

DEER INDUSTRY NEWS

Incorporating **STAGLINE** and **Market Report**

Issue 4 • April 2003 • Official magazine of Deer Industry New Zealand and the NZDFA



**VISION and
VALUES**
2003 *TIMARU*

Also in this issue:

- What is 'industry good'?
- District and regional plans – why you should care
- Fish & Game endorses deer industry approach
- Scanning: a valuable tool but use a reliable operator
- Maximising returns from deer leather
- NZDFA Annual Report, notice of AGM



**DEER INDUSTRY
NEW ZEALAND**

Difficult conditions, but ingredients for success in place

It's easy to be negative with low and flat venison prices, an appreciating dollar, war in Iraq, tensions with North Korea reportedly affecting velvet demand, economic downturns in some of our most important markets and dry conditions on-farm. However, the challenge, and the mark of a successful industry is to not over-react, but to reassess with long term fundamentals clearly in mind and focused on the course of action agreed with all sectors.

That said, an objective assessment of the current venison market situation suggests that the deer industry must once again take bold steps if it is to secure a sustainable, profitable future. While reliance on the game trade in Germany is diminishing, our programme aimed at creating new, year-round demand is only three seasons old and aims to change centuries of culinary tradition.

The now overdue results from the Agricultural Production Census should provide better information about the industry's size and productive capacity, but existing forecasts indicate the industry's supply base has the ability to outpace the industry's ability to create new demand. Your Board is acutely aware of this and, in consultation with industry, is taking steps to review where the venison industry is headed. Managed growth remains crucial and we must not over-react to short term market fluctuations.

However, all is not doom and gloom. We must not lose sight of the fact that we have a strategy agreed and in place which all companies support and are backing with significant funding. While the amount of levy funding available for joint promotion is not large, exporters and their in-market partners are contributing more than \$2.30 for each dollar of levy funding. What's more, with what we've learned, we make every dollar count. Through in-store promotions Graham Brown has shown he can increase individual store sales twenty-fold. This coming year we expect to repeat this

on a much larger scale working with supermarkets right across Germany.

Long-term prospects for New Zealand venison remain sound.


New Zealand Venison is well positioned to benefit from global consumer trends towards natural, healthy and quality-assured food products.

Our industry has grown rapidly and our growth to date has been supported mostly in one market in a narrow 3-4 month period. The opportunities to grow demand outside this season and in new markets are astounding, but they take time and investment. In other cases, like France, market growth requires the removal of unfair trade barriers.

Combine our fine product with coordinated and aligned marketing efforts dedicated to achieving year-round consumption and market access work, and the recipe is certainly there to accommodate growth.

One of the deer industry's biggest assets is New Zealand's clean, disease-free image. To support this image, biosecurity is one of the most important industry-good issues Deer Industry New Zealand manages. Our submission on the Draft Biosecurity Strategy was made in consultation with other agricultural organisations. Cooperation like this is increasing which is very positive.

However, there are also areas of particular importance to the deer industry which Deer Industry New Zealand must champion. Chronic Wasting Disease (CWD) is an increasingly important issue in our international markets. Exporters report that market concerns with CWD have impacted North American sales. There is the potential for the issue to receive publicity in Europe and have an impact there too (see page 4). This makes it critical that our domestic surveillance system is able to deliver credible assurances that New Zealand is free of CWD. Unfortunately, the industry's performance in getting samples submitted for testing has been poor. We need to do much better.

It is also critical that Deer Industry New Zealand continues to operate for the industry good (see page 3). Issues like venison market development, biosecurity and trade liberalisation are too important to be left to chance. 

Clive Jermy, Chairman, Deer Industry New Zealand



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Circulation enquiries: Deer Industry New Zealand, PO Box 10-702, Wellington, Ph 04 381 6014, Fax 04 382 9143, Email info@deernz.org

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Industry-good activities: stepping in when the market doesn't deliver

The concept of 'industry good' is fundamental to the operation of Deer Industry New Zealand. It's a phrase often used but rarely explained.

The term 'industry good' comes from the economic concept of a 'public good'. A feature of public goods is that they benefit the public at large and the benefits can't be 'captured' by any one person in particular. The dilemma with public goods is that while they benefit everyone, if left to the market alone, they would not be provided as much as would be ideal. Because no one can capture the benefits for themselves, individuals aren't motivated to pay for public goods. This is the free-rider problem – people who don't pay can benefit anyway.

