

Quarterly Report: January to March 2021



Passion2Profit

## The Deer Industry Profitability Programme



*A third successful P2P Innovation Workshop was held in Methven and at High Peak Station, Rakaia on 11 & 12 March 2021. Day one saw a joint workshop session with the 2021 intake of the Nuffield Scholars and Dr Hamish Gow, Massey university (above).*

## Quarterly Progress Summary: January to March 2021

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### Summary of progress during this quarter:

#### Marketing Premium Venison

##### North American retail

Four of the five marketing companies have their North American retail programmes underway. This includes three companies that have product in-store and the other is in the final stages of product development and negotiations with retailers. What emerged is a shared commitment to the long-term development of retail products

Social listening research has been completed by Quantiful, a research company, and the final report provided to companies. Some key points from the report include.

- New York, Texas and California are where most mentions of venison occurred, with people in New York mostly mentioning finished format products such as burgers. Quantiful note that California tends to be the place where mainstream trends grow so the increase in conversations here is an important consideration.
- Many conversations link venison to hunting but for most this represents an aspiration of getting back to nature. While they may not hunt themselves, buying products like venison from the supermarket make them feel connected to nature.
- Game and wild meat are linked to positive conversations about environmental sustainability.

DINZ and the marketing companies will be reviewing the research in detail at our next meeting.

##### China Market Development

The chef research is underway with three chefs initially undertaking dish development.

<b>Chef</b>	<b>Cuisine and specialisation</b>
Chef Luo	Chinese cuisine, food incubation and research chef for restaurant chains and consumer products.
Chef Rocky	Sous Chef at Ritz Carlton's Jin Xuan (Michelin star Chinese restaurant) specialising in Cantonese cuisine.
Chef Shen	Private high-end fine dining club specialize in Cantonese cuisine and Seafood

Chef Luo was the first chef to complete his work. He developed 10 dishes in a variety of Chinese cuisine styles (Cantonese, Sichuan, Northern), three of which were selected to be photographed and filmed. Chef Rocky and Chef Shen are scheduled to have their dishes photographed and videoed in April. Following this a meeting between all marketing companies (Chinese and New Zealand offices), DINZ and Tribal Brands Asia (TBA) will be held to discuss initial findings of first tranche of research, and suggestions/changes for the next.



Photos from Chef Luo's shoot.

The DINZ WeChat account is now live. WeChat is the largest social media, shopping and payments platform in China. The key purpose of the account is to store and share resources for importers and chefs to use which limits the investment in the channel is limited to one to two posts a month. Three posts have been published so far.



Examples of posts from the NZ Venison WeChat account.

## New market research

At the last Marketing Working Group meeting, three countries were discussed as potential targets, Taiwan, Australia and South Korea. South Korea has been selected for the high-level initial research. It has a large and wealthy population who consume large amounts of red meat. The companies are also keen to understand if the positive sentiment towards velvet would translate to venison. DINZ will now work with the companies to develop the scope of

the research. Research will be undertaken by Latitude, the agency DINZ works with in Korea on velvet projects.

### **P2P successor programme timeline**

With the Primary Growth Partnership funded programme coming to its conclusion in September 2022, DINZ and the marketing companies have begun the process looking a potential follow up programme. Key dates have been set to agree on a future collaborative programme.

- June 21 – Aug 21: Initial workshop and discussions on a successor programme.
- Sept 21 – Feb 22: Confirmation of programme format and initial scope.
- March 22 – Sept 22: Application submission and refinement with MPI

