

August 6, 2021

John Sommerville
Chair, NZDFA Executive Committee
C/o NZ DFA PO Box 10702
Wellington

By email: johnandmelsomerville@gmail.com

Re: New Zealand Venison Markets

Dear John

Thank you for including members of the Deer Industry New Zealand Board and Executive in your correspondence with the CEOs of New Zealand venison processing and marketing companies.

Your letter was tabled at the meeting of the DINZ Board on July 28th. Given the timing of the letter the company representatives on the board had not had time to discuss your comments with their CEOs prior to the meeting. Nonetheless the DINZ Board attendees discussed the state of the venison markets in depth, as they do at each meeting, and discussed your concerns:

1. The company representatives are acutely aware of the stress that venison breeders are under at this time and are talking with their suppliers about the prospects for the short to medium term ahead.
2. The company representatives noted that they are passing through the return from the sale of venison at this point in time.
3. The DINZ Board recommended an increase in the DINZ venison promotion budget for the year ahead, and to redirect funding toward company specific activities aimed to assist the chances of increasing the diversification of venison markets.
4. The DINZ Board would like to reiterate that DINZ had increased venison funding this year, coordinated marketing companies are focusing additional resources on China and the US retail markets, and they remain open to opportunities to work collaboratively;
5. But acknowledged that with the scale of the disruption to the international food service trade, and the carry-over of frozen venison from 2020 that a rebound in the venison schedule is unlikely to occur this year.

We will continue to provide assistance to marketing companies to increase returns for venison, and will continue to report transparently to industry information we gain from the market place as the venison sector recovers.

Yours sincerely,



Innes Moffat,
Chief Executive
Deer Industry New Zealand