Because of their nature, public goods at a national level are often provided or subsidised with public funding (e.g. from general taxation). At an industry level, industry-good activities are funded by industry levies.

In its simplest terms, Deer Industry New Zealand sees an industry good as something:

- **which is worthwhile doing because it benefits the industry overall**
- **but which individuals or companies can't or won't fund because of the inability for those individuals to capture the benefits.**

A good example of an industry-good is new market development. There is no doubt that creating new markets for New Zealand deer products benefits the industry. However, market development costs money and the benefits of building demand can't necessarily be captured by the person or company that invests in new market development.

Say a company invests in a promotional programme in a new market. Once interest has been created in the market, there is nothing stopping that company's competitors from 'free-riding' and selling product into that same market. On this basis it can be difficult for companies to justify investing in new market development – it is costly and puts a company at a competitive disadvantage compared to companies that 'free-ride'.

This is a clear case of market failure – where new market development as an industry-good may not be undertaken to the optimal extent. Accordingly, promotion and new market development is funded by an industry levy.

Another important point to note is that the list of industry-good activities can change over time. For example, as part of the GIB reforms in 1999/2000 it was recognised that some aspects of levy-funded activities were being undertaken by companies on a commercial basis. The implementation of supplier QA programmes was a good example. This argued against their provision as an 'industry-good' and accordingly some of these activities ceased being funded by industry levy and moved to user-pays.

There must be a strong industry-good justification for any activities undertaken with industry levy funding. A key role of Deer Industry New Zealand is to ensure this is the case and to continually review whether activities remain industry-good or are being adequately provided by the market.

Deer Industry New Zealand is a non-trading organisation and represents the interests of all industry sectors. Its non-commercial role, as agreed with all industry sectors in the 3 partners: 1 vision strategy, is fundamental to Deer Industry New Zealand being able to undertake industry-good activities with the support of all industry sectors.

Industry-Good activities undertaken by Deer Industry New Zealand include:

- Quality Assurance Programs: Co-ordinating On-Farm, Transport, Stock and Station Agents and Processing quality standards.
- National Velvet Standards Body: administering the accreditation programme which allows the farmer removal of velvet antler.
- Industry communications, publications and market information.
- Administration and support for producer affairs and DFA Branches via the Producer Manager
- Technical issues with MAF and the NZ Food Safety Authority and service contract negotiations on behalf of processors/exporters.
- Representing industry interests on issues such as trade liberalisation, biosecurity and animal welfare.
- Co-ordinating industry research priorities for research and leveraging public science funding via DEEResearch and VARNZ. Almost 20% of income is directed to research.
- Representing industry interests on a range of Government-led initiatives including the Kyoto Protocol and the Trans-Tasman harmonisation of regulations impacting dietary supplements (including velvet).
- Working with MAF and MFAT to improve access conditions for deer products into export markets.
- Promotion and market development - more than 30% of levy revenue goes directly into promotional programmes. Again, leverage is a key goal, with companies contributing \$2.30 for every \$1 of levy funding in joint promotions. 

Clive Jermy's speech to Meat New Zealand's 2003 AGM on industry-good can be downloaded from the Deer Industry New Zealand website: www.deernz.org/?id=37

CWD 'run chase': we're way behind the asking rate

If the industry's progress towards a robust assurance system for CWD freedom was a One-Day Cricket International, the score would look something like this: New Zealand chasing 300, currently on 2 after the 18th over.

Exporters report that concerns with CWD have had a marked impact on sales in the United States. There is also potential for the issue to receive publicity in Europe, our biggest market. The European Commission recently considered and reported on the CWD issue, and looks likely to implement a European surveillance system.

To be able to credibly back up our CWD-free status, New Zealand needs to test samples from 300 targeted animals a year – 25 a month. From November 2002 to February 2003 only two samples were submitted for testing.


Deer Industry New Zealand and the New Zealand Food Safety Authority have expressed some concern that the target of 300 animals tested may not be met. If this is the case, not only are New Zealand's claims of CWD-freedom open to question, but it also means that the industry may be forced to wear the cost of a more expensive surveillance programme.