### **Market Led Production**

- All Advance Party (AP) groups are being surveyed at present, to both reflect on goals achieved and the opportunities they see for future growth. Surveys are due back at the end of May, and are part of a series of reviews and reflections across market led programmes. It is anticipated a series of workshops will take place over the next six months to plan for future market led programmes, building on the strengths of the current P2P programme.
- Two successful deer workshops for rural professionals was held at Lake Coleridge, Canterbury with over 20 local rural professionals in attendance
- Eight university students were selected on the Big Deer Tour 2021, the student group comprised of vet, marketing agribusiness and farm management students and were shown all facets of the deer farming industry from processors to farming operations.
- A new updated genetic Deer Select across breed evaluation index is currently being finalised and is earmarked for release in May 2021.
- The Deer Industry NZ Innovation Workshop came together in Canterbury in March and combined with the 2021 intake of Nuffield scholars, together they shaped the deer industry for the future under the Te Taiao – Fit for a better World framework.
- Sixteen Advance Party meetings took place in the quarter with groups meeting regularly now after a disrupted 2020.
- Planning is now underway working with the Central Regions Deer Farmers Association branch to host a Deer Tech Expo in Palmerston North on 30 June and 01 July.
- 15 Deer Industry Environment Groups are currently active and meeting regularly throughout the country
- An Environment Project Manager has been appointed, and will work up to two days a week on P2P environment projects, to help every farmer have an active farm Environment Plan (FEP). Analysis shows that we believe 63% of deer farmers have

an active FEP. Changes have been made to the DINZ database to more accurately record

- Farmers that are working towards completion of their FEP
- Farmers that have a completed FEP
- Farmers that know their Greenhouse gas (GHG) numbers
- A further three Deer Industry Environment Groups (DIEGs) are about to start working on their FEPs, one in the Waikato, and two in the Bay of Plenty. The groups in the Bay of Plenty will also be part of the Natural Knowledge project, which is a 3 year MPI funded project to gather environmental, production and financial data for all farm systems including deer.
- The P2P programme is helping to develop a supplement to the DINZ Environment Code of Practice 2018. The supplement aims to provide practical examples of completed plans and visual examples of good and not so good management practices to help farmers build knowledge and awareness. It is not a template for a plan, rather a guide to principles and practice.
- DINZ is currently collaborating with the Massey University Vet school and the NZ Veterinarian Association Deer branch to organise the Massey University special interest deer topic week in May for final year vet students.
- A National Technical Workshop is being held on 20 May 2021 in conjunction with the industry conference in Invercargill, the day will include subject matter expert presentations, farmer workshops as well as a tech expo.
- The P2P Advisory Group has met recently and in line with agreed process has welcomed three new members.
- A focus across all market led programmes is being maintained on Health and Safety. Discussions have been held with Worksafe NZ and Department of Conservation on techniques to discuss how Job Safety Analysis(JSA) can be introduced as part of meetings. This will be part of the agenda for all upcoming theme group and practice change managers meetings.

#### 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 was part of a one day 'Deer 101' visit to two Hawke's Bay deer farms by policy team members from MPI, MfE and DOC.
- The P2P programme is exploring synergistic opportunities with the MPI Natural Knowledge project

## Work with other sector groups

- AgResearch to be involved in the upcoming National Technical Workshop in Invercargill in May and the Tech Expo in Palmerston North in June.
- Work with Massey University veterinary school and the NZ Veterinarian Association Deer branch to organise the final year vet student special interest deer week.
- Including non-deer farmers in Deer Industry Environment Groups.
- Staff of DairyNZ and Fonterra involved in the Deer Innovation Workshop project teams.
- P2P programme management is involved in a stakeholder reference group for Beef and Lamb Action Groups which they have integrated from the Red Meat Profit Partnership PGP programme which finished in March 2021.
- Discussions are underway on a range of projects with Thriving Southland, Wai Wanaka and other catchment group initiatives, and P2P management have been involved in Regional Council and MPI initiatives around Intensive Winter Grazing.
- The Dairy Goat Cooperative have approached the P2P programme for discussion and insights on extension methodology, particularly around the adoption of research.
- P2P Programme management are involved with Deer Industry NZ's science innovation steering group committees.

