

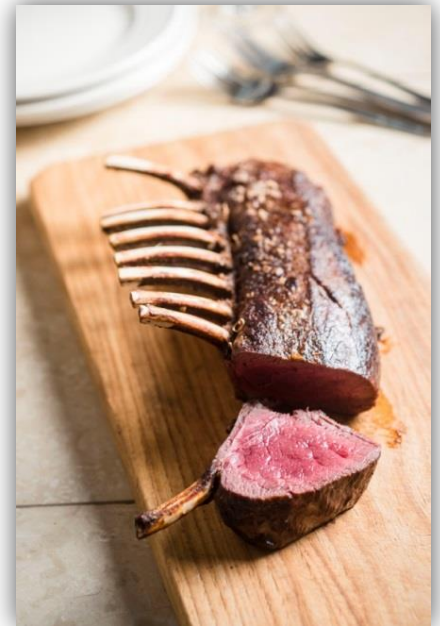


Quarterly Progress Summary: October to December 2015

Summary of progress during this quarter

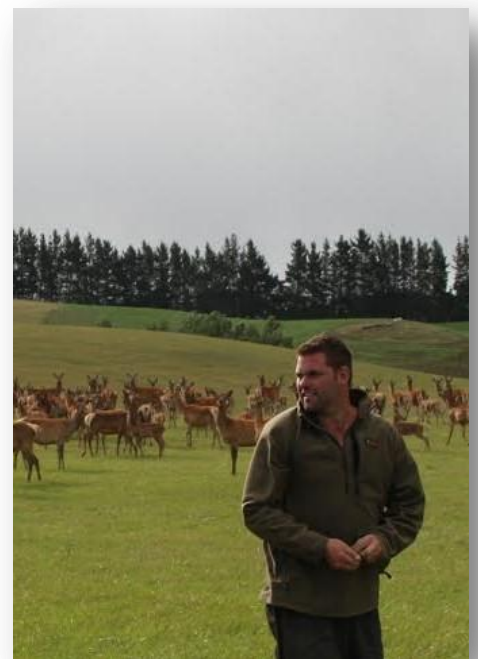
Marketing Premium Venison

- Venison Marketing Companies commit to year two of the non-seasonal market development project
- Three importing and distribution companies in the Benelux selected as marketing partners by the venison marketing companies.
- Development and agreement of the new positioning approach for the Cervena appellation for use in Non-seasonal markets.
- Research commenced in Mainland China to identify positioning approach to target affluent consumers
- Initial findings of China Market Research used to inform selection of target market in Mainland China.
- Contract signed with NZTE to co-fund the New Market Development project (China).
- NZ Venison Marketing Companies agreed to incorporate Deer Industry On-farm Quality Assurance programme into the Red Meat Profit Partnership (RMPP) farm assurance programme.



Market-Led Production

- Deer Facts folder and two sets of new deer facts sent to all known deer farmers.
- Genetics farm plan in development for use among deer farmers to guide genetic selection
- Agreement on standardized deer key performance indicators for measuring deer productivity.
- Deer Health Project Manager role agreed and appointment made.
- Close discussions with NZVA on collaboration to improve delivery of proactive deer health management
- Workshop with vets, advisors, farmers on means of encouraging adoption of new practices to improve profit.



Key highlights and achievements

- Agreement to proceed with year two of the non-seasonal market development programme.
- Agreement of co-funding with NZTE for the China Market Development project and commencement of research.
- Agreement with NZ Veterinary Association and key animal health stakeholders on the role for a Deer Health Project Manager, and the appointment to that position.
- Testing and approval of Deer Growth Curves planning tool.

