

Quarterly Report: April to June 2021



Passion2Profit

The Deer Industry Profitability Programme



NZ venison companies are making good progress on North American retail programmes, above is Alliance via partner Four Seasons and Silver Fern Farms product side by side in a supermarket outlet.

Quarterly Progress Summary: April to June 2021

Summary of progress during this quarter:

Marketing Premium Venison

North American retail programme company updates:

First Light - have just launched their tri-protein meatball into the market a couple of weeks ago. They are progressing approval for their ground venison brick at Whole Foods. They are also in the process of sending additional products to the US for NPD workshops. Not helping with shipping.

Silver Fern Farms – Continue to focus on their venison brick expanding the number of stores it will be sold to 1000 by the end of year. They have been growing their social media footprint quickly and have nearly 15,000 followers on their US Facebook page.

Mountain River Venison's programme with Force of Nature is going well. They recently ran a 4th of July promotion and are planning for a Fathers day one. The ground venison is moving more volume than steaks. They recently launched a new product, a Venison Tomahawk steak.

Alliance notes that retail sales are small at the moment but are rapidly growing. Currently doing promotion in 80 stores for loin steaks. Feedback from customer taste test panels have been positive.

North American chef research

A survey of was commissioned through a digital marketing company to gain an up to date view of how North American chefs view game meats, and venison specifically. 439 chefs across 44 of the 50 American states completed the survey.

The survey tracks attitudes towards venison on the whole and garners an understanding of American attitudes and familiarity towards New Zealand Venison. The research findings will be used to inform communications activities to US chefs over the coming year, and also gives good insights into the regional variations of consumer attitudes toward venison across the different parts of the country. This will be useful to inform the increasing amount of communications activity targeting consumers in those areas where venison is available at retail.

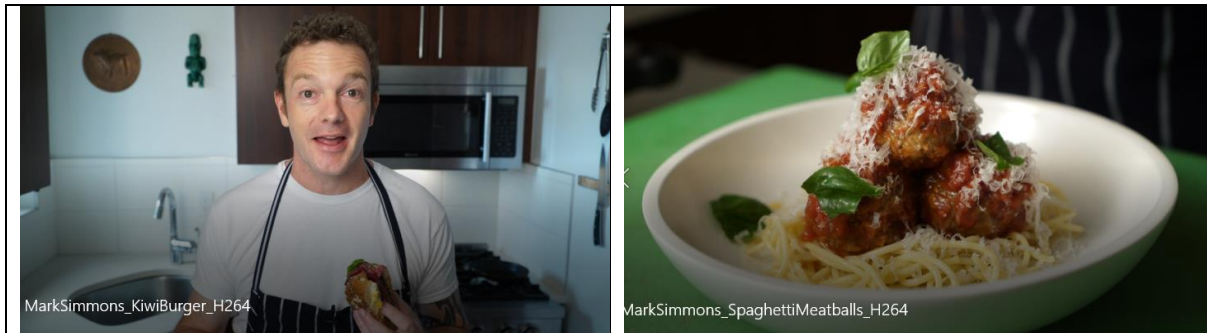
PR support

DINZ has engaged a PR professional to generate more coverage of New Zealand venison in consumer media in those areas where it is available at retail. Sue Bolen has twenty-five years of experience in food public relations. Projects include:

- Pitching venison recipes for them to publish (focus on American dishes that Shannon and an American chef have been developing with Sue).
- A US NZ Venison website HOME (nzvenison.us) to have a source of information to point people to as part of the pitching process. Currently the only US centric site we

have is Cervena, and pointing them to that page when most of the retail items are not Cervena is confusing.

- New York based kiwi chef Mark Simmons to develop a teaser reel of Mark preparing several dishes. This is being used to pitch to television programmes with cooking segments the idea of Mark doing a segment on cooking venison. Sue is in discussions with New York regional stations whose interest was piqued from the initial teasers.



Screenshots from New York based New Zealand chef Mark Simmons.

China

Chef Research

The chef research project has been completed.



240 images have been captured for companies to use in their marketing activities.

Several videos were also produced companies to use.