## Upcoming

- Continue US marketing retail programme activities and review findings of the social listening research in detail.
- Roll out communications of the new genetics Deer Select across breed evaluation index once finalised.
- Continue with stage two of the research into venison use in China as a Chinese cuisine and develop digital assets for market promotions.
- Investigation continues into the on farm business planning needs and decision support opportunities for deer farmers.
- Work with the marketing companies to further develop the scope of the new market research into South Korea.
- Hold the technical workshop in Invercargill in May as well as confirm the final programme for the tech expo in the Manawatu in June.
- Review the Big Deer Tour 2021 and continue to stay connected with the tourists.
- Planning and scheduling is underway for meetings of all four theme groups (feeding, improved breeding, environment facilitators, and animal health) and Practice Change Managers across all P2P projects.

## Investment

<b>Investment period</b>	<b>Industry contribution</b>	<b>MPI Contribution</b>	<b>Third Party</b>	<b>Total investment</b>
<i>During this Quarter</i>	\$191,503	\$191,503	--	\$383,006
<i>Programme To Date</i>	\$6,036,722	\$5,521,699	\$96,880	\$11,655,301

### Overview Table March 2021 Quarter

Objective	Status			Comment
	Timetable	Financials	Outcomes	
Project 1. Confirm Target Markets.				South Korea has now been identified by companies as new market target, more detailed collaborative market research will now be undertaken.
Project 2. Establish Commercial Distribution				Companies have made commitment to long-term development of retail products in the US. Stage two China research into venison will commence.
Project 3. Link Market to Producer				DINZ is in discussions with AsureQuality to discuss and better ascertain deer quality assurance and on-farm assurance statistics and compliance issues.
Project 4 Overarching Production Initiatives				Rural professionals workshops and student university tour underway and completed.
Project 5 Engagement for Practice change				Advance parties beginning to meet regularly now after a slow start and disrupted 2020.
Project 6 Technology Packaging				Work is underway in genetics, animal health and environment projects with activity for remainder of year.
Project Management				Marketing programme has confirmed collaboration projects between companies. 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 31 March 2021	Mar Quarter 2021			Year to Date		YTD variance to budget	End of Year Variance Notes
	Actual	Budget	Variance	Actual	Budget		
Project							
1 Confirm Market Requirements	\$ 34,118	\$ 34,641	-\$ 523	\$ 64,888	\$ 63,564	\$ 1,324	Activities tracking close to budget.
Cash	\$ 19,124	\$ 20,724	-2%	\$ 32,330	\$ 36,730	2%	
Est. in-kind	\$ 14,994	\$ 13,917		\$ 32,558	\$ 26,833		
2 Establish Commercial Distribution	\$ 137,663	\$ 175,246	-\$ 37,583	\$ 162,073	\$ 260,592	-\$ 98,519	Timing of budget phasing and invoices still to be received for China project work.
Cash	\$ 123,505	\$ 142,479	-21%	\$ 133,734	\$ 194,458	-38%	Expenditure to be incurred later into 2021.
Est. in-kind	\$ 14,158	\$ 32,767		\$ 28,339	\$ 66,133		
3 Linking Market to Producer	\$ 17,890	\$ 26,396	-\$ 8,506	\$ 45,672	\$ 52,792	-\$ 7,119	Activities tracking close to budget.
Cash	\$ 9,853	\$ 14,479	-32%	\$ 19,639	\$ 23,958	-13%	
Est. in-kind	\$ 8,037	\$ 11,917		\$ 26,034	\$ 28,833		
4 Overarching Production Initiatives	\$ 54,165	\$ 43,946	\$ 10,219	\$ 92,075	\$ 73,492	\$ 18,583	In-kind time increase in the quarter planning for the years activities. Rural professionals expenditure incurred earlier than expected.
Cash	\$ 36,883	\$ 31,279	23%	\$ 55,934	\$ 52,158	25%	
Est. in-kind	\$ 17,283	\$ 12,667		\$ 36,141	\$ 21,333		
5 Practice Change	\$ 96,158	\$ 123,196	-\$ 27,038	\$ 201,917	\$ 244,962	-\$ 43,045	AP facilitator and chairs training expenditure to be incurred later into 2021. Delay in business management and decision support project 5.3.3 undergoing rescopeing.
Cash	\$ 47,810	\$ 65,979	-22%	\$ 117,557	\$ 142,958	-18%	
Est. in-kind	\$ 48,348	\$ 57,217		\$ 84,360	\$ 102,003		
6 Technology Packaging	\$ 43,012	\$ 94,521	-\$ 51,509	\$ 82,352	\$ 160,542	-\$ 78,190	Additional Project Manager(s) expenses yet to be incurred and will catch up later in the year.
Cash	\$ 23,094	\$ 70,354	-54%	\$ 44,298	\$ 117,208	-49%	
Est. in-kind	\$ 19,918	\$ 24,167		\$ 38,053	\$ 43,333		
<b>Total</b>	<b>\$ 383,006</b>	<b>\$ 497,945</b>	<b>-\$ 114,939</b>	<b>\$ 648,976</b>	<b>\$ 855,942</b>	<b>-\$ 206,966</b>	
Co Investors Contributions: Cash	\$ 130,134	\$ 177,647		\$ 202,412	\$ 293,736		
Co Investors Contributions: In Kind	\$ 61,369	\$ 76,325		\$ 122,742	\$ 144,235		
<b>Co Investors Contributions: Total</b>	<b>\$ 191,503</b>	<b>\$ 253,972</b>		<b>\$ 325,154</b>	<b>\$ 437,971</b>		
Sought from PGP Funding	\$ 191,503	\$ 243,972		\$ 323,822	\$ 417,971		
<b>Total</b>	<b>\$ 383,006</b>	<b>\$ 497,945</b>		<b>\$ 648,976</b>	<b>\$ 855,942</b>		

