

# DEER INDUSTRY NEWS

Issue 39 • December 2009 • Official magazine of Deer Industry New Zealand and the NZDFA

## Whiterock showing the way: p15

*Season's greetings to  
all our readers*

### Also in this issue:

- Alternatives to SCI system for measuring antlers
- Contrasting views at genetics seminar
- Animal Health Board update
- Deer farmers' environmental awards 2010
- Venison promotion events
- Johne's Management Limited funding increase
- Deer farmers represented on Game Animal Council



**DEER INDUSTRY  
NEW ZEALAND**

NZDFA  
New Zealand Deer Farmers' Association





# Main markets fare relatively well in recession so far

*At the time of writing, the chilled venison season in Europe is in full swing. Chilled venison has moved from importers to their distributors and is being consumed. Germany has avoided the worst case scenarios of the 2009 great recession and in the immediate term, exporters report that demand for chilled venison in Europe remains satisfactory, but frozen middles remain challenging. Some manufacturing items have been under price pressure due to lower-priced venison products which can be substituted.*

## Some nervousness in venison trade

Competing proteins like beef and European venison continue to have a big impact on the price perception of New Zealand venison. While not directly substitutable, with beef middles 50 percent lower in price than New Zealand venison, the trade is nervous about holding too much stock. Large stocks of European game have reportedly moved through following decreases in price. This has contributed to the sluggishness in demand for New Zealand frozen venison, but now that European game is out of distributors' freezers, they may be more inclined to restock their New Zealand venison supplies.

To support distributors, DINZ undertook a food service

campaign to remind German, Belgian and Dutch chefs of the availability of New Zealand venison. Advertisements extolling the quality of New Zealand venison and the purity of the country appeared in chefs' magazines with a combined circulation of 180,000 chefs.

## Strong start for velvet, but watch market

The velvet season has started strongly. A little like Germany, South Korea has fared relatively well in comparison to other economies during the recession. With the Korean won being weak compared to the New Zealand dollar and New Zealand velvet being priced more highly than competing product, it will be important for producers to stay in close contact with buyers and keep a close eye on market conditions.

New Zealand's business model for the sale of velvet is changing and I am pleased it is happening. To be successful we must see more velvet volumes managed through a single, inclusive entity to achieve successful marketing. This goes some way to beginning to limit volatility and support growth.

## Comments appreciated

Thank you to all those farmers who responded to DINZ's industry consultation, *Dedicated to Deer*. I am grateful for all the comments, either positive or negative, and many of them will help DINZ to build further and do its job better. DINZ will provide a summary of results and comments in the February edition of *Deer Industry News*.

I continue to believe that technology transfer and adoption of new ways of doing things is very important to the deer industry. Good communication is key to that, and electronic media is increasingly allowing better communication to add to face-to-face events such as the Deer Industry Focus Farm programme. I have directed the Executive to investigate channels such as YouTube™, Facebook and better use of internet technology. Expect to see some of this early in the New Year.

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**Cover:** Young stags at Whiterock Station during the latest field day on 9 November - see pages 15-19. Photo: Tony Pearse.

## Do we measure up?

# New initiative offers alternative to SCI system

by Sharon Love

**In November, Tradedeer.co.nz organised two 2-day measuring courses in response to breeders wanting to learn more about measuring antlers.**

After contacting SCI New Zealand President, Terry Pierson, to organise the standard SCI course and develop an advanced antler measuring day with Master Measurer and National Competition Measurer, Hub Hall, we received the following from SCI Tucson:

***The use of SCI with reference to live animals has been prohibited by SCI***

*Taken from an October 2009 email from SCI: The Record Book Committee is on record as prohibiting the use of the SCI name or logo for measuring live animals. It is strictly a dead animal system. The system may be used, but no reference to SCI may be used on printed material, score sheets, etc and any SCI courses must be run by a staff member from SCI Record Book Department, or a Master Measurer Instructor from Tucson, must attend each seminar, wherever [in the world] it is, to maintain consistency, and the cost must be covered by the seminar organisers.*

In true deer industry style, Terry Pierson, SCI New Zealand

*Editorial: from page 3*

## Submissions on Tb strategy

DINZ and NZDFA provided submissions to the Minister of Agriculture on the proposed strategy for bovine Tb. Both organisations agree that while the objectives of the strategy are correct, the proposed strategy does not adequately address how much each funder should be contributing. There has been no real consideration of the extent to which funders benefit or exacerbate bovine Tb and there has been insufficient information on the rationale for allocating costs. The proposed strategy simply suggests that the same percentage shares be applied as in the previous strategy. The deer industry is significantly smaller than it was when the previous strategy was agreed, so this would mean that individual farmers' contributions to the strategy would increase. DINZ and NZDFA are arguing that this is unfair and there needs to be a decent discussion on fair funding principles. DINZ and NZDFA's submissions are available on [www.deernz.org](http://www.deernz.org)

## NAIT proposal

Along with other primary sector representatives, I met with the Minister of Agriculture late last month to discuss National Animal Identification and Traceability (NAIT). In my view, industry is in a fair position with NAIT and I told the Minister that. The NAIT proposal will go to Cabinet for consideration – possibly by Christmas.

Thank you for reading *Deer Industry News*. I wish you a safe, happy festive season and a prosperous 2010. 📧

■ **John Scurr, Chairman, Deer Industry New Zealand**



*Trevor Kenny (left) and Donald Greig during day two of the South Island measurers' course.*

and Sharon Love with the assistance of Hub Hall took on the challenge of putting together a system and course material to create a new scoring system that would comply with the SCI ruling and answer the need for more detailed teaching on measuring the many different styles of antler we now breed.

The system uses the established NZDFA Inches of Antler (IOA) and Competition Inches (CI) as its preferred terminology with reference to live animals scored using the SCI system. A fair bit of midnight oil was burned getting material ready for the 40 preliminary registrations for the 2-day courses in Hamilton and Christchurch.

A proposal was put to NZDFA for consideration to endorse the courses and new system but 10 days before the first course it did not get the anticipated support in its current format, which was disappointing to all concerned.

At this point it would have been much easier to put it all in the too hard basket and give up. With no official endorsement from NZDFA or financial input from any other organisations, we were out on a limb. With Terry's and SCI's anticipation of the new Game Animal Council and supported received for the concept and need for a new system, and my understanding of the importance of a recognised measuring

*continued on page 6*

They are all still growing so who will be the next Champions?

**Rising Stars Hard Antler and Velvet Competition 2010**



*Do you think I'll get picked to go this year?*

Mark your calendar **Saturday 20 February** for this year's even bigger Antler and Velvet show at "The Oaks" Tower Farms 188 Discombe Rd, Cambridge. Viewing of the display will be at 5.30pm and the dinner and awards will start at 7.00pm — Bookings will be essential so make sure to book your seat or table early.

Our classes for the competition will be:

**Hard Antler Classes** — 1, 2 and 3 year Red Hard Antler.

**Velvet Classes** — Red 2 yr Velvet, traditional and non-traditional and Red Super Heavy Weight 10kg +.

The competition will grow still further this year as we welcome in **New Classes** – 1 yr Wapiti Hard Antler, 2 yr Fallow Hard

Antler, and an open class for Hard Antler Sire of 3.

We welcome the South Island contingent who are coming to help run the competition with the Waipa and Waikato team.

Entries will need to be registered by Saturday 14 February and arrive in Cambridge on Wednesday 17 February 2010.

**For more information, bookings and entry forms please contact:**

**Joe Crowley (07) 823 3309, (027) 472 7436 or**

**Sharon Love (03) 318 4750, (027) 486 4341**

**Details will be online @ [www.Tradedeer.co.nz](http://www.Tradedeer.co.nz) after 20 December 2009.**

system in our industry, Tradedeer decided to take on the financial commitment of running the courses and Terry the time and resources essential to making it happen.

The 40 preliminary attendees were updated on the situation and although we lost some we also gained some as there was now no requirement to join SCI international as part of the course fee.

The Deer Farmer Measurer (DFM) course included material on measuring all species that we currently grow and/or hunt in New Zealand. For all deer species, goats, sheep, tahr, chamois and wild boar, this course qualified participants as DFM Measurers.

The DFM – IOA and CI Measurers course gave a deeper understanding of scoring deer antler and concentrated on explaining and interpreting the many different styles of antler found in red, wapiti and fallow. The course required participants to have completed the DFM course or an SCI Measurers course.

We completed four very successful days. The people listed in the table at right completed the course and will use the corresponding number as their Measurer number on DFM – IOA score sheets.


The four days went very well, with both days' advanced courses achieving scores less than 5 percent on very difficult red, fallow and wapiti antler and clearly showed that we are all measuring correctly. Terry Pierson said "I have never seen such close measuring before, when at the end of day two in the South Island there was only 5 inches difference in a 600+ (IOA) head. The obvious difference was that although everybody could mechanical measure it was a case

#001	Hub Hall	#013	Mike Dempsey	#025	Dean Bristow
#002	Terry Pierson	#014	Michael Wilkins	#026	Bob Dunn
#003	Neville Cunningham	#015	Barry Gard	#027	Stu Henderson
#004	Donald Greig	#016	Deon Gray	#028	Joe Crowley
#005	Max Benseman	#017	Graham Lawson	#029	Hamish Clarke
#006	Duncan Fraser	#018	Rex Cowley	#030	Malcolm Cane
#007	Trevor Kenny	#019	Peter Adlam	#031	Don Love
#008	Guy Brady	#020	Bill Robinson	#032	Les Pyle
#009	Darryl Butterick	#021	Andy Mitchell	#033	Gary Fowler
#010	Sharon Love	#022	Tom Loveridge	#034	Campbell Clarke
#011	Jonathan Christian	#023	Todd Crowley	#035	Keith Burden
#012	Andrew Fishburn	#024	Craig Hocken	#036	John Hunter
				#037	Mark McGlashan

of redirecting everybody's thinking so that the results became very accurate."

There were some hefty bets being tossed around suggesting we wouldn't be anywhere near that close to each other, so it was an enlightening day for everyone who attended to know that not only were they on the right track, so was everyone else.

It's going to take time to see IOA become the main reference for measuring trophy inches but you can be assured that SCI is serious about not using SCI with reference to live animals. Following the success of the training days and enthusiasm we have in the industry the process of change has started.

Look forward to the next issue for some of the comment and issues raised and further details on Industry Measurers. 

# Robust exchange of views at genetics seminar

*Deer Improvement's Peter Gatley laid down some challenges to breeders and commercial farmers during a sometimes testy exchange of views at the Deer Genetics and Progress seminar during October's Branch Chairmen's meeting.*

Making a strong case for the role of AI in genetic improvement, Peter said very few commercial venison herds are running an active genetic improvement programme.

He said 67 percent of the productivity improvements made in the dairy industry were down to genetic improvement, and that AI was the most efficient way of quickly disseminating superior genetics through the national herd.

## Call for more transparency

While acknowledging the DINZ Productivity Strategy includes useful goals including better growth rates, improved fertility and hind weight, he argued that more transparency is needed about how those goals are to be achieved. He applauded the strategy's goal of encouraging commercial farmers to use EBVs. "But who will do it? It's not easy to shift the attitudes of 3,000 farmers!"

And while a strong supporter of the DEERSelect programme, which was implemented at about the same time as Deer Improvement was formed, he said it missed some important traits such as fertility and yield and should be delivering more. He urged the development of a dairy-type breeding worth index that combined a number of traits.

Peter criticised the lack of publicity for DEERSelect's outputs, the lack of an economic index and lack of extension work. The management committee was "virtually defunct". (Rodway Park's Andrew Mitchell disputed this, noting that work by Peter Amer and Jason Archer at AgResearch Invermay was the basis of an application to the Sustainable Farming Fund to develop economically measurable BVs.)

Deer Improvement collects data on growth rates and carcass traits – both important and relatively easy to measure, Peter continued. They also monitor mature hind weight, fertility, temperament and late velvet growth. He warned that a breeding value for temperament was still a long way off.

"Whatever your breeding goals, you need effective genetic evaluation and efficient distribution of germplasm through AI.

"The more traits you're looking for in one animal, the more rare that beast will be. In those cases AI will be even more important to ensure the traits are shared widely."

## Not happening across national herd

He acknowledged that breeders and some commercial herds were focused on genetic improvement, but it wasn't happening across the national herd.

Looking at the mid-year DEERSelect tables, he noted that 17 of the top 25 European and Composite sires were Deer Improvement animals. The remaining eight stags were mainly from two bloodlines, *Kabul* and *Maximilian*. "Line breeding is inbreeding – that's never a good thing. The 17 of our stags include eight different families, which introduces more diversity."

Turning to the Focus Farms, Peter criticised the "lost opportunity" to incorporate genetic improvement programmes, although noted that two of the farms (the Aitkens in Hawke's Bay and the previous Focus Farm of the McLeans in Southland) were Deer Improvement clients. He said Deer Improvement's offer of free AI for Focus Farms to demonstrate a lift in performance had been turned down, and suggested this was due to "vested interests". This claim was angrily dismissed by Andrew Mitchell, who noted that the initial offer from Deer Improvement to the Northern Focus Farm was for AI at 50 percent off, before it was offered free. "There were no vested interests at play. The choice was made to use two Elk-Wapiti sires."