Key findings from the research

- Chinese chefs are not familiar with current venison cuts and often see them as a limitation (particularly cut size) when considering how they want to present a dish. For example, one of the chefs was given venison flap cut into cubes, but they would rather have had the whole piece so they could cut it as they saw fit.
- Chefs did not know how to articulate the qualities of venison and so would talk about it in comparison to other meats (particularly beef) to infer what they venison is to them.
- When chefs create dishes, texture is an important aspect of the dish, and ingredients are chosen to contrast with the texture of the meat. Different cuts of venison provided different texture that were valued as opposed to Europe and North America, where tough meat is generally viewed negatively. For example, tender was used for prime cuts, but other words such as “bouncy” was used to describe shoulder and rump, “soft” was used to describe shortloin, “dry” was used to describe shank.
- In many Chinese dishes while meat is part of a dish, it is not necessarily the primary flavour, with many herbs, spices and sauces used to create complex flavours in a dish. It is also viewed as an element of the dish, equally as important as the spices or say the noodles. This contrasts with a Western context, where meat is often thought about as being “centre of the plate” or the most important element.

DINZ co-ordinated a meeting with the marketing companies (New Zealand and Asia based personal) to discuss these results and to refocus the work programme for the remainder of the year.

- There is an opportunity for the companies and DINZ to help shape how chefs think about venison by developing a collective way of talking about venison, this will include identifying/naming cuts in a way that is familiar to Chinese chefs and using greater descriptions of the texture of the meat.
- Further investigation with a Chinese chef with butchery skills would provide useful insights to alternative ways of preparing cuts for this market.
- Development of how-to videos for chefs, with a focus on basic skills (how to defrost and care for the meat).
- Continued development of Chinese recipes will be important.
- Companies are keen to get case studies/stories of venison being sold in Chinese restaurants, as this will provide a tool for them to use when trying to sell venison into other restaurants. By getting some dishes on a menu, data will be gathered on the popularity of a dish, how adventurous Chinese consumers are to try venison dishes. DINZ will begin undertaking some real-world trials with restaurants.

Market Led Production

Overall, there is solid momentum across all programmes, and the intention is that all budgeted programmes will be completed by the end of the financial year. A successful technical workshop was held in Invercargill in May, following the national conference. This was followed in late June by a North Island Technical workshop in Palmerston North.

As with recent Regional workshops the technical workshops have extended the participation of deer farmers beyond those involved in current groups. In total 362 farmers have attended regional and technical workshops which have also included market and industry updates.



Health, Wellness and Safety

For each P2P meeting in the past few months we have been leading with a discussion on these topics. This has been in an effort to more normalize discussion, rather than an area where forms are filled out to merely achieve compliance. Some interesting insights have come forth on the best safety briefing that people have heard and positive stories of resilience that the P2P programme has enabled.

Spot checks have been carried out with contractors to sight and review the H&S plans for their own business.