### Marketing Premium Venison (Project 2.3 Non-seasonal Promotion US) 2020-21 Budget Re-forecast:

Funds were allocated to provide chef support in the first half of the year to project 2.3 US Retail. However, with Covid-19 restrictions no activity took place, and therefore these funds (\$55,000) have been unspent. The decision has been made to not reallocate this funding towards the rest of the year as it is

unlikely there will be a sufficient increase in activity to require the additional funding. This will allow DINZ to re-allocate the MPI co-funding to be used during the remainder of the programme and the 2021/22 financial year.

**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, 05/05/2021*

## Passion2Profit Programme: Project Status Update January – March 2021

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

### Marketing Premium Venison

<b>1.2 Niche Market Feasibility Studies</b>	
<b>Objective:</b> Provide the MWG market scoping for a potential new market.	<b>Status:</b> Scoping now underway.
<p><b>Recent activity</b> The MWG met in March to discuss new market opportunities and three countries were discussed as potential targets, Taiwan, Australia and South Korea. South Korea has been selected for the high level initial research.</p> <p><b>Next Steps:</b> DINZ to undertake high level scoping and will now work with the companies to develop the scope of the research.</p>	
<b>2.3 Non-Seasonal Promotion</b>	
<b>Objective:</b> Increase amount of New Zealand venison being sold to consumers through online and retail channels in the US.	<b>Status:</b> Project underway. Targets metrics to be confirmed.
<p><b>Recent activity</b> Four companies have commenced their retail programmes, three have product in-store with the final company in negotiations with retailers. A social listening research exercise in the US was completed with findings provided to all companies.</p> <p><b>Next Steps:</b> Continue to assist companies implement their marketing plans in the US. Review the social listening research in detail at next MWG meeting.</p>	
<b>2.3b New Markets - Marketing Pilot (China)</b>	
<b>Objective:</b> Marketing companies sell 500 mt of venison through collaborative venture in new market segments.	<b>Status:</b> Three companies now active in China.
<p><b>Recent activity</b> China chef research is now underway with three chefs initially undertaking cuisine dish development, the first phase of research will complete in May and thereafter DINZ and Tribal Brands Asia (TBA) agency will review and discuss the initial findings of the research, and suggestions/changes for the next stage.</p> <p>The DINZ online WeChat account is now active. WeChat is the largest social media, shopping and payment platform in China. The account will be used to store and share resources for importers and chefs.</p> <p><b>Next Steps:</b> Review initial findings of the chef research and continue to develop digital assets.</p>	
<b>3.1 Industry Agreed Standards</b>	

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

**Status:** Project ongoing.

**Recent activity**

DINZ has contacted AsureQuality to arrange a meeting to discuss deer quality assurance to better ascertain on-farm assurance figures and current compliance issues.