Looking ahead, Peter said Deer Improvement was exploring new technology to further open up genetic gains to deer farmers. These included semen sexing equipment and a programme with AgResearch to build a phenotypic database and DNA archive.

## Opportunity cost

"Not focusing on genetic improvement imposes a huge opportunity cost," he said. "Whatever traits the industry wants, we can deliver to you on a plate. We don't mind what

**DONCASTER DEER**  
**ANNUAL SIRE STAG SALE**  
 WAIPAHI  
**15th January 2010**  
**12 NOON ON FARM**  
 27 2yr Sire Stags  
 Selected from the top  
 Hinds by E.T & A.I  
 (SIL Selection Report)  
 Sire stags bred to advance  
 the genetic potential of your  
 herd.  
 Enquiries welcome  
 Contact: Peter & Yvonne Doncaster  
 (03) 205 8004  
 or your PGGWrightson Agent

your breeding goals are – there just needs to be agreement,” he concluded.

Donald Whyte of the Elk-Wapiti Society told the meeting that breeders in their sector had been improving their breed for more than 20 years. He said a live stag was on call 24 hours as a sire, didn't need to be up at 2 am to prepare “the next batch of girlfriends”, gave some extra income every year at velvetting time and perhaps a final bonus after retirement, as a trophy animal.

He disputed Peter Gatley's implication that the Elk-Wapiti breeders had little science behind their programmes and noted the close cooperation in recording results between breeders and commercial herds. DNA genotyping had helped stabilise the breed and one breeder was working closely with an exporter to gather data on meat yield from progeny and is also the first herd to use the newly developed Elk-Wapiti EBV.

Elk-Wapitis were the best cross-breeding option to get deer to slaughter weights in under 12 months for the chilled trade, he said.

Red Deer stud owner David Stevens said operations like his didn't have corporate backing but still had records going back 30 years. He criticised what he saw as false advertising in the industry. “BVs bring honesty into the industry.”

Mark Hawkins commented that the commercial reality for many farmers meant a lot of effort had to go into managing fertility and animal health, never mind genetic improvement. Peter Gatley responded that these should be givens and are not mutually exclusive with genetic improvement.

Landcorp's Geoff Nicoll commented that stag purchases should be seen as an investment in genetic progress, not just a cost of production.

Taihape's Andrew Peters dismissed the Deer Improvement presentation as naïve. “We've seen massive genetic gains in our area, where a lot of farmers breed to sell weaners. Most of us grow sheep and beef too, and we just don't have time or money for AI. It's not true to say we're not taking up genetic gains.”

Wrapping up the seminar, NZDFA Executive Committee Chair drily noted that much passion drives deer farming and attempts to make genetic gains. 📺

## An invitation from the Elk-Wapiti Society of NZ

The Elk-Wapiti Society invites all interested parties to its annual velvet and hard antler competition at the Latimer Hotel, Latimer Square, Christchurch on 23 January 2010.

The competition is generously sponsored by NZVM.

All our competition classes are opened up to include entries of elk-wapiti velvet and hard antler from anyone (not just EWSNZ members). There will also be a class for local (non EWSNZ member) elk-wapiti heads (\$10 entry fee). This will be judged between 5–6 pm on competition day by all visitors in attendance (People's Choice). A cash prize for the winning local head will be included. The “local heads” can either be sent to the Prebbleton velvet facility by January 15 or brought along to the Latimer on the day no later than 4.30 pm. All heads in all other classes need also be at the PGGW Prebbleton velvet facility no later than midday on 15 January.

Velvet will be displayed at the Latimer Hotel from 5–6 pm followed by an evening meal and presentations. Tickets are available from the Secretary, Tony Pullar, ph (03) 473 8740 or email [ewsnz@ihug.co.nz](mailto:ewsnz@ihug.co.nz)



**Raroa  
Deer**

# STAG SALE

Thursday 7th Jan, 4:00pm

(See details on website)

[www.raroadeer.co.nz](http://www.raroadeer.co.nz)

# New blood

*There were some new and younger faces among the more, er, experienced faces at October's NZDFA Branch Chairmen's meeting. As part of a leadership development programme a number of candidates were brought to Wellington to attend the meeting and visit the offices of DINZ to see first hand the work that's done on their behalf.*

*Pictured among the young leaders and new Branch chairs at the meeting venue of Wellington's Westpac Stadium are, from left: Kevin Woolhouse, Te Anau, Justin Stevens, Branch Chairman Marlborough, Richard Lawson, Hawke's Bay, Steve Collet, Southland, Dean Orsler, Branch Chairman Poverty Bay, Corey Busch, Canterbury, Katherine Morrow, Waikato, Hayden Roberts, South Canterbury/ North Otago. Inset: Miles Hellberg, Central Regions.*



## Paddock is the lab for genetic improvement

***More partnerships between deer breeders and larger, more vertically integrated deer farming operations could be the way of the future if new developments in genetic improvement are to contribute to better profitability.***

That was among the suggestions made by Landcorp Farming Limited's head of genetics and nutrition, Dr Geoff Nicoll during his presentation to Branch Chairmen in Wellington on 29 October.

Geoff reminded guests that the ultimate laboratory for genetic progress is in the paddock, in realistic commercial farming conditions. These included financial, environmental and social factors. Ultimately it was up to producers to harness the genetic potential made available to them by breeders, he said.

All of the risk was taken on by breeders and producers, not the science community, he acknowledged.

Genomics has gained ascendancy in breeding programmes, he said. At the most basic level, DNA parentage testing was a useful management tool. At the other extreme, analysis of single nucleotide polymorphisms, or SNPs (variations in a single gene), and their association with phenotypic records, allows scientists to start predicting genomic breeding values.

Geoff said taking advantage of this potential required a good background database calibrated on animal records and genotypic information. Some marker tests are available now for sheep and beef, but the delivery systems were not the best.

There was a cost involved for breeders when they made selection decisions based. Geoff acknowledged that the costs and rewards of genetic improvement had to be apportioned


fairly between breeders and producers. He said stag breeders investing in new technology needed to recover those costs through stag prices.

When a sire breeder programme also owned big commercial herds, these costs could be spread over large numbers of females, making genetic improvement costs more affordable.

"I'm not suggesting we set up another Landcorp, but we do need to think about these kinds of structures – perhaps in the form of partnerships within the industry."

Geoff said the current structure of the sire breeding industry could be limiting opportunities for development. He gave the example of CT scanning used by Landcorp to better understand the characteristics of potential sire stags. It's a kind of technology that may be too expensive for smaller breeding operations to utilise.

He said genetic gains should also be aimed at the long term, although there was a temptation for breeders to go after short-term gains that would provide a quick return.

Looking ahead, he said new knowledge about SNPs and productive traits would see more accurate breeding values developed and more complex selection criteria. There would be more monitoring of performance traits and he suggested that more integrated partnerships within the industry would help encourage the setting and achievement of long-term goals. 

## Velvet supply management through NZVM brings certainty, stability

**Having two separate co-operatives each with a 25 percent share in NZVM may look clumsy, but it was the most legally pragmatic way to get the venture under way. Within two years the supplier-owned New Zealand Velvet Co-op and Veleco Co-op would probably merge.**

NZVM Director, Grant Cochrane, brought Branch Chairmen up to date on these and other developments with the new entity at their October meeting.

After the start with Velconz and the failed negotiations between PGG Wrightson and Veleco, there was a determination to get a successful entity launched that included Veleco with its valuable in-market experience, Grant said.

“To deliver on the working group’s vision we need to handle around 80 percent of New Zealand’s velvet harvest. Getting there is a challenge and maintaining that share will be even harder,” he said. Unlike Velconz, which failed when it fell just short of its tonnage target, NZVM was not saddled with a “stop/go” target.

NZVM is currently 50 percent farmer owned, and clauses in its constitution give farmers pre-emptive rights, he said. A prospectus for the NZ Velvet Co-op is being prepared and it is hoped that it will be available in January.

Grant emphasised that shareholders will not be required to make an initial capital outlay, but rather a commitment to supply through NZVM. To streamline the ownership setup and simplify share registry requirements, farmer shareholders will own shares in the holding company, rather than directly in NZVM itself.

He said all benefits from NZVM will flow to farmer suppliers, and there is a built-in legal obligation to maximise product prices. Payments to suppliers would be averaged per grade

and made in three tranches, on 18 December, 26 February and 31 May, with a final payment probably in June. All grades would be accepted.

The system took the guesswork out of when to supply; it reduced volatility and provided cashflow certainty.


Contrary to some rumours, road buyers would not be left out of the equation and would have the opportunity to belong, “but they must be committed to the industry”. Some had declined the opportunity for their own reasons, he said.

The spot (pool) option would still be available, but Velvet Supply Management was the way of the future.

He said handling fees were lower than traditional fees charged by PGG Wrightson.

“To be successful, we must connect farmers more closely with consumers. There must be critical mass and clear commercial benefits for farmers. It takes good understanding of market dynamics – using supply management we have the option to diversify our markets. We need to build long-term demand and to do that we need to invest in the supply chain.”

Grant acknowledged that farmers who committed to a supply management system last year weren’t rewarded sufficiently. “This time, the more you commit, the more you’ll be rewarded.”

He said there would be no relative advantages or disadvantages for those who joined NZVM through either the New Zealand Velvet Co-op or as a current Veleco shareholder. 

### Letter to the editor

## Presentation fails to impress

Dear Editor

I attended the recent Branch Chairman’s session in Wellington on “The Future Role of Genetics”. Having listened to and enjoyed the Geoff Nicoll of Landcorp Farming


I was dismayed at some of the statements in Deer Improvement’s talk and felt compelled to comment.

To say that farmers are still using the same kind of stags they are using 20 years ago is not only incorrect but is insulting to deer farmers. Huge funds and energy have been invested into the deer industry over the years to make a wide range of improved genetics available and these have been used by farmers.

“Within herd” DBVs were incorporated well before DEERSelect and adopted by a few studs as far back as about 1997. However, since the launch of DEERSelect this has sped up genetic gains and now the industry has a good selection of high-growth-rate stags available for sale at fair value prices.

The subject was “Future Role of Genetics” and one would have thought that information on the ability of genetics to help resolve disease and parasite issues etc would have been more relevant to the subject and of more interest to the leaders of the industry present rather than a commercial and comments that belittled the intelligence of the New Zealand deer farmer.

Deer farmers are proud and passionate about improving their deer and quite rightly do not take kindly to condescending approaches, albeit the message does have merit.

Farmers have the right to choose whichever direction they wish to take dependent on the environment in which they farm and the farming system they have adopted. What works for some does not work for others. There are plenty of choices now for farmers to obtain excellent genetics to improve productivity and the fact they do not choose one particular option does not mean they have been standing still for 20 years. 

■ **Graham Carr, Geraldine**

# Animal Health Board update

*The Animal Health Board (AHB) updated Branch Chairmen on the National Pest Management Strategy (NPMS), current disease status and new test reporting procedures at their October meeting in Wellington.*



Nick Hancox, Animal Health Board.

Operational Policy Manager, Nick Hancox, told Chairmen the revised NPMS, now with the Minister and with submissions closed on 30 November, set a goal of reducing vector risk areas by 25 percent (2.5 million hectares). With stock still being infected outside movement control areas, high-risk areas within those zones would be targeted and testing and screening intensified. This would allow a reduction of testing in surveillance areas and an

overall 40–50 percent drop in testing during the 15-year life of the strategy.

He said funding would continue from the Government and the dairy and beef sectors, but there was a question mark of the commitment of regional councils. If a Board of Inquiry was required to resolve funding issues, this could push the adoption of the strategy out past 1 July 2010 into a new financial year.

Nick said good herd testing and wildlife surveys would be needed to confirm eradication had been achieved in areas as the strategy progressed. “Submissions from DFA Branches have expressed concern about the continued cost of testing, but it’s a vital part of achieving eradication.”

He said the NPMS doesn’t dictate the type of testing done. This is decided within the operational plans and gives some flexibility as to how the strategy is implemented.

AHB Technical Services Group Manager, Dr Paul Livingstone, updated Chairmen on the fight against Tb.

As of June 2009 there were just 10 infected deer herds, all in the South Island, down from 16 herds the previous June. An encouraging sign was that eight of these had been infected a year or less and the other two herds were infected from one to two years.

The number of deer Tb reactors was up a little on the previous two years (see Figure 1), but many of these were from infected herds and many were probably Johne’s disease cases, Paul said.

Among the 131 infected herds (deer and cattle), Paul said 59 percent of infections were vector related, 32 percent were movement related and the remaining 12 percent were residual. Paul expected the total infected herds to decline to about 80 by 2012, given that vector control operations continue.