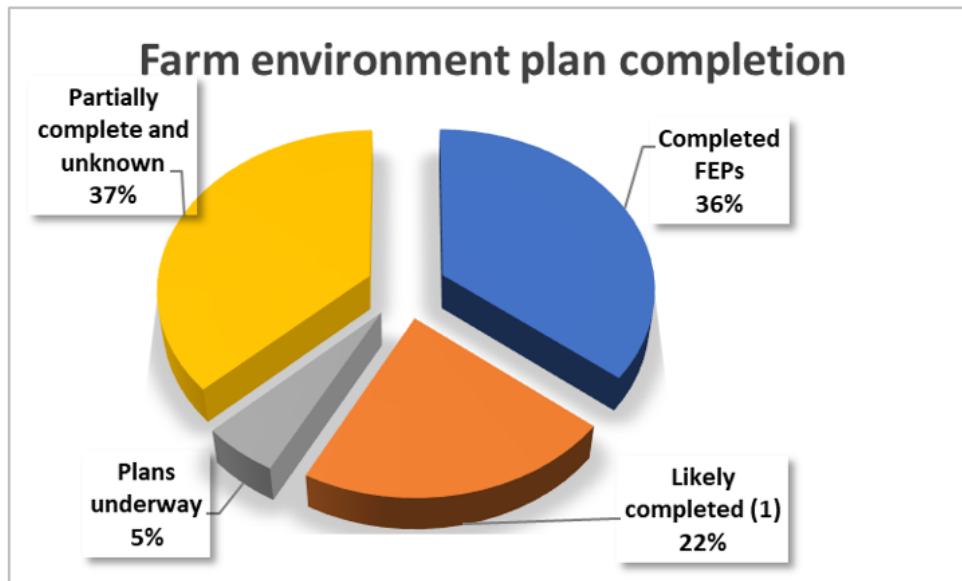
2021 Annual plan progress

- The theme groups for feeding and genetics communications have met during the past two months. This has been an opportunity to reflect on the progress made during not just the past year, but also across the life of the programme. The groups have also discussed the opportunities that could be included in a future P2P, including the opportunities for further integration across theme groups and further extension opportunities. Other theme group meetings are being scheduled.
- A renewed relationship has been established with the NZVA special interest deer branch, who are keen to be involved across a range of current activities, and to be part of any future co-design.
- P2P updates and opportunities were part of the DFA Branch Chairs meeting prior to national conference.
- An evaluation survey has been sent to all Advance Party groups and results from 10 Advance Parties have been received. Each group has reflected positively on the progress they have made during the course of the P2P programme, and there is an overwhelming desire to keep meeting in some form with an acknowledgement that this may include a reconfiguration or restructuring of groups. The responses indicate an acknowledgement that this will include a wider range of topics in addition to productivity.
- A successful Big Deer Tour for third and final year tertiary students was held during April, providing a high quality exposure to the whole deer value chain, including time with the DINZ Board.
- The P2P programme contributed to a successful deer focus week during May for 5th year vet students. This included practical visits and hands on experience on deer farms in the central North Island.
- Regional Councils are increasingly boosting their teams to assist farmers and the P2P programme is planning to run two Rural Professional workshops in Otago and Southland to ensure new staff have an awareness of deer farming systems. The P2P programme has also established links with Thriving Southland (an umbrella group for 28 catchment groups in Southland) to help ensure their Catchment co-ordinators know of programmes that can assist deer farmers within those groups.

Environment – Farm Environment Plans (FEPs)

- Megan McCall has now started as environment project manager (up to two days a week) and is starting to develop a project plan to help every farmer have an active FEP in association with the environment facilitators, who met on 11th June.
- A survey of farmers who may still need help with FEPs has been sent out to all farmers without an FEP. This will be a repeat of the late 2018 survey and results are due in on 15th of August.

- A survey has also been sent to those farmers who have been and are involved in the 15 Deer Industry Environment Groups (DIEGs) to gather feedback to help evaluate and improve this initiative.
- We estimate that 63% of farmers have some form of FEP, and we are increasing the communication and accuracy of this number as we strive for 100% of deer farmers with an active FEP.



- (1) Likely completed are farms who did not respond to the 2019 survey but are located in regions where and FEP is a Regional Council requirement, or in irrigation scheme areas where the FEP is managed for the farm or are in catchment groups where and FEP is or has been completed.

He waka eke noa (HWEN)

DINZ has developed a programme to help ensure every deer farmer knows their greenhouse gas (GHG) number and has a plan for how this will be managed. This is part of a partnership programme with Government, Iwi / Maori and the Primary sector.

In February 2021 DINZ wrote to HWEN with some background on our approach and in early June we sent our DINZ project plan summary, and the intention is to offer a workshop programme to environment groups and advance parties as part of P2P activities. For farmers that do not subscribe to Farmax or Oversee the intention following MIA and NZFAI recommendation is to use the B+LNZ GHG calculator.

The commitment of every farmer knowing their GHG number and developing a plan on how to manage that will be led by the P2P programme, and the manager farm performance is on the HWEN delivery steering group, which oversees extension and adoption, innovation and

farm planning. 14 environment and Advance Party facilitators and farmers have volunteered to be trained in delivering GHG workshops using the B+L GHG calculator.

The industry agreed targets involve

- 25% of farmers know their GHG number and have a plan to manage their emissions by 31 December 2021 (on track).
- 100% of farmers know their GHG number and have a plan to manage their emissions by 31 December 2022.

Meeting these targets will require a significant allocation of resource over the next 18 months, and while it is hoped that developing their GHG number may be the gateway for farmers to continue and develop a full FEP.