**Next Steps:**

Continue to encourage uptake of On-Farm QA and provide assistance where necessary to companies.

## 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 the next quarter to ascertain the next phase of the programme and funding requirements.

### 4.2.1 Workshops for Rural Professionals

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

**Status:** On track

**Recent activity**

Workshops for rural professionals were held on 11 and 12 February 2021 in Lake Coleridge, Canterbury with Coleridge Downs as the farm host. 23 attendees over the course of 2 days learnt about all facets of deer farming overview on day 1 and a financials focused session on day 2.

**Next Steps:**

Plan further dates in the North Island for later in the year. The programme is also exploring a series of workshops for new Regional Council staff, as numbers in the land management Advisory area are being boosted significantly by several councils.

### 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:**

A stakeholder matrix of influential advisors was completed in 2020 for communication purposes. Work will now shift to evaluating industry certification for an appropriate deer qualification.

**Next Steps:**

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.

**Next Steps:**

Review tour feedback and continue to keep relationships with the students involved. All have been invited to industry conference in Invercargill and will be added to communications list.

### 5.1 Advance Parties

<p><b>Objective:</b> Up to 30 APs operating with Advance Party members demonstrating gains to their wider community which encourage adoption. Opportunities may differ between group members.</p>	<p><b>Status:</b> 27 APs currently operating.</p>
<p><b>Activity in Quarter:</b> AP meetings are still taking place regularly considering farming commitments with 16 meetings recorded so far in 2021. Most groups now have a current annual plan in place which is due for renewal in the first half of 2021. Planning is underway for online meetings of all facilitators as well technical workshops in both Southland and the Manawatu in 2021.</p> <p><b>Next Steps:</b> Continue to follow up with those APs still to complete an annual review of their AP.</p>	
<p><b>5.2 Deer Farming Regional Workshops</b></p>	
<p><b>Objective:</b> 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.</p>	<p><b>Status:</b> Planning underway.</p>
<p><b>Activity in Quarter:</b> No activity in the quarter.</p> <p><b>Next steps:</b> More upcoming dates to be booked.</p>	
<p><b>5.3 Business Management and decision support</b></p>	
<p><b>Objectives:</b> 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.</p>	<p><b>Status:</b> Underway.</p>
<p><b>Activity in Quarter:</b> 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.</p> <p><b>Next Steps:</b> Design and develop prototypes for market testing.</p>	
<p><b>5.4 Deer Facts</b></p>	
<p><b>Objective:</b> To distribute one new deer fact in 2020-21</p>	<p><b>Status:</b> Complete.</p>
<p><b>Activity in Quarter:</b> 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.</p> <p>Though complete, the project is contemplating the production of a further deer fact relating to Greenhouse gases and the Climate Change response (zero carbon) amendment Act 2019.</p>	

