P2P

Quarterly Progress Summary: January to March 2017

Summary of progress during this quarter:

The P2P programme achieved two key milestones over the summer 2017. New Zealand venison marketing companies agreed to support the introduction of Cervena venison into Germany in 2017 to target food service channels with a summer dining message.

Secondly the P2P programme rolled out 'Regional Workshops' as a means of encouraging practice change among farmers. After being trialled in 2016, six Advance Parties worked with their local Deer Farmers Association branch to conduct practical workshops for local deer farmers. Taking lessons learnt from the APs and applying them to individual farmers' issues.

Good summer growing conditions have assisted farmers' objectives of adding more weight to animals and improving fawning rates. Prices for replacement stock have reached multi-year highs indicating strong demand for herd rebuilding.

Marketing Premium Venison

- Venison marketing companies agree increased volume targets for 2017 Summer Cervena programme.
- Addition of a fourth New Zealand exporter to the Benelux programme in 2017.
- Venison marketing companies agree to introduce Cervena to Germany to boost summer promotion.
- Development of the framework to use Cervena™ as a modern appellation that augments individual company brands which companies want to use in a wider variety of markets.
- Chef workshops in Shanghai in conjunction with New Zealand Trade and Enterprise. Preparation of training materials for using venison in Chinese cuisine.

Market-Led Production

- 24 Advance Parties in operation.
- 6 P2P Regional Workshops conducted for NZ DFA branches this quarter.
- Trials with vets and farmer clients confirm effectiveness of the Annual Health Review.
- Agreement to proceed with co-funding NZVA Vet training modules.
- Inclusion of Environmental Stewardship as a core component of the P2P programme will involve creation of guide to operate within code of compliance for environmental management, case studies of practical environmental management and guidance for industry needs on future environmental management.

Key highlights and achievements

- Cervena to Germany
- Four companies promoting Cervena in Benelux 2017.
- 6 Regional Workshops completed and well received.
- Inclusion of Environmental Stewardship in the P2P Programme.

Collaboration with other PGP programmes

- Agree to include deer industry key performance indicators in RMPP Red meat guides to farm performance and profitability.
- Working on specifications for on-line Advance Party project records to allow utilisation of Farm-IQ software.

- Attended MPI PGP extension workshop with other PGP extension managers.
- Presentation to RMPP Rural Professionals workshop on effecting change among farmers.
- Impact of Advance Parties and other practice change activities on the management of sheep and cattle on deer farms.
- Advance Parties giving encouragement to other sectors that farm centric engagement is effective.
- The inclusion of deer on FarmIQ farms.

Collaboration with other Government Agencies
- New Zealand Trade and Enterprise used venison at a chef workshop at the New Zealand facility in Shanghai. NZTE provided a report on the NZTE chef who cooked at the event and provided some examples of some dishes prepared by Chinese chefs after the event.

Upcoming
- Implementation of year three of the Cervena 'Now in Season' promotion in Belgium and the Netherlands.
- Company agreement on new market development - examining on-line distribution to health food niches in the USA.
- Completion of the Cervena appellation redevelopment project.
- Production of new venison production calculators for farmers.
- The 2017 Advance Party National Workshop on 25 May.
- Deer Industry Conference May 26.

Investment

Investment period	Industry contribution	MPI contribution	NZTE Contribution	Total investment
During this Quarter	$217,038	$210,584	$4,302	$431,924
Programme To Date	$1,524,107	$1,402,635	$78,297	$3,005,040