Work with other PGPs and Government Agencies

- P2P programme management is involved with the delivery group for He Waka Eke Noa. The delivery group is responsible for the extension, innovation and adoption, and farm planning workstreams. It works alongside the Policy Group, responsible for pricing, reporting and sequestration.
- P2P programme management is in discussions with Agresearch, Lincoln University and Manaaki Whenua – Landcare Research on the analysis of qualitative data to track progress and actions towards practice change and sustainability.
- The P2P programme management is exploring synergistic opportunities with the MPI Natural Knowledge project

Work with other sector groups

- P2P programme management is a member of the B+LNZ advisory group for the transition of RMPP action groups to the suite of extension programmes for sheep and beef farmers.
- P2P programme is involved in planning and organising the Massey University Veterinary school special interest deer week for final year students.
- Discussions are ongoing with a number of catchment groups and umbrella organisations to explore collaborative opportunities to meet the needs of deer and other farmers in those catchments.
- P2P programme management are involved with DINZ's science innovation steering group committees.

Upcoming

- Continue to assist companies with their North American retail programmes, metrics and sales volumes will be available next quarter in September 2021
- Continue with work in China work programme.
- Complete high level South Korea market scoping.
- A two day workshop for Advance Party and Environment facilitators is planned for late August.
 - The first day is a training day for facilitators who are new to facilitation, and experienced facilitators who would like to 'sharpen' their facilitation skills. This will be facilitated by Michelle Rush and Helen Ritchie from Technology of Participation.
 - The second day has a focus on three key areas
 - A discussion with Tony Watson, Safer Farms NZ, on how we can help health, safety and wellness become more part of normal conversation and activity.
 - A discussion and workshop on how we can as facilitators record the progress at group and farm level that farms have made as part of being involved in the P2P programme.
 - A discussion and workshop on what might be possible for a successor P2P programme building on the strengths and methodologies developed and tested to extend into new areas for the benefit of farmers and those that support them.
- The P2P communications plan for the Market Led Production programme is being refreshed to ensure we are fully communicating to all stakeholders past, present and future activities.
- A full analysis is underway of the evaluation data we have collected across the range of programmes to both identify any gaps and also to collate it into one area to ease the work around final reporting.

Investment

Investment period	Industry contribution	MPI Contribution	Third Party	Total investment
<i>During this Quarter</i>	\$265,887	\$259,920	--	\$525,807
<i>Programme To Date</i>	\$6,302,610	\$5,781,619	\$96,880	\$12,181,109

Overview Table June 2021 Quarter

Objective	Status			Comment
	Timetable	Financials	Outcomes	
Project 1. Confirm Target Markets.				More detailed collaborative market research on South Korea to be undertaken.
Project 2. Establish Commercial Distribution				Companies are making good progress on North American retail programmes, sales volumes to be made available later in the year. China research continuing to develop.
Project 3. Link Market to Producer				Issues with current data provided byASUREQuality. This work will now be assigned to newly appointed DINZ QA Manager to investigate.
Project 4 Overarching Production Initiatives				Rural professionals workshops ongoing and student university tour now complete. Ongoing scoping of industry certification.
Project 5 Engagement for Practice change				Advance parties beginning to meet regularly now and AP Facilitators training booked in for August. Two successful Technical Workshops held in both islands.
Project 6 Technology Packaging				An Environment Project Manager now assigned with two farmer surveys recently gone out to better ascertain level of Farm Environment Plan completion and evaluation of environment groups.
Project Management				P2P-AG membership confirmed to the end of the programme. Work now underway on the next phase of the P2P programme.

Trend Table showing last quarter performance and next quarter projection.