<b>5.5 Practice Change Activities</b>	
<b>Objectives:</b> Engagement opportunities between farmers and advisors that encourage change. Farmers adopt new technology or information which assists their productivity.	<b>Status:</b> Planning underway.
<b>Activity in Quarter:</b> <ul style="list-style-type: none"> <li>• Work is now underway planning with the Central Regions Deer Farmers Association branch to host a <b>Deer Tech Expo</b> which will be held in Palmerston North on 30 June and 01 July at the Awapuni Racecourse.</li> <li>• The <b>Deer Industry Innovation Workshop</b> group held a successful third gathering on 11 and 12 March 2021 in Canterbury. Day 1 saw a combined half day session with the rural leaders Nuffield scholars 2021 intake and day 2 saw a half day focusing on the Innovation Workshop group which took place at iconic high country deer operation High Peak Station, Rakaia.</li> <li>• Advanced planning is underway for the <b>National Technical Workshop</b> which is being held on 20 May 2021 to be held in conjunction with the industry conference in Invercargill. The day will involve subject expert presentations on the topics of environment, genetics, parasite management and velvet. The day will include farmer workshops on the topics presented as well as a tech expo all under one roof.</li> </ul> <b>Next Steps:</b> <ul style="list-style-type: none"> <li>• Continue to work with the Central Regions DFA branch to plan the programme for the Tech Expo in Palmerston North.</li> <li>• Review the innovation workshop programme from feedback provided by attendees.</li> <li>• Hold the technical workshop in May and gain feedback from attendees.</li> </ul>	
<b>5.6 Integration Projects</b>	
<b>Objective:</b> 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.	<b>Status:</b> Planning underway.
<b>Activity in Quarter:</b> <ol style="list-style-type: none"> <li>1. <b>Farmer user groups:</b> No update in the quarter.</li> <li>2. <b>Parasite management workshops:</b> No update in the quarter with more workshops will be held if there is demand. Contact has been made with the manufacturers of a new drench for deer, who plan to provide the parasite management booklet to all farmers who purchase the new drench.</li> <li>3. Made contact with the NZ Veterinarian Association (NZVA) Deer Branch around areas to collaborate.</li> <li>4. Made contact with Thriving Southland and Wai Wanaka catchment groups and ongoing discussions with the Aparima Community Engagement Project.</li> </ol> <b>Next steps:</b> <ol style="list-style-type: none"> <li>1. Theme group and practice change managers group to plan more integrated workshops for the coming year.</li> <li>2. Hold discussions with the NZVA Deer Branch</li> </ol>	
<b>6.1 Improved Breeding Planning</b>	
<b>Objectives:</b> Increase the rate of genetic gain in the deer industry to improve profitability and to pick up research outputs and package them up in ways which make it easy for producers to put them into practice.	<b>Status:</b> Ongoing
<b>Activity in Quarter:</b>	

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 will be completed by the end of April with release in May. Communications roll out thereafter prior to selling season.

**Next Steps:**

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**

No update in this quarter.

**Next Steps:**

1. A meeting of this theme group is planned for May

**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**

- Planning is underway to organise the Massey Vet school deer special interest topic week taking place from 24 - 27 May 2021 after an approach was made to DINZ from the vet school. DINZ will organise deer farms to visit as well as present to students over the course of the week to upskill these future deer vets working alongside the NZVA deer branch.

**Next steps:**

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. Continue to assist Massey with the deer special interest week and hold discussions with the NZVA around other areas to work together.
3. A full review of the data on the P2P Deer hub is underway as part of a complete relaunch of the DINZ website.

**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:**

- 15 Deer Industry Environment Groups (DIEG) currently active and meeting regularly.



- There is interest in another 5 environment groups forming, and three will launch within the next month.
- Continuing prototyping of a DIEG online. This was partially successful for building awareness of environmental risks and opportunities, but also pointed to a need to view practical examples on subject farms.
- A supplement to the Environment code of practice is being developed and feedback will be sought at national conference and Tech expos
- A visual guide to good management wintering practice has been developed following the integration workshops and is ready for farmer and theme group feedback
- 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 planned for mid-2021, and considering opportunities to combine with any other surveys being completed.

**7. Programme Management**

**Activity in Quarter:**

The MWG met 25 March

The P2P-AG met 29 March

Big Deer Tour took place 12 to 16 April

**Upcoming:**

Industry Conference Invercargill 18-20 May

P2P Practice Change Managers to meet 25 May

P2P-AG to meet 17 June

MWG to meet 23 June

Meetings for Feeding theme group, Genetics communication group, NZVA Vet Branch, and Environment group facilitators, and Practice Change Managers are planned in May/June

Planning is underway for AP facilitator training, and an AP Chairs forum.

*N Taylor, P McKenzie, R Aloe, 29/04/2021*