He said a greater proportion of infections were becoming related to movement of animals, and to anergic animals. Anergic animals are those which are infected but fail to respond to tests designed to detect cell-mediated immunity.

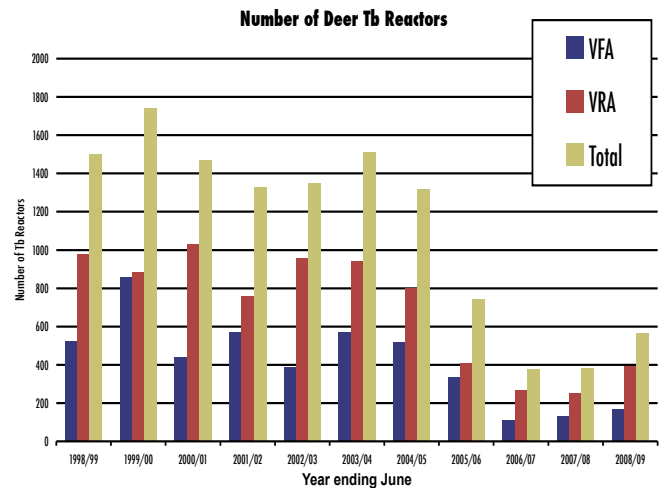


Figure 1: Number of deer Tb reactors 1998/99 – 2008/09

Two deer and 12 dairy herds were known to have anergic animals.

AHB Operations Manager, Keith Lewis, wrapped up the presentations with an update on the administration of Tb testing.

This was brought in-house fromASUREQuality in 2005, but it was found the testers were not keen on using the Disease Management Information System (DMIS) to record results – many were entered late or not at all. Testers seem to prefer sticking to a paper based system, so from June 2009 they have been able to fax test results to AHB, whose staff enter the data.

The AHB now takes responsibility for ensuring testing is done and liaises directly with herd owners and testers.

In March this year the records showed 1447 tests were more than 181 days late, but on closer inspection it was found that only 30 percent of these were actually late tests. The rest were either records for herds that no longer existed, or tests that had been done but not recorded. By October this year the 181-day-late figure had fallen to just 195.

“We had been leaving the testers too much on their own. There are now new guidelines that ensure positive test results get to District Disease Control Managers quickly,” Keith said.

Contact centre staff were developing better relationships with testers, Keith added. “The pressure for them to do data entry has been dropped.”

He acknowledged that the total of more than 300 testers is probably too high, with many of them only doing a handful of tests each year. Despite this, some testers were very busy and could not always respond when farmers needed them.

In open discussion at the end of the presentations it was acknowledged that the cattle levy pays for both testing and vector control, whereas deer farmers pay for testing

*continued on page 14*

# Putting some science behind sustainability claims

**New Zealand primary producers have had to grit their teeth as wealthy northern hemisphere consumers wring their hands about food miles and buying local. And as DominionPost writer Jon Morgan recently pointed out, the big UK supermarket chains can be guilty of double standards. While claiming the moral high ground on environmental issues, they have scrambled to air-freight New Zealand lamb to fill their pre-Christmas shelves and satisfy perennial British demand for the product.**

It was pleasing for deer farmers, then, to hear that MAF, in conjunction with DEEResearch, is working to put some steel into New Zealand's counter-arguments about carbon footprints and food production.

Alison Watson of MAF's Sector Performance Group told Branch Chairmen about product lifecycle research that examines just how much in the way of greenhouse gases (GHG) is produced. (This work is unconnected with the Emissions Trading Scheme.)

Analysis has been done for about 80 percent of New Zealand primary exports so far, including venison to Germany. It goes right back to the origins of the product including fertiliser use, through to end use and disposal.

"It's a good way to analyse the supply chain and it helps identify wastage along the way. The exercise also helps us get better connected with the supply chain. It provides a tool for retailers like Wal-Mart to see if they're really being sustainable, and to reduce costs."

Alison said international standards were being developed for measuring carbon footprints of various products and New Zealand was represented in the process. There was a proliferation of retailer-driver labelling and consumer information on carbon footprints for products (for example Migros in Switzerland, Casino in France and Tesco in Britain).

Tesco was particularly aggressive in its labelling and marketing and had donated £25 million to a sustainable consumption institute. Wal-Mart had also formed a big sustainability consortium and had the leverage to pressure suppliers on the issue. Related criteria such as water use and biodiversity were also being brought into labelling schemes.



*Alison Watson, MAF: Carbon labelling schemes proliferating.*

Alison believes German retailers had been slower to respond to consumer demands for carbon footprint information but were now catching up.

There were also country-based labelling schemes, in France, Germany, Sweden, The Netherlands, Thailand and others. In the United States, carbon labelling initiatives were happening at both state and federal levels.

Worries about inconsistencies between schemes was prompting the European Commission to also get involved, Alison said.

She said more work on standards development is also needed in New Zealand. "To get fair standards we need to know how to go about it, impacts on producers, risks, support from sectors, decision making and leadership. We

also need good examples to support our case."

Involvement of New Zealand primary sectors in the Greenhouse Gas Footprinting Strategy was voluntary, and farmer groups were urged to get involved if they were interested.

■ **For further information:**  
[www.maf.govt.nz/climatechange/slm/ghg-strategy/](http://www.maf.govt.nz/climatechange/slm/ghg-strategy/)

**Animal Health Board: continued from page 13**

separately. Nick Hancox agreed that the vast bulk of levies went into vector control. The agreement reached in 2002 on the apportionment of costs between sectors was not based on logic, he said, and AHB was not involved in negotiations.

Malcolm Gilbert (Canterbury) said he was concerned that there was no inflation adjustment allowed for in the revised strategy. Nick Hancox said a review after five years would revisit funding. "Some argue that funding should actually be reduced at that point. We would disagree with that." Nick said the revised strategy should also provide the flexibility for AHB to assist with local farmer-driven pest control initiatives where their area had been left behind by the core vector control programme.

## Oxymoron?

The Deer Industry Technical Conference earlier this year was told that contrary to what you'd probably think, ploughing with oxen generates a larger carbon footprint than a tractor doing the same work. This is the conclusion Con Williams of Meat & Wool NZ has drawn after studying statistics on their emissions.

Overall, a tractor used over a 120-day ploughing season is 43 percent more efficient, and if the tractor is used all year round the efficiency gap widens even further to 400 percent.

However, he pointed out there are difficulties in analysing these scenarios, like allowing for the embedded carbon in the making of the tractor, any offspring of the oxen, and seasonal variations in feed consumption. There were all sorts of other issues to be considered like: what's a fair allocation of carbon debits and credits in a two-product farming operation like velvet and venison farming? He said this was one of the questions to which the industry must look forward as the issue of carbon trading and credits continues to grow.

# Super spring at Whiterock Station

*Whiterock continues to show the way as a showcase of innovation and experimentation in high-country deer farming.*

Features of the 9 November Focus Farm field day included discussions of fodder cropping, multiple grazing, updates of stock management policy and a demonstration of tag-reading systems (see page 16).

## Two farms in one

With such clear delineation between steeper hill country ideal for breeding and low-density set stocking (1,100 hectares), and flatter river-terrace paddocks (230 hectares) ideal for growing fodder crops to finish stock, Whiterock is almost like two deer farms in one. This is one of the strengths of the operation, and while it does create intensive management demands for managers Ross and Sally Stevens, this is a challenge to which they have clearly risen. The work they put into monitoring, analysing data, learning and experimenting, combined with having clear goals, is paying off. Those goals remain simple – more calves, heavier, earlier – but still require attention to detail, timing and hard work.

This spring a favourably moist period has continued and stock and vegetation alike look good. Spring indicative weaner growth rates have been 405g/day for wapiti stags and 367g/day for wapiti hinds. October growth rates for red stags have been as high as 610g/day over a period of two and a half weeks, but Ross is cautious about such “snapshot” figures and the comparatively small sample size. He says a bit over 400g/day is probably more like it, and still a pretty good result.

In contrast, he is a lot more confident about the quality of his data for the wapiti cross stags, all 200 of which were weighed in autumn showing a true average weight gain of 260g/day. “The best of them have already had an all-expenses-paid trip to Germany.”

## Improved kill profile

Regarding the kill profile to date, there has been a continued improvement in timing. By October this season the figure was 43 percent, well up on 26 percent for the same time in 2008. Average weight is up 3kg, with price per kg holding steady.

Ross has been busy getting paddocks sprayed out, worked and treated with fertiliser for summer feed crops. A total of 350 tonnes of lime has been applied to paddocks with a pH of less than 5.8, and Ammo 31 applied as maintenance fertiliser. No phosphate has been required as the Olsen P levels are already very high.

Winter feed remains a crucial management issue on this farm, and one about which they have to be proactive at all seasons. Almost two-thirds of it is generated by fodder crops. Large areas planted in new grass and fodder have reduced the options for making grass silage in addition to the oat/grass green chop and pasture on the river terraces. Higher yearling deer and cattle numbers are helping to keep up with growth.

Multiple grazing remains an area of keen experimentation and careful recording of production. Some of the lessons learned with autumn crops are that Hunter excludes a lot



*From left: Focus Farm facilitator Nicky Hyslop, Whiterock manager Ross Stevens and PGG Wrightson agronomist Rebecca (Bex) Rose, discussing the spring agriculture programme at Whiterock.*


of light and suppresses herbs grown with it; Hunter/Pasja combination is difficult on dry land, especially in norwest weather unless kept on a short 40–50-day growing cycle. Glenn Judson and Allister Moorehead of Agricom, and Rebecca Rose of PGG Wrightson led a lively discussion of the complexities of multiple plantings (see article page 17).

## Health intensively managed

Animal health continues to be managed intensively and proactively. Breeding hinds received copper/selenium supplement before being set stocked on the hill country; unfinished venison yearlings were given Oxfen oral; red yearling replacements were given a Cydectin injection and multi-mineral supplement.

The way ahead for higher productivity follows logically after recognising weaning weight as a crucial statistic from which weight at slaughter can be predicted, Ross says. “This suggests we need to put some effort into improving the hill country in the long term, to help give new fawns and their mothers a better start. Then, combining this with grazing them together on the lower country later in the lactation period to improve the transition over weaning makes for a good production strategy.”

Cattle still remain part of the operation, and opening stock units for 2010 are planned at 2,568 or 43 percent of total. The last few sheep have now been sold. In September the bottom 25 yearling steers were sold and while the market was low at this time Ross and Sally still made \$100/head or 13 cents per kg DM. “On the face of it that’s not very much considering the cost of producing winter fodder, but the kale was already there in the ground and we needed mouths on to get through it.”

A vast array of statistics and analysis are part of the whole process, and Ross and Sally find it invaluable to be able to access meaningful hard figures like cost and return per kg of dry-matter production. 

# Tagging systems put through paces at Whiterock

**Progress with developing tags and management systems made for an impressive demonstration at the Whiterock Focus Farm field day on 9 November.**

Colin Ranby from Gallagher in Hamilton, with two South Island reps, Nick Abbott and Chris Richards, and Kim Barfoote from Zeetags, put their technology through its paces before a very interested audience. Time and labour savings of two-thirds are regularly reported from using the system, Colin said.

He said farmers might have felt dragged reluctantly into a world of tagging and tracing systems, but the management advantages were significant. "Easier, quicker stock handling and better day-to-day management are just some of the benefits."

It all starts with positioning the tag, and the quick-release pin in the Zeetag applicator is a very useful feature which eliminates the problem of torn ears when animals struggle. It's easy and safe, especially when working in a race. "Here at Whiterock, it's brilliant given all the parameters we're recording," says the station's manager, Ross Stevens.

Tags have a 16-digit unique number and under the NAIT system once fully established, tagged animals purchased will arrive with emailed data from NAIT or the agent. Each data set can be tailored to individual needs and will correspond to one unique tag that comes alive when put in front of the reader.

Once the tag's in the ear, each animal can be managed individually because it's uniquely identifiable and its history can be instantly accessed any time it passes the scanner. This will make possible searches by any parameter – age, drench regime and so on – even the name of the trucking company that delivered the animal. Drafting can be done up to nine ways automatically by weight on the day, or according to other parameters that might already be embedded in the system from previous handlings.

Pre-set data fields in the system allow for a large number of parameters to be recorded, and inbuilt software covers all the standard ones like Tb and Johne's status, temperament, velvet production, and other history – all customisable.

Information collected in the field can be downloaded to a USB stick then eventually on to any Windows computer using their APS (Animal Performance System) software. APS is compatible with Excel, enabling new users to upload historical data when first entering the system – a strong advantage.

Tags not only increase your power to record more information, but also enable you to interface measurements with equipment to dispense animal remedies more efficiently and according to each animal's needs.


Both panel scanners for mounting in a raceway, and hand-held 'smart' readers, are available. These have enough range to pick up a tag in either ear without accidentally picking up some other animal. DINZ Producer Manager Tony Pearse described using the hand-held reader in a large shed and being able to log data from 12 deer within 20 seconds.