Objective	Status					
	Timetable		Financials		Outcomes	
	Last Quarter	Next Quarter	Last Quarter	Next Quarter	Last Quarter	Next Quarter
Project 1.						
Project 2.						
Project 3.						
Project 4						
Project 5						
Project 6						

	Project on track (Financial variance <10%)
	Slight Variation to Plan (To be completed within 3 months : Financial variance 10-25%)
	Project variation to plan (More than 3 months to complete : Financial variance >25%)
	Significant Variation (Change in programme required)

5. Financial Summary of P2P Expenditure to date.

P2P Implementation to 30 June 2021	June Quarter 2021			Year to Date		YTD variance to budget	End of Year Variance Notes
	Actual	Budget	Variance	Actual	Budget		
Project							
1 Confirm Market Requirements	\$ 35,630	\$ 43,141	-\$ 7,511	\$ 100,518	\$ 106,705	-\$ 6,187	Activities tracking close to budget.
Cash	\$ 20,225	\$ 31,724	-17%	\$ 52,555	\$ 68,455	-6%	
Est. in-kind	\$ 15,405	\$ 11,417		\$ 47,963	\$ 38,250		
2 Establish Commercial Distribution	\$ 153,027	\$ 314,246	-\$ 161,219	\$ 315,100	\$ 574,838	-\$ 259,738	Timing of budget phasing and invoices still to be received for China project work.
Cash	\$ 106,277	\$ 250,479	-51%	\$ 240,011	\$ 444,938	-45%	Expenditure to be incurred later into 2021 for US retail project.
Est. in-kind	\$ 46,751	\$ 63,767		\$ 75,089	\$ 129,900		
3 Linking Market to Producer	\$ 25,480	\$ 26,396	-\$ 916	\$ 71,152	\$ 79,188	-\$ 8,035	Activities tracking close to budget.
Cash	\$ 9,730	\$ 9,479	-3%	\$ 29,369	\$ 33,438	-10%	
Est. in-kind	\$ 15,750	\$ 16,917		\$ 41,783	\$ 45,750		
4 Overarching Production Initiatives	\$ 67,256	\$ 73,046	-\$ 5,789	\$ 159,331	\$ 146,538	\$ 12,794	In-kind time increase in the quarter planning and undertaking activities, National Technical Workshop and Tech Expo as examples.
Cash	\$ 41,968	\$ 52,879	-8%	\$ 97,902	\$ 105,038	9%	
Est. in-kind	\$ 25,289	\$ 20,167		\$ 61,429	\$ 41,500		
5 Practice Change	\$ 152,799	\$ 244,426	-\$ 91,627	\$ 354,716	\$ 489,387	-\$ 134,672	AP facilitator and chairs training expenditure to be incurred later into 2021 August. Expect AP activity and expenditure to increase with more meetings and events such as AP tours.
Cash	\$ 100,686	\$ 183,479	-37%	\$ 218,243	\$ 326,437	-28%	
Est. in-kind	\$ 52,113	\$ 60,947		\$ 136,473	\$ 162,950		
6 Technology Packaging	\$ 91,615	\$ 119,771	-\$ 28,156	\$ 173,966	\$ 280,313	-\$ 106,346	Deer Industry Environment Groups meeting less in the quarter. Project Manager now appointed, delay likely with the release of the supplement to the Environmental Code of Practice.
Cash	\$ 60,442	\$ 91,604	-24%	\$ 104,740	\$ 208,813	-38%	
Est. in-kind	\$ 31,173	\$ 28,167		\$ 69,227	\$ 71,500		
Total	\$ 525,807	\$ 821,025	-\$ 295,218	\$ 1,174,784	\$ 1,676,967	-\$ 502,183	
Co Investors Contributions: Cash	\$ 172,647	\$ 314,823		\$ 375,059	\$ 608,558		
Co Investors Contributions: In Kind	\$ 93,240	\$ 100,690		\$ 215,982	\$ 244,925		
Co Investors Contributions: Total	\$ 265,887	\$ 415,513		\$ 591,042	\$ 853,483		
Sought from PGP Funding	\$ 259,920	\$ 405,513		\$ 583,742	\$ 823,483		
Total	\$ 525,807	\$ 821,025		\$ 1,174,784	\$ 1,676,967		

Recommendation:

Programme Management is satisfied that the above is a true and accurate record of expenditure incurred in implementing the P2P Programme and that the estimated in-kind values are an appropriate reflection of industry contributions to this programme over the period and recommends that the PSG approve this report to be forwarded to MPI for approval of payment.

P McKenzie, N Taylor, 04/08/2021

P2P Programme: Project Status Update

	On track		Major variation
	Minor variation		Project on hold
	Complete		Not yet commenced

Marketing Premium Venison

1.2 Niche Market Feasibility Studies

Objective: Provide the MWG market scoping for a potential new market.

