

Deer Industry New Zealand has two chefs demonstrating on companies stands. One company is using the event to launch a new range of venison products. Another company will be using the event to show their extended retail product range which now includes NZ venison. There will be at least nine stands featuring NZ venison

NZ Venison at Anuga 2005

CERVENA SURVEY CONDUCTED

DINZ commissioned a short survey to gauge what some of Americas top chefs think of Cervena. A dozen award winning chefs in the USA were interviewed and they were unanimously positive about Cervena. According to them, its strengths are consistency of quality and availability, the healthy low fat profile and consistent tenderness.

One issue which emerged was the growing focus on natural methods of production among restaurateurs and consumers, this is an obvious strength of Cervena and one which will be pushed in the new material being developed to support the Cervena strategy.

Cervena's strengths according to a group of top US chefs are consistency, availability, health profile and tenderness

GAME DOMINATES EXOTIC MEAT SEGMENT

Here is an excerpt from an interesting article from the UK.

"Game meat, such as venison, represents the largest sector (in the exotic meat category). In a recent report, Mintel said that the total market grew 17% in 1999-2004 to reach an estimated value of £41m (US\$72.4m) in the latter year, with game forming 93% of that.

Mintel says that increasing affluence and a perception of game being low in cholesterol and fat should continue to see sales increasing, but that lack of availability could hold it back. Traditional butchers or local markets are the optimum place to buy game, it says, although UK supermarkets are getting in on the act in their premium ranges."

Full article at: <http://just-food.com/fd.asp?art=1017&lk=emf>

Increasing affluence and a perception of game being low in cholesterol and fat should continue to see sales increasing

>>> VELVET

VELVET & VELVET/SINEW FOR PETS AT EXPO



With support from DINZ, Dr Jo Pollard represented a range of pet supplements at the Christchurch Pet Expo at the end of September. Developed by the Alpine Deer Group, the pet supplements are being marketed under the brand Happy Pet (www.happypet.co.nz), and feature velvet and velvet/deer sinew tablets. Jo reports the stand was busy, with a good level of sales achieved during the expo.

Pollard represented a range of pet supplements at the Christchurch Pet Expo

US – CANADIAN BORDER RE-OPENED FOR DEER

The border has opened between the US and Canada for movements of deer. It's been closed since the CWD outbreak was reported in Canada in 2001. This will allow Canadian producers to sell animals to the US trophy market rather than relying on sales of velvet to North Asian buyers at below the cost of production.

Canadian velvet production has been reported to be decreasing.

...will allow Canadian producers to sell animals to the US trophy market

TONIC IMPORTS DECLINE IN KOREA

The Korea Customs Services reports that to the year ended July 2005, imports of tonic health products, including velvet, have declined over the year ended July 2004 due to the stagnant Korean Economy and low levels of consumer spending. This includes imports of deer velvet, which have declined 13.6%.

>>> NEWS & UPDATES

WELCOME TO TDF'S NEW EDITOR

Welcome to The Deer Farmer Magazine's recently appointed editor, Jackie Bedford. She enters the deer industry with an extensive rural media background particularly in the dairy industry. Jackie says she's looking forward to getting out and meeting farmers and it looks like she will continue the TDF tradition of not being shy to ask the tricky questions of DINZ. She is based in Johnsonville, Wellington.

Fresh face at TDF

Deer Notes

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 1,150 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. Thank you for your participation. The information is important to the industry.

*Industry Survey.
Please respond.*

>>> UPCOMING EVENTS & IMPORTANT DATES

NZDFA BRANCHES VELVET COMPETITIONS' CALENDAR

2005/06 SEASON

2005

- Friday, 18 November, Hawke's Bay, Contact Mike McCormick on 06 858 9127
- Friday, 18 November, Waipa
- Saturday, 19 November, Waikato
- Monday, 21 November, North Island Entries in Grading Centre, WRI Hastings
- Friday, 25 November, NIVC Judging, Duxton Hotel, Lake Rotoiti, Rotorua, contact Andrew Mitchell on 07 333 2151
- Friday, 25 November, SC/NO, Timaru, contact Peter Aitken on 03 614 7482
- Saturday, 26 November, North Island Awards Dinner, Rotorua
- Saturday, 26 November, Wairoa, contact Ian Pickering on 06 837 5977
- Wednesday, 30 November, Eastern Southland, Riversdale Hotel, 5.00pm, contact Eddie Brock on 03 207 6822
- Wednesday, 30 November, Taranaki
- Thursday, 1 December, Sth Otago, Greenfield Tavern, Clydevale, contact Ken Harrex on 03 485 9514
- Friday, 2 December, Closing Date for National Velvet Competition.
- 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, 2 yo competition

Saturday, 25 February, National 2yo Velvet and HA and Branch Challenge, Masterton

Manawatu Roadie

Wednesday 5th October – Wednesday 12th: Manawatu branch visit to Otago, Southland and Central Otago deer farming industry, (Research Institutes, service companies, Key farms and velvet processing operations)

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JRG Science Meeting

11/12 October; Antarctic Centre, Christchurch. Johnes Research Group. Science meeting 1.00pm. 11/12 Sector groups, JD implications and testing in plants, 12th pm JRG committee.

Southland NZDFA Committee meeting

12 October, 8.00pm, Middle Pub, Winton, Southland NZDFA Committee meeting

Mid October, Deer Industry News 16 delivery to your mail boxes

Southland Focus farm committee meeting (TBC)

Tuesday 18th October

19 & 20 October

Branch Chairmen's meeting

Details available from Tony Pearse (021 719 038)

"Profit from Deer" Seminars

Tues, 18 October, 11 am Waipukurau, The Waipukurau Club

Tues, 18 October, 7 pm Rotorua, The Princes Gate Hotel

Wed, 26 October, 7 pm Nelson, Waimea Town and Country Club

Thurs, 27 October, 1 pm Christchurch, Sudima Hotel, CHCH Airport

Fri, 28 October, 1 pm Balclutha, Rosebank Lodge

Fri, 28 October, 7 pm Winton, Winton Golf Club

Participants and co-sponsors include Alpine Deer Group, Ancare, Deer Improvement, Foveran Deer Park, Genemark, Massey University, PGG Livestock, Remarkables Park Stud, The Deer Farmer magazine, Veleco and Wrightson Seeds.

5.00pm, Sudima, Canterbury Branch NZDFA committee

Thursday 27th October

1.00pm, Otago Branch, NZDFA, AI and Breeding technology, Tom Stevenson's property Roxburgh. Melbourne Cup to follow by special arrangement.

Tuesday 1st November

Hawkes Bay focus farm planning meeting TBC

Wednesday 2nd November

Wairarapa Branch visit to Massey University (Forage trials)

21 November

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

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