The tag reader is compatible with existing loadbars connected to a data collector, enabling a one-man operation. When the tags are scanned at slaughter, the process removes any potential misunderstandings as to weight, ownership and payout. Gallagher's readers and indicators are designed to be compatible with other makes of loadbars and indicators.

RFID tags will cover all requirements under NAIT plus provide scope for monitoring herd-performance parameters. The scanning equipment is not necessary for NAIT compliance: it's only essential to have the tags, and the data from them recorded on the national database. It's only necessary to compile full lists of all animals when they leave the farm – another task that the scanner system makes easier. If the animals are slaughtered on farm, or only ever leave the farm to go to slaughter, the processor will already be set up to do the necessary scanning.

Answering questions from the floor, Colin said high-frequency tags are still a few years away. The advantage of the present low-frequency system (134kHz) is that it reads better through flesh and bone. Lost tags are not a problem as duplicates can be ordered.

Readers start at \$2,200, with a totally self-contained scanner unit costing \$3600. The smart reader costs \$2350 and comes with a Bluetooth connector. The Smart TSi touch screen system at \$5850 includes a computer and holds records for up to 100,000 animals. (These prices are all exclusive of GST.)

The systems are weatherproof and rugged, and all run off internal power or a 12-volt external battery for convenience, Colin said. "They have been thoroughly tested for real conditions in development. One hand scanner got run over 40 times with a quad bike and still worked. Only deer industry people have been able to damage them, but not yet to the point where they ceased to function." 



*Demonstrating the scanning technology: Colin Ranby (centre) and Nick Abbott (right) of Gallagher invite Hamish Linklater (left) to step on to the load bars while holding a tag, to be weighed and scanned. This invitation provoked a chorus of suggestions from the crowd about castration and drenching.*



# Winter crops showing the way at Whiterock

*Experimentation with winter feeding on forage crops is helping to show the way towards better productivity in deer farming, says Glenn Judson of Agricom. At the Whiterock Station Deer Industry Focus Farm field day on 9 November he described the farming systems implemented by farm managers Ross and Sally Stevens.*

Glenn said being more proactive in utilising new forage options, new feed and feeding regimes has played an important role in enabling Whiterock to push back mean calving date by close to three weeks.

“It’s a very good result, achieved by getting all the factors right, and forage crops are playing a big part. Further improvements can be expected that will benefit the whole industry as new varieties are developed and tested, and management regimes further refined.

“Ideas about feed management are changing for the better. I used to think farmers shouldn’t worry about winter feeding, but now I see it simply as lower priority rather than totally unimportant. Winter’s basically about keeping the stock alive and well; their needs are small. Growth rates over winter are low and vary little depending on feed regime at that time, meaning there is not much time to build condition before spring slaughter.

“It’s more important to focus on high-quality feed later in the

## One to watch: Fodder beet at Whiterock

Sown on 5 October, the work programme around this crop has been:

- Previously carried Hunter/Crusader, sprayed out with 3l/ha Glyphosate 450 and 400 ml/ha Versatil.
- Fertilised with a 400kg/ha mixture of borate, Crop 20, kieserite, potassium chloride and agricultural salt, plus 2.5 tonnes lime/ha.
- Grubbed twice, maxi-tilled once. Harrow Cambridge rolled pre and post-drilling.
- Precision drilled by Progressive Plant Solutions with 100,000 seeds/ha (aimed at 80,000 but was higher)
- Sprayed after drilling with 2l/ha Nortron for initial weed control. (Beets are slow to get started and have small cotyledons so competition for space is a big early issue.)
- Two subsequent sprays: 75kg Goltix, 500ml Betanol, 300ml Nortron, followed by 1kg Goltix and 1 litre Betanol.

Ross says this has resulted in adequate weed suppression but he is still not sure who is going to win. “We are ‘newbies’ at this crop. Other farmers have pioneered the re-invention of this crop on a large scale and they continue to experiment with plant spacing and planting methods.”

season, especially quality forage for hinds during lactation. This keeps up the calf growth rate while keeping the hind healthy, ready for when she is put to the stag in autumn again. It's particularly important because hinds don't get the opportunity for autumn flushing the way ewes do."

As the Deermaster Deer Industry Manual shows, there can be a 10 percent difference in pregnancy rate depending on hind condition, and they need to be gaining rather than losing condition at time of mating. Hinds in poorer condition tend to conceive later, which can make for significant differences in overall fawn weight at weaning (typically 3-4kg) and mean more management problems from mixed-age fawns coming through.

Liveweight entering winter is proving to be a crucial statistic as a predictor of liveweight a few months later at the time of slaughter. About 80 percent of the variation in liveweight at slaughter can be predicted as early as 1 June.

"However, you shouldn't feed in winter at the expense of being pinched in spring. To some degree you can create your own spring by providing attractive feed options in late August and early September – like the end of a fodder crop, or an early-growing pasture like Italian ryegrass that will generate significant good-quality dry matter while the soil is still comparatively cold," Glenn said.

"By August, the increasing photoperiod is switching the appetite back on, a process over which the farmer has no control. The animals are getting hungrier and renewing their ability to put on weight in response to good feed, after the hard midwinter period when liveweight gain potential is low. But still the soil's cold and not much can be grown, and you're more dependent on stored food like silage in the pit or forage in the field. If you have little or no food for them at this time, you're losing an opportunity to start building early condition at a time when they'll respond well. This is a particular challenge in hill country where dry matter production remains very low well into spring."

### **What are the options?**

Holding autumn pasture over winter is a less attractive choice, as the grass loses quality; it's best grown as close as possible to the feeding time, says Glenn.

"Italian ryegrass performs relatively well in the new season while soil temperatures are still low. At this time mixed feeding with a combination of stored and early-grown food is likely to be necessary, and the range of possibilities is ever increasing. One option at this time is a very late-flowering kale such as Sovereign, which provides good nutrition well into September (by which time other kales are flowering). Another option that is getting wider recognition is fodder beets."

### **Fodder beets in summary**

- highly productive in terms of DM production per ha
- high nutritional quality, especially energy

- expensive to establish but cost-effective
- grower skill and timing are crucial as failures are costly.
- very low maintenance once established
- very good disease resistance compared to brassicas
- feeding regimes can be very efficient.

"These have tremendous potential. Beet is slow to get started but extremely robust once established – basically all the work's done in the first two months. There are none of the insect pest and disease problems found with brassicas. Beet has great advantages in terms of disease resistance, yield, easy feeding and drought tolerance."

So what about the pitfalls? Growing beets is technically challenging as it requires precision sowing and careful planning to manage weed control and soil pH. Together with the comparatively high price of seed, it is relatively expensive to establish so it doesn't suit everyone. And, while the dry matter production is extremely high, the balance of sugars, fibre and protein isn't always ideal, Glenn said.

"It can be relatively low in protein so may not always ensure a balanced diet if fed in large quantities. It may be necessary

to supplement it with silage or hay, which are far more expensive, and this may mean that overall cost of wintering may not be as cheap as the yield alone would suggest. We want to be on the level about this and not gloss over the potential pitfalls. However, overall beet is certainly looking very promising, it's well worth serious consideration as an option and we will see a lot more of it on deer farms in the future.

"For deer systems the high early yield of fodder beet provides the ideal option for starting weaners in March or April when weaner growth potential is still high. Fodder beet could be extremely valuable in deer systems."

### **Mixed fodder crops**

Mixed fodder crops are another area in which Agricom is working proactively with farmers. The species used include various combinations of brassicas, pasture grasses, clovers and herbs such as chicory and plantain.

Apart from the nutritional benefits, with deer the key advantages of mixed fodder crops are all about transition, Glenn said. "Mixed sowings of brassicas with chicory and plantain are excellent for hinds with calves at foot, and subsequently for the calves to return to after weaning.

"Mixed forage crops sown in late October are well timed to be ready for hinds with fawns by Christmas to New Year. As summer gives way to autumn the hinds eat out the taller kale or rape, which is good tucker to drive lactation and maintain their condition. At the same time the calves progressively make the transition from milk to forage, and by weaning time in mid-March are completely adjusted to the highly nutritious herbs beneath. By this time the brassica is all eaten out, the animals are drafted off, and the calves returned to the brassica regrowth and herb/clover combination until May."

***"If you have little or no food for them at this time, you're losing an opportunity to start building early condition at a time when they'll respond well. This is a particular challenge in hill country where dry matter production remains very low well into spring."***

In winter, he said, clover and chicory become semi-dormant but plantain continues to grow, so spelling at this time will produce a fantastic feed of clover and herbs the following spring. Then, in the following autumn, it is often possible to drill grasses into it to create a permanent pasture/herb mixture in which plantain and clover will continue to perform very well.


“Just which of a number of crop combinations and permutations works best depends on many factors and we are constantly striving to experiment more and find ways to do it better. One big factor is weed control, especially thistles because there is no effective spray available to control them without destroying clover and herbs too. Another obvious issue is location, for example with mixed sowings in dry eastern areas, rape varieties work better than leaf turnips like Hunter and Pasja, which are more dependent on a sporadic dose of summer rainfall. Because rape is taller it allows more light to reach the understorey compared to the dense rosette of turnips, and gives the herbs more chance to establish strongly.

“Another location issue can be seen being well managed at Whiterock where mixed plantings are able to be located close to the fawning blocks and it’s just a matter of opening a gate – there’s no mustering. The flatter land at Whiterock is able to function like finishing blocks, minimising transfer stress and the risks of mother/fawn separation at a critical age.”

### ***Oversowing opportunity for fawning blocks***

Another opportunity at Whiterock would be to aerially oversow some plantain and red clover on the hill country. Glenn said this might be a comparatively straightforward and cost-effective way to improve the productivity of the fawning blocks. “Plantain has the advantage of continuing to produce nutritious leaf material during the reproductive phase, unlike other plants like grass – and especially chicory, which if poorly managed grows more stem at the expense of leaf. Red clover loves periods of lax grazing often associated with set stocking for fawning and produces a great drought-tolerant feed though January to March, with added bonus of nitrogen fixation.”

However, he added that successful farming was not solely about improving production gains – the timing of selling was also critical. “If the schedule is falling while you’re holding back stock to improve weight gains, you can miss spotting a point at which it becomes uneconomic to keep the animals on the farm.”

The lesson here is watch closely the relationship between the cost of DM production and the value of the liveweight gain, something to which Ross and Sally had paid due attention, he said. “Whiterock provides a great example of striving to get all these factors right – proper attention to maximising conception rates and optimising dates, building good liveweights through feed management and husbandry, and paying especially good attention to selling policy. Earlier means both faster growth and better market positioning owing to higher early-season prices. Keeping an eye on the market is another essential part of the job.” 

# Antler & Views


## 2 - 3 yr Stag & Ylg Hind Sale

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FOCUS\$ED



DEER INDUSTRY CONFERENCE 2010

18–20 May 2010

**FOCUS\$ED 2010 reflects the deer industry's need to consolidate production and profitability around the three strategies: the venison strategic intent 2010–2015 and the velvet strategy and the productivity programmes as outlined in the recent Dedicated to Deer discussion document. It also links strongly to the Focus Farm field day that will conclude the conference and signals the clarity needed in defining objectives for the next decade.**

In 2003, DINZ and NZDFA combined to deliver an integrated industry conference of interest across the production, processing, export and service sectors. This format has become a feature of the annual calendar, encompassing the DINZ Formal General Meeting and DFA Annual General Meeting. An effort is made to combine both business and social sessions with the opportunity for receiving the latest market and industry information while meeting old friends.


In 2010, the 36th annual deer industry conference will be held in Hawke's Bay at the War Memorial Conference Centre, in the heart of Napier's Art Deco district. We invite you to be part of this special conference which also marks 40 years since the issue of Deer Farming Licence No 1 to Rex Giles and Rahana Station, Taupo, formally began this industry.

This year's theme, **FOCUS\$ED 2010**, centres on the dynamic nature of the deer industry, a return to profit in the face of challenging international conditions, productivity expressed through the Deer Industry Focus Farm Project (more weaners, heavier and earlier), and our future sustainability. The agribusiness seminar will be in tune with this theme.

The conference will be held at the Napier War Memorial Conference Centre on Tuesday 18 and Wednesday 19 May, followed by the Central Regions Focus Farm public field day in central Hawke's Bay on Thursday 20 May. The conference venue is across the road from the reserved accommodation at

the Scenic Hotel Te Pania and an easy walk to the Quality Inn and Shoreline Motel along Marine Parade.

Two major social events are planned, with an opening Welcome Function to "Taste the Bay" on the Tuesday evening, beginning in the Trade Show area. The Industry Awards Dinner follows on the Wednesday, featuring the 2010 biennial Deer Farmers' Environmental Awards and celebrating the 40 years since the issue of New Zealand's first deer farming licence. A partners' programme is also being planned.

A web-based registration form will be available from mid February. Conference organiser, Havelock North-based Maria Gourlie, Mediawise Event Management is the primary contact for all accommodation bookings and registration. A full programme will be available in February. A sponsorship and trade show prospectus is also available on request. 