"If the industry doesn't meet the requirement to test samples from 300 targeted animals, 10 times this number of animals may need to be tested on a random basis," said Stuart MacDiarmid, Principal Adviser Zoonoses and Animal Health with the New Zealand Food Safety Authority.

"As the North Americans continue to test thousands of deer brains, and as the Europeans edge towards some sort of deer surveillance programme, it will be harder for New Zealand to sustain its CWD-free claims with such tiny numbers of samples tested," MacDiarmid said. "The Europeans and North Americans have heard about 'fading elk syndrome' in New Zealand and are challenging us to demonstrate that is not masking cases of CWD."

Remember, there is an incentive payment of \$100 for vets and \$100 for farmers who submit samples from targeted animals – any species of deer or elk that shows signs of wasting, nervous disease or acute pneumonia. Please call your vet to have samples taken from these targeted animals. It is only by testing these animals that we can rule out CWD and support our CWD-free status.

If you suspect CWD, contact the MAF exotic pest and disease hotline 0800 80 9966 immediately.

Deer Notes and *Deer Industry News* will carry regular reports on the CWD 'run chase' in future issues. 

Targeted purchase of Tb reactors for accurate vector monitoring?

The Animal Health Board has put forward proposals for changes to Tb control which it believes will enhance the performance of the scheme in the deer sector.

AHB's first proposal is the targeted purchase of Tb reactors or test-positive deer at fair market value in very specific circumstances to speed the eradication of Tb from infected herds or for more accurate monitoring of Tb in wildlife.

AHB Technical Manager Paul Livingstone says eradication of chronic within-herd infection can require intensive testing which herd owners sometimes balk at because of cost.

"We're suggesting that in some situations where we want to put additional parallel tests across a herd, we will purchase those test reactors at fair market value," he says

"There are also some situations where we would like to be able to purchase reactors at a first test so as to discourage re-testing. This is because when you re-test reactors rather than slaughter them, you increase the risk of leaving infection behind in the herd."

Dr Livingstone says targeted purchase could also be used in situations where information about wildlife sources of infection is critical.

"One thing we absolutely must do better is early detection of new sources of wildlife infection or expansion of infected wildlife. We are looking to define areas where we would want to purchase and slaughter animals that are positive to a first test, rather than allow them to be re-tested. Again, this is because re-testing carries the risk that you will miss an infected animal, which means we could be missing critical information about a new source of wildlife infection.

"The sooner we identify new areas of wildlife infection, the sooner we can target those areas for vector control."

AHB has also proposed some degree of collective industry funding for routine annual testing of deer in fringe areas. Dr Livingstone says AHB sees this testing as an industry good activity, because its main purpose is to monitor the spread of Tb-infected wildlife and to enable early targeting of extra control measures.

"This is a much cheaper and more efficient approach than blanket vector control in the fringe areas, which some deer farmers have suggested." 



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Andrew Orbell (1942-2003)



Andrew Orbell died working on a hillside at Clayton and his funeral, hugely attended, was held in Fairlie on Tuesday 11th March 2003.

Andrew was born and raised at Levels, near Timaru, and educated at Pleasant Point, Waihi Preparatory and Christ's College. His early work years were spent

gaining experience for a career in farming, working for National Mortgage and shepherding in Southland, Hawke's Bay and at Levels. During this time a six-month study tour of USA, UK and Europe was undertaken.

Andrew began his farming career at the 4th generation Orbell property at Levels, with his parents Derick and Mary Orbell. He married Ruth Bowmar from Waikaia Plains, Southland in 1971, daughter of Sir Erskine and Lady Bowmar.

Andrew took over Clayton Station in 1967. Clayton at that time was an extensive high country grazing run of 9,000 hectares carrying 7,000 stock units of sheep and beef. Andrew

began developing Clayton from the early days of his involvement. A combination of access tracks, fertiliser, fencing, drainage, cultivation and other improvements rapidly transformed the property. Andrew also tackled a number of innovative new techniques during that period including direct drilling and artificial insemination of sheep, deer farming and a beef group-breeding scheme. Today Clayton is an intensive highly productive diversified property carrying 25,000 stock units of deer, sheep, cattle and a large area of cereals. Andrew was always proud that Clayton today is a result of the family effort with Ruth, Nicky, Hamish and Phillipa playing a major role, together with loyal and hard working staff.