Status: Scoping now underway.

Recent activity

In March, the MWG selected South Korea as a new market opportunity for a high level initial research. DINZ executive has begun developing a scope of research into South Korea for circulation and this work is on-going.

Next Steps:

Research to be conducted for companies to review.

2.3 Non-Seasonal Promotion

Objective: Increase amount of New Zealand venison being sold to consumers through online and retail channels in the US.

Status: Project underway.

Recent activity

Four companies now have product in-store and promotions are making good progress. A 'Social listening' research was commissioned to understand current US consumers use of and attitudes to venison in the USA. The results were well received by the MWG meeting and provided valuable insights into contemporary consumer attitudes to wild meat and the urban outdoors man.

Next Steps:

Agree actions to be taken based on the social listening research at next MWG meeting.

2.3b New Markets - Marketing Pilot (China)

Objective: Marketing companies sell 500 mt of venison through collaborative venture in new market segments.

Status: Three companies active in China.

Recent activity

China chef research has now been completed. Chefs have created, photographed and rated 60 new dishes using NZ venison. Tribal Brands Asia (TBA) agency and DINZ met to share the results of the research project to date with the main findings being;

- Chefs found Western style packs and sizes as a limitation
- In many Chinese dishes, meat is not necessarily the primary source of flavour and
- texture is an important aspect when creating dishes.

Next Steps:

Develop case studies and stories of venison being sold in Chinese restaurants as a tool for use while also educating Chinese chefs on how to speak about New Zealand venison.

3.1 Industry Agreed Standards

Objectives: 50% of farmers assessed with On-Farm QA by 30 September 2021.

Status: Ongoing currently at 25% of target

Recent activity

DINZ has had discussions with AsureQuality and there are issues with the data provided that needs to be resolved to ensure it provides a clear picture of the current status of on-farm assurance.

AsureQuality report 354 farms that have indicated they have deer have been audited under the NZ FAP. 351 passed (22 had minor issues to be rectified and 46 had critical issues). Three farms were issued with major issues and require re-auditing following corrective action. DINZ continues to discuss with AsureQuality the reporting of these figures specifically AsureQuality's overall farm and deer numbers. This data comes from Agribase which has not been updated for some time.

DINZ has recently appointed a new QA Manager who will take over this piece of work with AsureQuality.

Next Steps:

Continue to work with the Meat Industry Association and venison processors to push adoption of NZ FAP and NZ FAP plus and to complete GHG calculations. Transition this work to DINZ business as usual.

Market Led Production

4.1 MLP Project Governance

Objective: That the P2P programme funders feel the programme is well managed and successfully implementing actions in order to achieve the programme goals.

Status: Underway

Recent activity

Design workshops for P2P mark 2.0 will commence in August to determine the next phase of the programme and funding requirements.

Following an agreed process of rotation, a new consultant, and a new farmer expert have now been appointed. A new Chair has been appointed from the existing members, with the previous Chair staying on as a member of the group for a further 12 months. Following Board approval an additional member has been added to the group representing someone new to the industry.

Consultation has commenced on the P2P Annual Plan for 2021-22 with a draft plan to be approved in September to take effect from 01 October 2021.

4.2.1 Workshops for Rural Professionals

Objective: At least 40 rural professionals attend a deer training course.

Status: 42 have attended a workshop to date

Recent activity

Two workshops for new Regional Council staff have been confirmed for Otago Regional Council on 25 August and for Environment Southland. Planning is underway also for another rural professionals workshop in the Waikato later in the calendar year.

Next Steps:

Hold the workshops for the regional council staff.

4.2.3 Influential Advisors

Objective: Develop and implement a micro credential (or equivalent) deer systems qualification to align with industry certification.

Status: Underway

Activity in Quarter:

Meetings held with individual P2P theme groups and the P2P Practice Change managers to canvass thoughts on industry certification for an appropriate deer qualification. A project to review what is currently available for industry training and a possible avenue for a deer micro-credential underway.

Next Steps:

Continue to evaluate industry certification for an appropriate deer qualification.

4.3 Big Deer Tour

Objective: Up to 10 University students enjoy an introduction to the New Zealand deer industry.