Please diary these dates now: Tuesday 18 May – Thursday 20 May. For further information contact:

■ **Maria Gourlie, Mediawise Event Management Ltd, PO Box 8481, Havelock North, Phone 06 877 6443, 0274 983 408, maria@eventmanagement.net.nz**

or

■ **Hannah Hsu, Deer Industry New Zealand, PO Box 10702, Wellington, Phone 04 471 6110, hannah.hsu@deernz.org**

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## Biennial Deer Farmers' Environmental Awards

### Expressions of interest invited

*The biennial environmental awards recognise innovative deer farmers for implementing and practising sustainable and profitable deer farming. Their practical examples are used to promote the adoption of sustainable farming practices on all deer farms and to encourage sharing of experiences and proven best practice and innovation through the New Zealand Deer Farmers' Landcare Manual.*

#### Merit Award Prizes

The industry is proud to offer special recognition through prizes from committed sponsors for entrants who deserve credit for unique environmental management programmes. These awards carry a \$500 prize.

All prize winners are invited to host a field day in association with their local NZDFA Branch to share their environmental stewardship and innovation with local farmers and other groups.

#### Premier Award: The Elworthy Environmental Award

The Premier Award package includes a cash prize of \$2,500, a commemorative plaque and tree, and awards dinner attendance.

The award recognises leadership in environmental sustainability and excellence in land management as an industry priority and an incentive to all.


It is very easy to enter; there are virtually no formal entry requirements and few special conditions, allowing almost all New Zealand deer farmers to enter simply by contacting the DINZ office for the entry form and outline of judging criteria.

Judging is informal, based on a farm tour and related discussions. Typically, the visit will include a Q & A session, a farm tour in which you can present the important areas of environmental risk management and special features of your farming operation, plantings, water quality enhancement and any other issues that you think are important. Judges will also be interested to hear your industry views and review any projects of your innovation on the farm. The awards recognise that sustainability is a work in progress, and the judges take a positive view of plans and projects in progress.

Apart from the Premier *Elworthy Award*, there will be other Merit awards for particular innovations and success in farming deer in an environmentally sensitive manner. All entrants have a good chance of success in a number of areas.

Judging is planned for mid February to mid March 2010, with the awards presented at the **FOCUSED 2010** Industry Conference in Napier on 18-19 May.

An additional aim of the programme is to showcase environmental innovation and applied management. An awards entrant plays an important role in further developing the public image of sustainable deer farming and judges are drawn from environmental agencies outside the industry as well as leaders from within the industry.

The judges are impressed by innovation, productivity and care in a farming environment that balances the production systems. Examples of these are laid out in the judging criteria. 

To register an expression of interest, contact Hannah Hsu at the DINZ office before 31 January 2010:

- **The Deer Farmers' Environment Awards 2010**  
**Freepost 3942**  
**C/o Deer Industry New Zealand**  
**PO Box 10702**  
**Wellington 6143**  
**Phone 04 473 4500, Fax 04 472 5549,**  
**hannah.hsu@deernz.org, DDI 04 471 6110**



### WAPITI VENISON SIRE SALE MONDAY 25<sup>TH</sup> JANUARY 2010, 1PM

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# Recent venison promotion events

## *Dinner for German publishers*

In October, Chef Graham Brown joined Germany-based chef Shane McMahon to create a venison degustation menu for Munich-based food magazine publishers. A private dinner with a cooking display was arranged by the Germany-based PR company Modem Conclusa. Graham served thinly sliced venison in a sweet and sour soup and Denver leg medallions with ravioli and mange tout.

Shane served a venison rack chop with seasonal berries and gnocchi.



Graham Brown with Willy Faber, publisher of Gastronomie Report.

## *All Black legend supports New Zealand venison in the UK*

Sean Fitzpatrick showed his support for New Zealand venison recently at a function recognising the use of New Zealand products by young UK chefs.

New Zealand venison is a principle sponsor of the NZ-UK Link Foundation culinary challenge, a national competition in the UK for British chefs.

After selection from regional competition, eight chefs gathered in London for a cook-off in front of some of the UK's leading chefs including New Zealand's own Peter Gordon and former New Zealand chef of the year, Hamish Brown.

Each competing chef had to prepare a three-course meal using New Zealand ingredients including scallops, manuka

honey, lamb and of course New Zealand farm-raised venison.

Luke Fouracre, a sous chef currently working at the British House of Commons, was the winner with his main of Loin of New Zealand venison, herb mousse with beetroot puree.

Sean Fitzpatrick presented the awards at a function at New Zealand house, and Luke will be jetting his way to New Zealand to enjoy his first prize of a five-week working holiday some time in the next few months.

New Zealand venison exports to the UK have increased by 30 percent over recent years and in the year ended September 2009 were worth NZ\$10 million. New Zealand venison is



Sean Fitzpatrick and Luke Fouracre.

finding a growing market with UK retailers and is stocked in selected outlets of upmarket stores throughout the country.

The NZ-UK Link Foundation is dedicated to improving relationships between New Zealand and the UK and runs several events of this type each year to celebrate the historical ties which connect the two countries.

## *Seasonal German promotions*

As the weather cools and the game menus start appearing on restaurant



Eye-catching advertising in Dolce Vita magazine for chefs.

tables across Germany, messages promoting New Zealand venison have been widely spread.

### Advertising

Chefs' magazines and consumer press are being used to deliver a positive message about New Zealand venison to a wide audience of discerning readers. Advertisements in magazines such as *Dolce Vita* which is directly mailed to 50,000 home gourmets in Germany and Austria, convey the message that New Zealand venison is a premium meat, raised in the best environment.

### Instore/consumer tastings

Eleven promotions took place in October and 26 events are booked for the coming months. New Zealand venison was served to over 1,100 "foodies" at a consumer food fair in Munich in October. Altogether, nearly 5,000 samples have been served during the lead-up to the game season, with more than 130,000 recipe brochures requested by importers for distribution with their retail deliveries.

### Press luncheon

Editors from meat and food trade magazines were hosted to a luncheon in October to receive an update on New Zealand industry statistics, developments and future plans. As a result, one article has already appeared in the main food trade newspaper, *Lebensmittel Zeitung*.

### Embassy event

The New Zealand Embassy in Berlin asked Deer Industry

New Zealand to supply a chef and venison tasting for a meeting of agricultural attachés in Berlin. The representatives of each foreign embassy in Berlin take the opportunity to showcase the best of their country's food. Guests included the German Minister of Agriculture, Mrs Ilse Aigner, who, it is reported, said the New Zealand venison stand was the best at the event.



Staff ready to serve New Zealand venison at the embassy function.

### Press coverage

Work to get New Zealand venison mentioned and used in food magazines is on-going. New Zealand venison, like every other food brand, wants food writers and cooks to use their ingredients in recipes and editorials in their magazines. Placements take a lot of time on the phone and providing the right recipes/images/messages to suit magazine editors' topics. The more reputable the magazine, the less likely they are to take placements, which is why we were very pleased to see the hard work had lead to one big victory. With a readership of 3.2 million, *Brigitte* is Germany's leading women's magazine. Its Food Trends section in the October issue carried an article headed *Tender venison: from New Zealand comes excellent venison that tastes mild and delicious*. We couldn't have said it better ourselves. 🇩🇪



# Sire Stag Sale

Purpose Bred Trophy Bloodlines

Tuesday 12 January 2010

Breakfast 8.30am

Sale 10am

273 McKeown Rd, Geraldine

## Stag Viewing Pre Sale Circuit

## Sunday 10 January

## 9am – 11 am

Catalogues available on-line

[www.deergeneticsnz.co.nz](http://www.deergeneticsnz.co.nz)

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Kelly Bennett 0274 324 215  
Graham Kinsman 0274 223 154

Brian Newall 0275 956 448  
Max Benseman 0275 561 0000

# Increase in funding for JML programme – What does it mean?



*The idea of a low-cost but effective national programme for Johne's disease (JD) in farmed deer was first promoted through Johne's Research Group1 (JRG1), a group of deer farmers and veterinarians dedicated to reducing the effects of this disease in the deer industry. Johne's Management Limited (JML) has been responsible for the development of this programme, recording lesions suspicious for JD in commercially slaughtered deer since January 2007.*

At the heart of JML's development has been the very successful Ovis Management Limited model which is supported by export lamb processors. Venison processors supported a similar model for JML with the proviso that all agree to contribute both to data collection and funding. This has occurred without any objections. As a result, JML has developed a uniquely comprehensive database that, while preserving the anonymity of individuals, provides sophisticated analysis of JD prevalence, location and hot spots and is fast becoming invaluable to farmers, specialist veterinary advisers, processors and researchers.

## Achievements to date

Included in the strong foundation JML has developed are the following actions:

1. Increase in the proportion of deer slaughter inspection data captured to consistently greater than 95 percent, a unique achievement internationally. More than 1.3 million deer have been inspected for JD.
2. Ensuring the integrity and security of the information and accuracy of funding.
3. Standardising the definition and identification of JD-suspect lesions, increasing their detection in all deer slaughter plants (DSP) and decreasing between-DSP variation in detection levels through active education of Assurance Quality meat inspectors and other DSP staff.
4. Collaboration with Massey University to complete detailed quarterly data analysis.
5. Notification of 795 deer farmers to date of JD-suspect lesions through letters mailed every four months.
6. Development of a network of specialist (predominantly veterinary) advisers throughout New Zealand to provide management advice to their clients.
7. Production of a comprehensive Technical Manual containing the latest information pertinent to JD in deer.
8. Development of dedicated software for use by advisors to produce standard reports for their clients.
9. Acceptance of responsibility for milestones included in the two-year Johne's Research Group2 (JRG2) Sustainable Farming Fund project (2009–2011), including updating the farmers' manual and production of bulletins.
10. Attendance at field days, Deer Industry Focus Farm days and the NZDFA and NZVA (Deer Branch) conferences.
11. Maintenance of a regular column in *Deer Industry News*.
12. Presentations at industry meetings, including the DINZ board, DEEResearch board and NZVA Branch Chairmen's meeting.
13. Submission to the National Animal Identification and Tracing (NAIT) scheme.

## Need for change in funding model

From 1 January 2007 to 30 September 2009, the JML programme was funded through a voluntary 35–40 cent/

carcass contribution, collected on behalf of industry by every New Zealand venison processor. However, by early 2009, it had become apparent that:

- JML had successfully developed a low-cost programme based entirely on industry good-will which was effectively promoting the voluntary uptake of JD management in the deer industry
- as the programme was already run at minimal cost, it would not survive the forecast reduction in deer kill at the current level of funding.


The JML Board, after a considerable discussion, requested an increase to the voluntary contribution to \$1.00 per carcass from 1 October 2009. This level of funding would guarantee both the on-going survival of the programme and sufficient funding to allow JML to continue its active programme into JD management in the New Zealand deer industry. Geoff Neilson, JML Chairman, personally guaranteed processors that this funding would remain for a minimum of three years and, if the JML reserves became excessive, one of two things would occur:

- there would be a funding "holiday" or
- the three-year time period would be extended.

## Processors' individual decision on cost recovery

From 1 October 2009, in order to be transparent, one company has listed the JML contribution on its kill sheets, thereby directly attributing JML costs to clients. JML was not aware of this decision until early November, when JML was still considered as processor funded. It is entirely the decision of each processor on whether JML funds are recovered directly from its clients' accounts, or indirectly from within the processor's overall financial operations. JML will continue to shape its programme to reflect the current funding arrangements from the processing industry.

On 9 December, the JML Project Manager and members of the JML Board attended the NZDFA Executive Committee meeting to discuss the programme in detail and to devise ways by which deer farmers can actively participate in the continuing development of the JML programme. The NZDFA welcomes this dialogue and for the expertise given to assist the current JRG2 Sustainable Farming Funded programme to further advance systems and advice in helping farmers reduce the threat of JD to their herds.

The JML programme has achieved much in its three years of operations. If any deer farmer has concerns about the financial contribution made to JML by processors they supply, they should, in the first instance, contact the processor to discuss this further. In addition, the JML Board includes two deer farmer appointments (Eddie Brock and Ian Hercus) who are only too happy to discuss with deer farmers and the industry in general any issues concerning the programme. 

## Venison

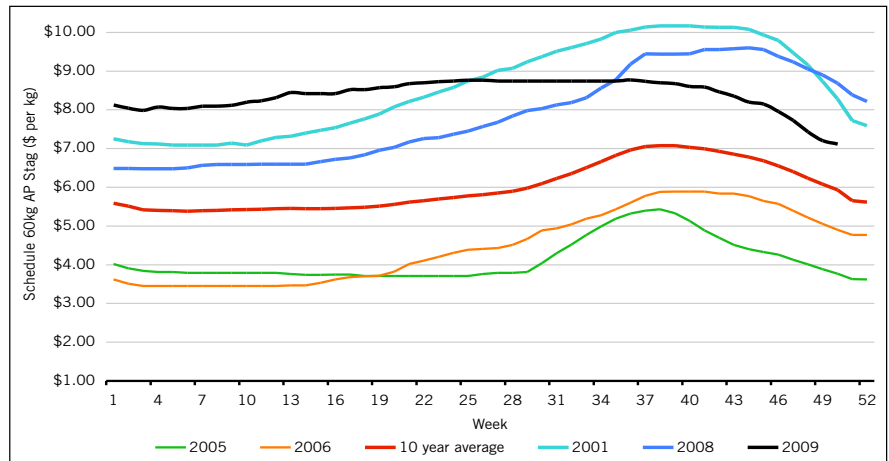
Competing proteins and an appreciating New Zealand dollar are affecting export market conditions for venison. Production levels have been falling in line with expectation and there are some signs that hind retention for herd rebuilding has begun.