Andrew's involvement in community and regional, then national affairs, was always generously offered and freely given. Andrew became a significant leader through his outstanding ability as a Chairman based on his practical understanding of rural people. These abilities and skills led to his leadership of Federated Farmers as South Canterbury Provincial President and then as NZDFA President. Business involvements and organisations include:

- President of NZDFA
- President of Mackenzie Branch Federated Farmers
- President of South Canterbury Federated Farmers
- Chairman South Canterbury Meat & Wool Section of Federated Farmers
- Awarded Life Membership of Federated Farmers in recognition of his work
- Secretary/Treasurer of Mackenzie Collie Club
- Director of Canterbury Frozen Meat Company
- Founding Director Temuka Saleyards Co-operative
- Inaugural Director of South Canterbury Aerial Topdressing Co-operative
- Councillor in charge of R&D on the NZ Deer Farmers' Association
- Major involvement in the Deer Master Research Project (South Canterbury Branch received a New Zealand Deer Farmer of the Year award for this project)
- Board of Waihi and Craighead schools
- Grasshoppers Member
- Central Radio Services Director
- Founding Director Multi-Scan Services.

Andrew was a generous person through and through and he loved sharing his various passions in life, whether it be farming, flying, jet-boating or the annual Clayton duck-shoot. Andrew gained as much pleasure from other people sharing these activities, as he did from his own enjoyment. Andrew was awarded the International Robert Harris Award for community service in recognition of his work for his fellow farmers during the 1992 snow storms.

Andrew lost his life doing what he loved, grading a new Clayton fence line. He had a huge passion for farming and farming people. He considered one of his greatest accolades was that all three of his children wanted to go farming.

Andrew has left Ruth, Nicky, Hamish, Phillipa and Jonty and Nicky's Grace and Eve, with a wonderful legacy, big decisions and huge challenges. 🇩🇪

Sir Peter Elworthy

Tb Board of Inquiry update

The progress of two important recommendations from last year's Board of Inquiry into the Tb National Pest Management Strategy deserve special mention.

1. Sector funding

The Board of Inquiry recommended that export earnings form the basis of a formula to determine each sector's contribution to the Tb programme. The Tb programme was implemented to protect access to export markets and the Board of Inquiry agreed with an independent report recommending that parties should bear the cost of the Tb programme in proportion to the benefit derived – maintaining access to those markets. This was strongly supported by the deer industry and others, but was not the view of all funding bodies.

With the Representatives' Committee at an impasse over a formula to determine beef, dairy and deer industry contributions to the AHB programme, MAF is working with all parties to look at new funding options.

To protect the investment made in the programme to date, and to avoid Tb becoming a barrier to international markets, it is critical that we continue with a credible programme towards eradication. While the deer industry strongly supports a funding formula that reflects each sector's export earnings, it is continuing discussions with MAF and all other funding bodies in good faith.

A time-frame for resolution is not available and discussions – now independently facilitated by MAF – are ongoing.

2. Collective funding

The Board of Inquiry recommended the deer industry reconsider its opposition to collective funding of some Tb testing costs. Broad industry consultation is planned to get the industry's opinion on this issue. 🇩🇪



Vision and Values are the related themes for the 2003 Deer Industry Conference. We recognise that it has been a difficult year for all sectors. The messages and prospects for the future of deer farming, and especially an emerging new future for venison in Europe, and new market positions are sound. Deer Industry New Zealand is approaching the end of its first year with both the Board and the executive team available and reporting their roles and progress in New Zealand and in industry development. All of these areas are under the spotlight this year.

NZDFA AGM - 27 May

This NZDFA conference aims to create time and space for informal discussion and an open, free ranging forum. We want to identify the burning issues and create the environment for ongoing discussion. At its AGM, the NZDFA will be reporting on its first year under the new structure, and tabling industry remits for discussion.

The conference concludes with an open forum on what the future could hold, inspired by leading industry commentators leading to a free-ranging discussion. We are going to introduce an electronic interactive audience participation system this year, as a tool that all innovative conferences now use, to allow everybody to air their views through voting on opinions and issues raised, and build a response during the forum.