Status: Completed.

Recent activity

The tour took place from 12-16 April 2021 and went from Christchurch finishing up in Dunedin. Students visited marketing companies and processors, different deer farming operations, AgResearch Invermay for science overview and attended a combined DINZ Board and local Deer Farmers Association branch meeting. A tour for Ag ITO farm level students called the Future Deer Farmers Experience is to take place the first week of August.

Next Steps:

Review Big Deer Tour feedback and continue to keep relationships with the students involved. Two of the group attended industry conference in Invercargill.

5.1 Advance Parties

Objective: Up to 30 APs operating with Advance Party members demonstrating gains to their wider community which encourage adoption. Opportunities may differ between group members.

Status: 24 APs currently meeting actively.

Activity in Quarter:

25 AP meetings recorded in the quarter. Confirmation that an AP facilitator training session will take place on 26 and 27 August in Christchurch, a get together of the AP chairs will take place in September with planning underway.

A project is underway to ensure we capture the individual farmer achievements and progress made as a result of their AP membership. This will be undertaken by the facilitator for each group.

A survey of AP groups has been completed and there were 9 responses (37.5%). The survey asked the group to reflect on – the progress they have made -

Next Steps:

Hold the AP facilitator training and book in the AP chairs forum. Continue to follow up with those APs still to complete an annual plan for their AP.

5.2 Deer Farming Regional Workshops

Objective: To expand the farmer centric learnings from Advance Parties to a wider farmer and rural professional audience by using the DFA branch network to connect with non-AP members. Run up to 10 Regional Workshops between 1 October 2020 and 30 September 2021.

Status: On track 6 held to date, another 1 planned.

Activity in Quarter:

The Southland AP held a successful day at Mossburn focused on velvet, the South Canterbury Velvet AP also held a successful velvet focused day 08 July in Fairlie which had 75 attendees. The Hawkes Bay Fast Finishers group had a venison in July with DINZ exec chef Graham Brown.

The P2P annual plan budget has been re-forecast from 01 March and \$30K has been re-allocated to assist with more regional workshops for the remainder of the year.

5.3 Business Management and decision support

Objectives: All farmers to be aware that good management relies on appropriate information. To have access to helpful guides to decision support tools. Industry accepted performance indicators for productivity and profit established as well as terminology for profit and productivity KPIs in use.

Status: Underway.

Activity in Quarter:

Discussions over the quarter indicate that farmers will need additional support across a range of areas, including environment, production, biosecurity, and people to support their decisions on farm. Indications are that the scope of this project may need to grow to encompass these additional areas critical to sustainable and profitable farming systems.

At the latest budget reforecast, some of the funds for this project were re allocated to Regional Workshops

Next Steps:

The focus of this project will be reframed within the next annual plan to projects that meet the broad needs of farmer engagement and support, of which business management and decision support are one component of those needs.

5.4 Deer Facts

Objective: To distribute one new deer fact in 2020-21

Status: Complete.

Activity in Quarter:

A comprehensive suite of fact sheets have now been developed as the one source of agreed knowledge. Assess the need for delivery of further fact sheets on a case by case situation. A Deer Fact on utilizing terminal sires is in development.

5.5 Practice Change Activities

Objectives: Engagement opportunities between farmers and advisors that encourage change. Farmers adopt new technology or information which assists their productivity.

Status: On track.

Activity in Quarter:

- The Central Regions Deer Farmers Association branch together with the P2P programme hosted a well organised **Deer Tech Expo** in Palmerston North on 30 June and 01 July at the Awapuni Racecourse. There were over 50 farmer attendees.
- A successful farmers P2P **National Technical Workshop** was held on 20 May 2021 in conjunction with the industry conference in Invercargill. Over 130 registered for the day with farmers making up 70% of this number. Industry expert presentations on the topics of environment, genetics, parasite management and velvet were conducted and included farmer workshops on the topics presented. Both workshops were well attended by a comprehensive range of trade stands.

Next Steps:

- Review the Deer Tech Expo in Palmerston North.
- Review the national technical workshop in May and provide summary including recordings of the presentations to attendees.