### Production

Venison production to the end of August 2009 is 492,709 deer, down 22% on the year earlier. The proportion of deer processed which were hinds, over the 12 months ending August 2009 was 47%, down from over 50% for the past 5 years. This is a sign that hind retention has begun, although if the estimated increase in the number of MA stags is removed then the hind proportion creeps a little closer to 50%.

### Exports

Venison exports peaked in 2006 at close to 27,000 tonnes. Since then the volume exported has declined substantially and for the year ending 2009 only slightly over 16,000 tonnes was exported, 23% down on the previous year. The value of those exports dropped 9% to \$273 million. If the budgeted figure of 360,000 deer for 2009/10 is accurate, then exports will dip to around 12,000–13,000 tonnes for the year. This is about the same volume that was exported to Germany alone in 2006.



### Schedule

The national average published schedule for 55–60kg AP stags, as published by Agrifax was \$6.99 in the week beginning 14 December. The schedule peaked at \$8.78 in the first weeks of September. The schedule was largely influenced by the rapid rise of the New Zealand dollar which appreciated by 25% between January and October. This effectively removed the normal spring chilled schedule peak. For example, if in October the dollar had been worth as it was in January, an equivalent schedule would have been \$10.58.

### Market conditions

#### Europe

Competing proteins continue to have a big impact on the price perception of New Zealand venison. While they might not be directly substitutable, with beef middles 50% lower in price than New Zealand venison cuts, the trade is nervous about holding stocks of New Zealand venison. It is reported that individually, New Zealand exporters have been holding CIF prices as stable as they can. But ex-store product is trading in Europe for less than CIF prices and this is making sales difficult. It is hoped that these ex-store offers are for small volumes, and that once the game season starts in earnest, there will be sufficient demand for venison to ensure adequate sales of frozen middles.

Large stocks of European game have moved through the system, thanks in large part to steep price discounting by wholesalers. Anecdotally, sales of roe deer and wild boar have been progressing favourably. This has contributed to the sluggish demand for frozen New Zealand venison, but now this product is out of distributors' freezers they may be more inclined to restock their New Zealand venison supplies.

#### United States

Exporters report lifting interest from importers as they prepared to "reload the pipeline" in preparation for the Fall increase in demand after running down inventories over the year. Trading conditions remain very difficult. Restaurant turnover remains subdued with food service operators continuing to report annual declines in revenue and throughput. Earnings, however, are showing a slight recovery after firms closed stores, reduced staff numbers and sought to reduce input costs.

TOP 10 MARKETS FOR CHILLED VENISON EXPORTS				
Market	Year ending September			
	2005/6	2006/7	2007/8	2008/9p
GERMANY	1,055	1,255	1,062	853
BELGIUM	1,033	1,220	1,226	587
FRANCE	217	727	286	426
UK	161	292	347	381
NETHERLANDS	107	326	257	353
USA	703	678	584	324
SWITZERLAND	254	194	167	162
CANADA	89	67	54	44
DENMARK	56	157	64	30
SINGAPORE	41	29	14	18
OTHERS	138	73	85	28
<b>Total tonnes</b>	<b>3,856</b>	<b>5,020</b>	<b>4,145</b>	<b>3,204</b>
<b>Total value FOB</b>	<b>\$64.7</b>	<b>\$86.2</b>	<b>\$90.8</b>	<b>\$84.7</b>

Chilled exports peaked in 2006/7. Chilled exports in 2009 have again fallen, partly due to the timing of the kill – more deer in the December to April period, fewer from August to November. In 2006/7 nearly 300,000 deer were processed through the August to November chilled period. In comparison a little under 170,000 were processed in the season past. This restricted processors' ability to select and export chilled quality products.

### Exchange rate

At time of writing the New Zealand dollar was worth 47.6 euro cents and 70.15 US cents, respectively 12% and 30% higher than the same time last year. While the New Zealand dollar has been trading around its long term average against the Euro of 50 cents, it is 20% above its average value against the US dollar over the past decade. Roughly speaking, for each 1 cent the New Zealand dollar rises against the Euro, take 10 cents off the schedule, and for each 1 cent it rises against the US dollar, take 1 cent off.

# Velvet

The velvet season has started with great zest as buyers, intent on securing supply, are generating excitement among producers that "at last" we are heading for decent returns. However there is some caution noted by importers and exporters about the amount of continued growth that the market can sustain. The season still has a way to go and it is important that prices at least hold the early gains achieved. The premium continued to be received for New Zealand velvet over competing countries shows our strengthening brand and further work has been carried out to build on this.

## Prices

Some exporters have commented that further price increases through the season are unlikely, though one major exporter says current levels are well supported in the market. The potential for decreased production this year caused some pressure in New Zealand and key markets with concern from some that prices are rising too much, too quickly. However, Russian and Chinese prices are still reportedly low. While it is positive for New Zealand to hold the premium slot, substitution may start to occur which could disrupt the positive prices New Zealand has experienced recently. Given the goal is to ensure long term stable pricing at good levels, a loyal relationship with your buyer(s) is essential, as is ensuring your velvet is best represented in the market.

## Korean economy

Despite predictions that the third quarter GDP results would be down on the second quarter, Korea achieved the best quarter growth in seven years, with the Korean Times suggesting it was the best quarter growth in the OECD. While there is still concern about a "w" shaped recovery, the economy's bounce back is positive in terms of its timing with the velvet season.

The strong New Zealand dollar at the outset of the season continued to create a headache for importers. In contrast to the strengthening New Zealand dollar, the Russian rupee is around the same as it was in May 2009 (39:1) and Canadian dollar is similar (around 1100:1).

## Market activity

A direct mail campaign was carried out in October, targeting more than 25 importers in Korea, Taiwan and China and 46 marketers throughout New Zealand. Content included the new Technical Manual and brochures, both consumer and wholesaler, language specific to the market. Feedback has been extremely positive with many requesting more.

DINZ worked with a local processor promoting New Zealand velvet – branded, sliced and packaged in New Zealand. The promotion was aimed at Oriental Medicine Doctors through advertising in the main industry publication. The objective is to increase awareness that velvet is available sliced from



Velvet branded, sliced and packaged in New Zealand – around 10 tonnes frozen equivalent is now exported this way.

New Zealand, with the benefits of ensuring quality and transparency. Buying authentic product in Asia is a big consideration by consumers and the closer association they can get with the producer, the better. Since the first shipment last year, around 10 tonnes (frozen equivalent) is now exported in this form and with more work this figure could grow.

## Market access

### Korea

A third round of free trade negotiations is due to kick off on 14 December in Seoul. To date little meaningful concessions have been offered by Korea. It took a number of rounds before major traction on trade concessions occurred in the successful Chinese FTA. It is still a major goal for both sides to achieve a speedy and comprehensive agreement.

### Taiwan

The Taiwan New Zealand Economic Consultations, originally scheduled for late September, will occur on 10 December. The delay was due to the impact of Typhoon Maracot resulting in a refocus by the Taiwan government at that time. The agenda includes the 5-tonne frozen velvet quota and work that the industry has undertaken over the past two years. The following day is timed with a Taiwan Business Leaders Forum, which DINZ will take part in.

### Australia

Work continues on velvet access into Australia as DINZ prepares its response to another list of questions by the Therapeutic Goods Administration. The positive note is that velvet's submission is getting reviewed by Australia's regulatory authority.

## Farm visits

In late September we welcomed the largest-ever delegation from Korea's Ministry of Food, Agriculture, Forestry and Fisheries to New Zealand. This high-level delegation by the Korean government and chairmen from the major industry associations included Mr Kang, Korean Deer Breeders' Association Chairman. During their brief visit to New Zealand, the delegation visited Rodway Park deer farm as part of their down time in Rotorua.

Representative Tsai and members of the Taiwan Economic and Cultural Office visited Steve and Wendy Rowe's farm north of Wellington in October. It was their first visit to a farm of any type and gave them a great opportunity to see New Zealand velvet growing in a free-range, quality environment.

Many thanks to the Mitchells and Rows for their hospitality.



Eugene Chen (TECO), Mark O'Connor (DINZ), Representative Tsai (TECO) and Steve Rowe (producer).

# Johne's data starting to pay dividends

*Data collection on Johne's-suspect lesions by deer processors had now settled down smoothly and definite patterns are starting to emerge, according to Johne's Management Limited (JML) Project Manager Jaimie Hunnam.*



Jaimie Hunnam.

Speaking to Branch Chairmen in Wellington in October she said 23.5 percent of venison suppliers had now received a letter from JML informing them that Johne's suspect animals had been detected. Many of these had received more than one letter, and were now starting to seek ways of better managing the disease – exactly what the programme was designed for, Jaimie said.

Although Johne's disease is widespread in the North Island, far fewer lesions were being discovered in carcasses there, she noted. The Epicentre at Massey University was now analysing disease "hot spots" emerging from the data, and these were appearing in the Te Anau/Wanaka/Queenstown and central Otago areas. "That means we can target our extension work among vets in that area," she said.

Young animals with no clinical symptoms but lesions found post slaughter were on average 5–6 percent lighter than average, and adults 13 percent lighter, Jaimie said. This really hit home the production cost of the disease.

Getting a network of veterinary advisers up to speed on Johne's disease in deer was a vital part of the programme. "Vets need to understand that it affects deer differently than sheep or cattle."

Jaimie said farmers were made aware that a single animal found at slaughter with Johne's was invariably the tip of the iceberg. Blood testing the whole herd was probably a bit extreme, but testing R2 animals each year would allow a farmer to gradually reduce the impact of the disease in their herd.

## CRT enters deer market

*CRT has established a new livestock division in the South Island, and deer are an important part of that process. Their first deer auction will be held in 9 January.*

CRT Livestock Manager, Dave Hardy, says the decision was made as a means of extending the range of services the company has to offer, and was a natural extension of its existing core business.

"It was the logical next step after the company decided recently to set up a livestock finance division. We are starting with a staff of 10 in the South Island and then intend to expand progressively into the North Island, where we have links with Firstlight and Cerco. If you're going to provide a service of this kind you've got to do it well with a person in each area and specialists in areas that do more beef, dairy, deer or whatever."

He said the first auction will be at Unfehlbar Stud, West Melton, at 10.30 on Saturday 9 January (viewing from 9.30) with 18 pure English stags offered individually.

"We want to keep it small, with a point of difference being a complete service and operating right across the whole meat sector. The aim is to take some of the variables out of the market and reduce dependence on the vagaries of the venison schedule. As much as possible the selling will be done privately. We're not going into saleyard auction system, but trying to develop longer-term and regular sales relationships and selling to a more level kind of schedule. It's all about fostering supply chains that can be relied upon year after year. This will lead to better budgeting and putting more certainty into venison farming." 📄

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- **STAGS FOR SALE BY PRIVATE TREATY**

# Trilogy cracks 50

**Dave Lawrence's seven-year-old stud bull Trilogy has cut a the first known head of velvet in New Zealand to break through the magical 50 pound mark.**

The velvet weighed in at 24.14kg (53.22lb) when it was cut. Even allowing for the minor weight loss that occurs after freezing, Dave is confident the velvet will remain comfortably above 50 lbs. Last year as a six year old Trilogy cut 22.3kg, or 49lb, so he was pleased to see the bull reach this milestone.

Although he's big on quantity, *Trilogy* does lack somewhat when it comes to looking after his growing velvet. Dave says the bull has a habit of scratching the tips of his tynes on fences, causing small injuries and defects which rule him out of contention at the national velvet competition.

He's relaxed about the requirements that have kept the bull's velvet out of competition and praised the organisers for allowing the remarkable head to go on display at Invercargill earlier this month.

"I'll be entering him in the Elk and Wapiti Society velvet competition in January. The society's competition rules do allow velvet like *Trilogy's* to be entered, although he'll lose marks for the defects."

Dave says *Trilogy* has one of the highest growth rates of any the bulls they have had at Tikana, putting on an average of 360 grams a day between the ages of 3-15 months. 📺



*Trilogy shortly before this year's 24.14kg (53.22 lb) head was cut.*

## Branch chairmen's meeting

### On track for FarmsOnLine

**Farmers won't have to pay for it, and their private information will be protected. Those were among the reassurances provided to Branch Chairmen at their October meeting by MAF Biosecurity New Zealand's Clifton King.**

Clifton said the experience from the 2005 Waiheke Island foot and mouth disease hoax illustrated flaws in the AgriBase system when it came to tracking farms, livestock and owners.

"It covers 94 percent of the land area, but only 50-60 percent of owners. Small blocks are the problem. There are between 40-60,000 deer and cattle farms, but 200,000 rural properties in total."

The new FarmsOnLine database has had its business case approved and will be put into place in the latter half of 2010. Implementation is scheduled for March 2011, Clifton said.

He said it was cheaper and more efficient to build a new system from the ground up rather than adding to the current AgriBase database. FarmsOnLine was to be comprehensive, also including urban property information as these properties can also be involved in a pest or disease outbreak.

"It will be a shared resource that supports the Animal Health Board (AHB) and NAIT, surveillance, and responses to biosecurity incursions or adverse events."

Most of the data that feeds into FarmsOnLine will be from publicly available sources, including Land Information New Zealand, Valuation New Zealand, the AHB, industry organisations and so on. Rating information is particularly accurate and up to date, but a change in legislation in 2003 had the unintended consequence of shutting down access

to this data for purposes like FarmsOnLine – new legislation would reopen access.

"Most information can be assembled without having to involve farm owners, but where there is a conflict, farmers will be contacted," Clifton said.

He said concerns about privacy were taken seriously and the system would comply with the Privacy Act. Public access to data would be limited to what is already available in the public domain. Personal information, stock numbers and so on would be restricted to use under the Biosecurity Act, or where other legislation such as that enabling NAIT mandates its use. Access for any new uses, such as the Emissions Trading Scheme, would need to be mandated through new legislation.

Farm owners would have the option of registering on FarmsOnLine so that they could update information about their properties. Internet access would not be necessary for this.

In conclusion, Clifton said FarmsOnLine would be a useful tool to improve animal health surveillance and biosecurity or emergency responses. It would also provide evidence to support the effectiveness of our surveillance and pest management programmes and better evidence to use in new policies. 📺

# A good year for Peel Forest Estate

by Graham Carr, Peel Forest Estate

**The industry seems to be moving into a good space and so is Peel Forest Estate. It's been a fantastic year for the stud with some very notable accomplishments.**

Atlas is again the No. 1 Eastern growth rate stag in the industry, while Toby is again the No. 1 English growth rate stag. A son of Major Peel was taken as a trophy earlier in the year and is the Official World Record at 621 SCI.

These are very rewarding statistics for the Peel Forest Estate stud, but more importantly these genetics are available in this year's sale, with the first offering of Atlas and Rob Roy sons.

Atlas is a striking European sire. His progeny on offer have certainly inherited his great growth. More importantly, Atlas carries English and German bloodlines from his dam.

This influence instils temperament, hardiness and carcass conformation as well as important genetic diversity.

Rob Roy is very typical of the style of antler which is the goal here at Peel Forest – clean, long-tined antler with high-scoring tops. His sons for sale are very true to this style.

Chancellor sons again are a strong feature of the sale. He always produces quality sons which have gone on to become very successful sires across the country.

To farm hinds successfully in tussock or harder run conditions, hinds must be able to have reasonable fat cover and a robust constitution. Therefore we have offered for sale a selection of maternal sires that have the right make-up to produce hinds with the right carcass, hardiness and reproductive characteristics.

Our endeavours to assist the farmers' fight against Johne's disease by providing resilient deer are continuing as we gain



Atlas: Great growth characteristics.

more information from our ongoing work with the University of Otago. Our genetic base is being constantly analysed to fine tune our way down the Johne's resilience pathway. Stags from Peel Forest Estate will eventually offer the best means of combating Johne's by building resilience into one's own herd.

Peel Forest Estate believes in supplying 3 year olds to market, and our research shows clients prefer 3 year olds. At this age they cover more hinds, settle in better and have had an extra year through the selection process. Natural mating with 3 year olds is without doubt the most economical and simple way to improve your herd.

After the positive feedback from our screening of stags last year we will be presenting the stags with antlers on the same way. Seeing them in the paddock at different angles and close up in the pens we believe gives our clients the best viewing. It is also more animal friendly. 📺



Rob Roy: Sons for sale.

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**For Embryo Transfer.**

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**0274256574**  
**Email: [advanced.deer.genetics@gmail.com](mailto:advanced.deer.genetics@gmail.com)**

## COMING EVENTS AND SIRE SALES: 2010

Date	Event	Time/Location	Contact for further details
6 January	Kelly Oaks Deer Park stag sale	11 am, 138 Taukenga Road, Rotorua	Graeme Kelly, Ph 0274 797 060
	Love Red stag sale	2.30 pm, 380 Te Waerenga Road, Rotorua	Don Love, Ph 07 332 3647 or 07 332 5608, 027 206 3651
	Pampas Heights stag sale	5.30 pm, 240 Te Waerenga Rd, Rotorua	Bryce Heard, Ph 07 332 2271
7 January	Rodway Park/Sarnia Deer stag sale	11 am, 540 Poutakataka Road	Andrew and Rachael Mitchell, Ph 07 333 2151, 021457 715
	Raroa Red Deer stag sale	4 pm, Fergusson Gully Road, Cambridge	www.raroadeer.co.nz
8 January	Windermere Red Deer stag sale	11 am, 341 Koromatua Road, Hamilton	John and Paula Kempthorne, Ph 07 847 4809
	Tower Farms stag sale	3 pm, Discombe Road, Cambridge	Joe Crowley, Ph 027 472 7436
9 January	Unfehlbar English Red Deer stag sale	9.30 am, West Melton	Guy Brady, Ph 03 347 8158, www.unfehlbar.co.nz
	Stanfield's European Red Deer stag sale (English)	1 pm, at Bangor, Darfield	Clive Jermy, Ph 03 317 9167 or 03 317 9166
	Willow Creek Deer stag sale	5 pm	Harry Waghorn, Ph 03 312 9856
	Stanfield's Eastern Red Deer stag sale	7 pm, Bangor, Darfield	Clive Jermy, Ph 03 317 9167 or 03 317 9166
10 January	Foveran Deer Park stag sale	2 pm	Barry Gard, Ph 021 222 8964
11 January	Peel Forest Estate stag sale	1 pm	Steve Blanchard, Ph 03 696 3858
	Pelorus Stud stag sale	5.30 pm	Mac Bryant, Ph 03 574 2249
12 January	Deer Genetics NZ stag sale	10 am, 273 McKeown Rd, Geraldine	Don Bennett, Ph 0274 955 007
	Gloriavale Deer Park/Littledale Deer Park stag sale	3 pm	Jonathan Christian, Ph 03 738 0224; Mike Dempsey, Ph 027 351 0879
13 January	Remarkables Park stag sale	1 pm	Alistair Porter, Ph 021 99 55 88
	Netherdale Red Deer stag sale	6 pm	David Stevens, Ph 0274 331 383
14 January	Arawata Pure Red Deer Stud stag sale	1 pm	John and Mel Somerville, Ph 03 246 9803
	Brock Deer stag sale	6.30 pm	Eddie Brock, Ph 03 207 6822
15 January	Doncaster Deer stag sale	12 noon, on farm	Peter and Yvonne Doncaster, Ph 03 205 8004
	Wilkins Farming stag sale	Afternoon	Michael Wilkins, Ph 027 249 9317
16 January	P Grendeik Wapiti bull sale, Lorneville	10.30 am	
	Littlebourne Wapiti bull same	1 pm	Jack Pullar, Ph 03 236 8430
	Tikana Wapiti bull sale	3.30 pm	Dave Lawrence, Ph 03 236 4117
	Lochinvar Wapiti bull sale	11 am	Chris Carran, Ph 03 249 5804
17 January	Maryland Deer sale	4.30 pm	Robbie Gibson, Ph 03 445 2839
	Clachanburn Elk bull sale	2 pm	John and Mary Falconer, Ph 03 444 7511
19 January	Rothsay Deer sale	1.30 pm	Donald Greig, Ph 03 302 8777
20 January	Edendale Deer deer sale	1 pm	Donald Whyte, Ph 03 303 9842
21 January	Raincliff Station Wapiti sale		David Morgan, Ph 03 614 7063
22 January	Antler & Views stag sale	1 pm, SH1 10km North Kaikoura	Dave Mackie, Ph 03 319 7454
23 January	Elk and Wapiti Society National Velvet and Hard Antler competition	Latimer Hotel, Latimer Square, Christchurch	Tony Pullar Secretary 03 473 8740, ewsanz@ihug.co.nz
25 January	Steinvale Deer Stud Wapiti venison bull sale	1 pm, 234 Piakonui Road, Walton, Matamata	Mike Steiner, Ph 027 439 2444
30 January	Fiordland Branch Annual Velvet Competition	Lochinvar, Chris Carran's, 4 pm	Chris Petersen 03 249 8996
20 February	National Rising Stars 2 yo velvet competition & 1, 2, 3 yo hard antler, supported by Waikato Waipa, SCNO and Canterbury Branches	Tower Farms, Discombe Road Cambridge from late afternoon	Joe Crowley 07 823 3309 or 027 472 7436 or Sharon Love tradedeer@xtra.co.nz, 027 486 4341
18–20 May 2010	Deer Industry Conference	War Memorial Hall, Napier (field day 20 May at The Steyning, Central Hawke's Bay)	Tony Pearse, 021 719 038, tony.pearse@deernz.org or Hannah Hsu, 04 471 6110, hannah.hsu@deernz.org
27–28 July 2010	Fifth World Deer Congress	Changchun, China	Tour proposed via velvet processing centres in China. To register interest contact Ron McPhail, PO Box 2091, Palmerston North, Ph 06 357 1644, enquiries@crmcphail.co.nz

This table is compiled from publicly available information. We have done our best to ensure it is up to date and accurate, and encourage readers with events to publicise to contact us directly at [din@wordpict.co.nz](mailto:din@wordpict.co.nz)



### RODWAY PARK

Stag Sale – Thurs, January 7<sup>th</sup> 2010 at 11.00am, Rotorua

### SARNIA DEER



2010 Sale stags include . . .



**W 1327 – 2yrs**  
(Achilles/Motsumi)



**W 1295 – 2yrs**  
(Peleus/Malcolm)



**W 1307 – 2yrs**  
(Y 13/Pelorus Nick)

“The Home of Clean, Stylish, Consistent Antler Genetics”

# Deer farmers to be represented on Game Animal Council

**Proposed options for creating a New Zealand Game Animal Council in 2010 include some major changes to management and administration of deer, chamois, tahr and wild pigs in New Zealand. Major proposals include transferring the issuing of deer farming permits from DOC, and revision of the status of game animals and the legal definition of their meat. A timetable sets out steps for establishing the Council in 2010.**

In a discussion paper, the committee appointed to establish the Game Animal Council (GAC) proposes a single national management body consisting of 17 representatives of stakeholder groups (including the New Zealand Deer Farmers' Association, Association of Game Estates and Federated Farmers) plus an independent Chair.

The paper notes that the last major law change took place more than 30 years ago and since then there have been great changes in conservation, recreation, farming and methods of animal control.

"The Wild Animal Control Act sets out that all of the Department of Conservation's management must be based on controlling or eradicating wild animals. This inhibits DOC from managing game animals for their resource value, and conflicts with its responsibility to promote recreation ... There is no current mandate for managing deer, tahr, chamois or wild pigs for their recreation, commercial or tourism values. Since at present DOC is not exercising any direct animal control on most of the conservation land it manages, the Game Animal Council can exert some management of these areas to provide a balance between biodiversity outcomes and recreational and commercial value. The Council would be involved in deciding where the conservation priorities lie and DOC would have input into the management by the Game Animal Council.

"Present DOC planning processes focus on the concept of 'place' and what management is undertaken at which place. With regard to deer, tahr, chamois and wild pigs, there are very few active management plans ... Usually the resulting population of wild animals is the de facto level achieved through recreational and commercial hunting and by-kill during possum control programmes.

"Current DOC planning defines places where game animals are to be specifically *controlled* for conservation purposes. It is therefore logical that in all other places game animals could be *managed* for their resource value, subject to some environmental constraints to ensure conservation values were protected.

"The Game Animal Council would have this general management mandate on public conservation land primarily, and on some other public land by negotiation. The Council would have no mandate over private land other than negotiating with or contracting to landholders. The Council would, however, be involved in the management of cross-boundary issues that apply to both public and private land."

The proposal states that initially there should be a

head office in Wellington, with an annual operating budget of around \$850,000.

Functions of significance to farmers and game estate owners could include:

- issuing permits to hunt or capturing game for commercial purposes
- issuing permits to operate game estates
- contracting with private landowners and government agencies to manage game animals on their land
- ensuring there are sufficient resources to enforce conditions of hunting and farming
- supporting and encouraging the farming and keeping on game estates of game animals
- promoting and educating stakeholders
- defining and promoting ethical standards
- promoting and encouraging recreational and commercial use of game animals, including tourism
- keeping hunters and managers informed on matters affecting their interests
- representing game animal interests in statutory planning processes
- undertaking works to maintain the quality of game animals as a meat and trophy resource
- preparing and operating game animal management plans
- identifying research needs and undertaking that research
- liaising with the New Zealand Conservation Authority, conservation boards and regional councils.