5.6 Integration Projects

Objective: Projects which give farmers and rural professionals the confidence to make positive changes to their farming operations. Opportunities to deliver deer specific knowledge within existing groups e.g. input and output supply groups and catchment groups.

Status: Planning underway.

Activity in Quarter:

1. **Farmer user groups:** No update in the quarter.
2. **Parasite management workshops:** Planning for more workshops later in the year to coincide with the recent approval, manufacture and rollout of a new drench for deer, confirmation that the manufacturer will provide a re-print of the parasite management booklet to all deer farmers.
3. P2P Theme groups and practice change managers groups have agreed to plan more **integrated workshops** for the coming year.
- 4.

Next steps:

1. Plan and book in the next rollout of parasite management workshops.

6.1 Improved Breeding Planning

Objectives: Increase the rate of genetic gain in the deer industry to improve profitability and to pick up research outputs and package

Status: Ongoing

them up in ways which make it easy for producers to put them into practice.	
Activity in Quarter: <ol style="list-style-type: none"> 1. DNA proofs: Continue to share findings and the trial data with industry. 2. Promotion of Breeding Planning: A new updated Deer Select index is currently being worked on which will provide across breed evaluation, a draft version has been completed with release in June. Communications roll out thereafter prior to selling season. 	
Next Steps: <ol style="list-style-type: none"> 1. Review the project and follow up news articles with the farmers involved and their experiences. 2. Launch and promotion of the across breed evaluation. 	
6.2 Strategic Feeding	
Objective: To create measurable change in farmers' awareness and application of proactive feed management in order to provide optimal feeding for deer production.	Status: Ongoing
Recent activity A meeting of the Feed theme group took place in May where the group agreed that the theme of feed should be integrated and across boundary collaboration with other industry themes. There is also work to be completed on a body condition score chart for hinds as a Guide to Seasonal Hind Body Condition.	
6.3 Improve Deer Health	
Objective: To support the work of veterinarians both practicing and in training with information and farmer engagement activities. By the end of 2021 to have developed a programme of integrating animal health planning and awareness into the whole farm system and plan.	Status: Underway
Recent activity DINZ assisted the Massey Vet school working alongside the NZVA deer branch with the organisation of their schools deer special interest topic week from 24 - 27 May. Over the week the students visited and were hosted by industry stakeholders and farmers to upskill these future deer vets.	
Next steps: <ol style="list-style-type: none"> 1. Ongoing investigation into a facilitation service as a value proposition after surveying farmer needs as a result of a recommendation from the DINZ health strategy review in 2019. This investigation is part of ongoing work in project 5.3 Business planning and decision support 2. Follow up with Massey University vet school and hold discussions with the NZVA around other areas to work together. 3. A meeting is planned with the NZVA special interest deer branch to discuss and plan P2P activities. 	
6.4 Environmental Stewardship	
Objective: To find and encourage adoption of solutions to the environmental constraints on deer farming. 100% of deer farmers have a written farm environment plan by end 2023.	Status: Underway
Activity in Quarter: <ul style="list-style-type: none"> • 11 Deer Industry Environment Groups (DIEG) currently active and meeting regularly with another 4 interested in forming a group. • An Environment Project Manager has been appointed and will drive and support a range of environment initiatives. 	

- P2P programme management and deer farmers remain active contributors and participants in sector wide initiatives including He waka eke noa, Integrated Farm Planning, Intensive winter grazing.

Next Steps:

- Further refine and resource the online development of a hybrid programmes to assist farmers develop their FEP.
- A survey of farm's completion of FEPs is underway for those yet to complete plans, and a separate survey is underway for those who have been part of environment groups.

7. Programme Management

Activity in Quarter:

P2P Feed group met 13 May
Industry Conference Invercargill 18-20 May
P2P Practice Change Managers met 25 May
P2P Genetic Comms Group met 04 June
P2P Environment Facilitators met 11 June
P2P Advisory Group met 17 June
MWG met 23 June.
DINZ Draft Budget approved at 28 July Board meeting

Upcoming:

AP and environment group facilitator training confirmed 26 & 27 August
AP Chairs forum planning underway.
AG to meet on 18th August and 15th September
MWG to meet on 17th September

P McKenzie, N Taylor, R Aloe, 04/08/2021