The Committee looked at other regimes for managing introduced ungulates in an environment that has no indigenous ungulate herbivores. There was no real precedent, although the management systems of the New South Wales Game Council and the New Zealand Fish and Game Council provided useful general models of game management.

"We propose the Council to be a single national governing body – not a number of separate regional bodies like the Fish and Game Councils throughout New Zealand."

The Committee suggested a total of 17 councillors

## Single national body recommended

The Game Animal Council (GAC) proposal is the outcome of a three-year review of game animal management in New Zealand. The review was conducted by a Ministerial panel and last year recommended setting up a single national-level body to coordinate and foster hunting and farming interests in deer, chamois, tahr and wild pigs. (Other animals do not come under the GAC's brief.) The GAC is to operate in the interests of hunters and game animal managers, and its purpose is:

- to represent nationally the interests of hunters (commercial and recreational) and game animal managers (meaning anyone who works with these animals including

farmers, game estate operators and wild animal control operators) and

- to manage and regulate the game animal resource, while having regard to the animals' environmental effects.

"Many New Zealanders are unwilling to accept that their support for the conservation of native species and ecosystems must necessarily come at the cost of denying any place in New Zealand's wild lands for introduced animals such as deer, chamois, tahr and wild pigs," says the discussion paper. "The law governing these animals in New Zealand is an uncomfortable mix of legislation and policy that focuses solely on them as pests to be controlled or eradicated, and takes no account of their resource value in the wild."

## It's all in the definition

An important issue from the deer industry's viewpoint was the definition of game animals and their meat, the Committee said. "At present deer, chamois, tahr and wild pigs are defined as 'Wild Animals' under the Wildlife Act, which states that they are to be managed under the Wild Animal Control Act 1977 (WAC Act), today administered by DOC. With DOC's focus today on 'place-based' management, animals will be managed for different objectives at different places, and the law amended to reflect this.

"Deer farmers want deer on farms to be legally redefined as 'farmed game' to maintain significant market access advantages for venison exports defined as 'game', but also require the farmed status that brings the deer industry under the auspices of MAF rather than DOC. Game estate owners want their animals legally designated as 'managed game', as they are neither farmed nor wild.

"The GAC Committee considers that animals in the wild are essentially 'wild game animals' and it would be logical for them to have such a status. This classification would be accomplished under the current system of schedules to the Wildlife Act. They would be categorised in a separate schedule as species to be managed by the Game Animal Council in places where they are to be managed for their hunting values.

"In the places where they are to be managed for conservation purposes only, they could be identified and retained under the current schedule as 'Wild Animals' and managed by the Department of Conservation for those purposes. There may need to be some change to the Wild Animal Control Act with respect to the management of farmed and game estate deer and venison recovery.

"The New Zealand Deer Farmers' Association made submissions to the Game Animal Panel setting out its opposition to the status of 'wild animal' and wanted the

status of deer on farms to be redefined as 'farmed game animals'. This safeguards the international market access advantages conferred by with the status of 'game' while recognising that deer are treated as stock in every other respect and are governed by MAF requirements covering ownership, confinement, animal welfare, disease surveillance, animal health, etc.

"Similarly, game estate owners wanted animals on game estates to be separately defined, with a suggested status as 'estate-managed game animals'. Animals on game estates are already separately defined under the Animal Products Act and the venison from game estates has separate designation under food safety regulations (as 'wild game estate meat').

"The third category of game applies to animals that are unconfined and owned by the Crown. The Committee considers that these are essentially 'wild game animals' and it would be logical for them to have such a status. The classification of 'game animals' could be accomplished under the current system of schedules to the Wildlife Act under a separate schedule with management undertaken by the Game Animal Council, i.e. game animals in this schedule, then sub-defined by place as farmed game, managed game, and wild game.

"In the places where they are to be managed for conservation purposes only, they could be identified and retained under the current schedule as 'wild animals' and managed by DOC for those purposes. There may need to be some change to the Wild Animal Control Act with respect to the management of farmed and game estate deer and venison recovery.

"This continuum of status is consistent with management at 'place' by providing a flexibility of designation that reflects differing management objectives and caters for future changes in management direction."

representing the following organisations or sectors:

- MAF
- DOC
- New Zealand Deerstalkers' Association (two nominations)
- New Zealand Professional Hunting Guides Association
- Safari Club International
- Tokoroa Pig Hunters Club (in the absence of any national pig hunters' association)
- Unaffiliated recreational hunting public (two nominations)
- New Zealand Deer Farmers' Association
- Southern Aerial Game Recovery Association (in the absence of any national association of commercial venison hunters)
- Sports Industry Association
- Federated Farmers
- New Zealand Association of Game Estates
- The Minister of Maori Affairs
- The scientific community
- Conservation NGOs.

Other groups could be co-opted on an ad hoc basis, such as the Wapiti Foundation, SPARC, Mountain Safety Council, Animal Health Board and New Zealand Food Safety Authority, but would not have voting powers.


The Committee proposes appointing a Chief Executive Officer to be responsible for employment and appointment of staff, and managing and providing services. The Committee

suggested that initially the Council should set up a central or head office in Wellington, then in other areas as needs and resources dictate.

"A number of opportunities for 'user-pays' funding are being explored including levies on exported trophies and retail sales of hunting equipment, and a registered hunter system ... The Committee considers that the challenging question of hunting charges needs to be at least considered. There is a long history of free access to game animals, founded in their early status as 'pest' or 'noxious' animals. There are two schools of thought on charging for use of the hunting resource:

- the idea is anathema and deeply contrary to the New Zealand tradition of free use of a public resource; and
- the idea could be considered as a means of funding good management and providing a justified sense of ownership of the resource.

"About 50,000 people hunt game each year, and ball-park budgetary projections suggest with a nominal \$20 fee an overall budget of perhaps \$1 million per year could be generated. There are current proposals by DOC to impose charges in some areas to cover the cost of running the present permit system.

Submissions on the discussion paper have now closed, and recommendations to the Minister are expected to be made by 28 February 2010. 

# Sire Summaries:

## 1 December 2009



# DEERSelect

These sire summaries are lists of sire breeding values calculated from a single analysis of information from herds located around New Zealand. This analysis enables the genetic performance of the sires used in these herds to be compared on the same basis, after differences in environment have been removed.

To appear on the list a stag must have a minimum of five progeny recorded, have a minimum accuracy for 12-month weight breeding value of 75% and have progeny born in the last two years. There are separate lists for English stags and European and Composite stags. However, the breeding values on the two lists are directly comparable (providing both lists have the same analysis date recorded).

The information presented is for growth only, with the traits reported being weight at 12 months (W12) and mature weight of hinds (MWT). Both breeding values (BV) and accuracy of

each breeding value (acc%) are reported. Number of progeny are reported as "number born in the last 2 years/total number of progeny" where the two numbers differ.

The lists are ranked in descending order based on the breeding value for 12 month weight (W12BV). The list for English stags includes the top 10 of 34 stags listed, based on W12BV. The list for European and Composite stags includes the top 30 of 404 stags listed.

Full, sortable lists for all sire stags are available on the DEERResearch website and clicking on the **breeding values** link on the home page: [www.deerresearch.org.nz](http://www.deerresearch.org.nz)

*DISCLAIMER: While every endeavour has been made to ensure the accuracy of information in these reports, SIL and AgResearch expressly disclaims any and all liabilities that may arise from the use of the information.*

ENGLISH TOP 10									
Rank (W12BV)	Birth Tag	Birth Herd	Current Tag	No Progeny	W12BV	W12Acc	MWTBV	MWTAcc	Current Flock Prefix
1	Pelorus Deer	9829/98	TOBY	71/169	11.8	0.97	4.7	0.84	Peel Forest Estate
2	Stanfield English	03254/03	DARTAGNION	66	8.7	0.92	3.7	0.79	Stanfield English
3	Pelorus Deer	18/99	BENTLEY	25/91	8.1	0.94	5.9	0.78	Foveran Deer Stud
4	Stanfield English	011440/01	ARAGORN	165/240	5.8	0.97	3.8	0.86	Stanfield English
5	Windermere Red Deer Farm	295/90	295/90	1/28	5.7	0.88	1.6	0.73	Windermere Red Deer Farm
6	Stanfield English	03004/03	03004	7	5.3	0.8	-1.6	0.66	Stanfield English
7	Stanfield English	001030/00	MERLIN	55/192	5.3	0.97	7.2	0.87	Stanfield English
8	Canterbury Imp Red Deer	96053/96	96053	12/219	5	0.96	4.3	0.88	Canterbury Imp Red Deer
9	Canterbury Imp Red Deer	02758/02	02758	142/146	4.7	0.79	2.6	0.66	Leamington
10	Stanfield English	99018/99	WILLIAM JOHN	160/428	4.6	0.98	2.2	0.84	Foveran Deer Stud

EUROPEAN AND COMPOSITE TOP 30									
Rank (W12BV)		Birth Herd	Current Tag	No Progeny	W12BV	W12Acc	MWTBV	MWTAcc	Current Flock Prefix
1	Peel Forest Estate	03556/03	ATLAS	60	25.1	0.94	22.2	0.79	Peel Forest Estate
2	Stanfield Eastern	03152/03	MEGAMILIAN	263	24.9	0.98	24.3	0.84	Wilkins Farming
3	Deer Improvement	06306/06	CZAR	115	24.8	0.95	20.9	0.77	Deer Improvement
4	Deer Improvement	06259/06	BREMEN	96	24	0.95	15.7	0.74	Deer Improvement
5	Doncaster Deer Partnership	06583/06	CORONA	37	23.8	0.91	19.5	0.74	Deer Improvement
6	Doncaster Deer Partnership	05063/05	CORLEONE	25	23.4	0.89	17.8	0.73	Deer Improvement
7	Canterbury Imp Red Deer	31/04	SONNY BILL	25	22.7	0.88	24.5	0.75	Canterbury Imp Red Deer
8	Black Forest Park	02P162/02	KURGAN	50/98	22.1	0.95	22.7	0.85	Black Forest Park
9	Doncaster Deer Partnership	06549/06	PERFORMER	33	21.9	0.91	20	0.74	Deer Improvement
10	Peel Forest Estate	04052/04	04052	7	21.7	0.83	21.4	0.72	Peel Forest Estate
11	Deer Improvement	06305/06	COMMODORE	76	21.7	0.94	15.7	0.76	Deer Improvement
12	Landcorp Stuart	259/06	259/06	12	21.7	0.83	15.3	0.67	Landcorp Stuart
13	Fairlight	05/3432	STALLONE	174	21.5	0.97	14	0.78	Deer Improvement
14	Deer Improvement	06260/06	FRANCHISE	37	21.3	0.91	16	0.74	Deer Improvement
15	Canterbury Imp Red Deer	02685/02	COSSAR	288/302	21.2	0.98	23.5	0.86	Deer Improvement
16	Stanfield Eastern	97020/97	MAXIMILIAN	88/464	20.8	0.99	25.3	0.94	Stanfield Eastern
17	Black Forest Park	03T649/03	DENZEL	41	20.8	0.9	18.6	0.81	Totara Hills
18	Remarkables Park Deer Farm	62/05	LUCIANO	94	20.6	0.95	14.1	0.74	Deer Improvement
19	Doncaster Deer Partnership	05073/05	05073	5	20.3	0.82	14.9	0.68	Doncaster Deer Partnership
20	Fairlight	063179/06	MASTERMIND	51	20.1	0.93	16.2	0.74	Deer Improvement
21	Peel Forest Estate	04034/04	COLT	46	20.1	0.86	18.4	0.72	Totara Hills
22	Peel Forest Estate	00264/00	ADMIRAL	425/475	19.9	0.99	15.3	0.87	Deer Improvement
23	Peel Forest Estate	03315/03	3315/03	36	19.8	0.91	14	0.75	Wilkins Farming
24	Stanfield Eastern	011392/01	COLOSSUS	118/150	19.7	0.97	18.3	0.84	Deer Improvement
25	Doncaster Deer Partnership	041943/04	WAIPAHI	34	19.7	0.9	16.8	0.73	Deer Improvement
26	Landcorp Stuart	382/05	382/05	24	19.5	0.87	18.1	0.74	Landcorp Stuart
27	Black Forest Park	99P043/99	KABUL	5/294	19.5	0.98	20	0.93	Black Forest Park
28	Stanfield Eastern	011364/01	MOSSIMO	47/89	19.4	0.96	19.6	0.83	Deer Improvement
29	Black Forest Park	04Y068/04	04Y068	19	19.3	0.86	18.7	0.74	Black Forest Park
30	Sunny Downs	NZDF66/00	CROATIA	32/46	19.2	0.91	9.9	0.69	Sunny Downs