Industry Partnerships

We're looking forward to a good turnout from deer farmers, processors, exporters and similar groups. We have been well supported this year with a very strong interest in sponsorship and the new concept of Industry Partnerships. Our partners, representing one leading group from each sector, play an important role in information transfer. Each will address the conference as an Industry partner. Our Industry Partners are:

PPCS from the processing and export sector is associated with the open forum, and also provides the venison for the opening function and gala Awards evening and the unique entertainment on offer.

The technical sessions feature our partners who follow the theme of innovation from pasture to plate. We are grateful to **Ravensdown** from the fertiliser and sustainable land management industry, **Ancare** representing the animal health partnerships with farmers, and **Goldpine** from the fencing and farm products sector, who all feature in introducing the science and research sessions.

We are very pleased to welcome an ongoing relationship with the financial sector and last year's premier sponsors, **Rabobank**.

For the first time we have a new association with **Telford Rural Polytechnic** in their role in the education and training of new (and not so new) deer farmers of the present and future.

The conference, through this alliance, can also offer 15 hours of industry training and participation study time, for which the DFA gains the credit.

This benefits the DFA directly through the simple signing of a paper of attendance and rebates additional funding directly into the conference, allowing us to present more speakers and new approaches in technology transfer to the combined industry.

Our sponsors include many of the long established animal health, transport, AI services, genetics and fertiliser businesses that continue a profitable association with the Deer Industry conference. The AHB, ACC, stock identification companies and a return of some of the leading breeders all feature along with support from DEERResearch, AgResearch and Deer Industry New Zealand.

"Brownie" Points the Way

Following the NZDFA's AGM the conference will open in the character setting of the Landing Services Building in historic downtown Timaru. This will include a real "Brownie" experience (Deer Industry New Zealand's outstanding Executive chef) with a European venison marketing demonstration followed by an international venison tasting with product prepared by other leading chefs from the area and many venison presentation themes. The night will include a short research auction and the NZDFA Environmental Awards for 2003.

Research Auction

Our sincere thanks once again to our sponsors – the annual research auction provides a significant boost to our research effort. And it's fun. The items for the auction were still rolling in at press time, and represent the usual mixture of sponsors' products, quality genetics and activities.

Working Breakfasts

The registration allows for cooked breakfast and an informal breakfast conversation hosted by the industry partners. This

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is an attempt to promote discussion extend friendships and get a range of views. Drop boxes that allow delegates to identify burning issues that can be posted and presented for comment. Later debate at the open forum will arise from these sessions and at other times.

DEEResearch Technical Morning – 28 May

With all but a couple of speaking spots confirmed, the conference Technical morning promises to be busy, innovative and a little different. The conference theme, *Vision and Values*, will be reinforced over two one-hour sessions in the morning, followed by Deer Industry New Zealand's FGM which will complete the Pasture to Plate directions.

Promoted and sponsored by DEEResearch, the session focuses on forward-looking research, technology transfer, production research areas under review and expressions of interest from research providers.

The conference has been strongly supported by leading technology sponsors, with company involvement in animal health issues, specialist production systems and the wider emphasis of industry good research programmes.

Presentations will be short (15 minutes) visual and focused, with time for questioning. We also have invited some new faces and perspectives in the speaker line-up with an emphasis on you, the producer and your interest in the new and innovative.

All delegates can attend the single-venue sessions and a collection of the proceedings will be developed. Here is how the programme is shaping up:

*Industry Partners: Ravensdown, Ancare, Gold pine
Introduction Collier Isaacs, Chairman DEEResearch*

Topics

- Further Industry research directions: a DEEResearch perspective
- Novel plants and novel solutions: new approaches to deer production issues
- Sustainable deer farming and interaction with the environment
- Overcoming today's limits to deer breeding and reproduction. What is possible?
- Industry sire referencing schemes: pilot programmes and the principles
- Deer genes and advanced reproductive technology
- Mycobacteria: an overview of current developments and a future vision
- Deer leathers: a new frontier for adding value?

Speaker details will be available on the conference website as they are confirmed, but delegates can be assured that standards typical of this conference and the pioneer research providers will be represented, along with the new young researchers and future science leaders that DEEResearch is attracting through its project support.

The speakers requested are all highly regarded in their fields and have undertaken to ensure these topics are well presented and topical. The Deer Industry Conference thanks them for their participation.

Deer Industry New Zealand Formal General Meeting – 28 May (afternoon)

This typically professional review of the Board and the operating executive will cover all activities during the past year followed by a question and answer session. Topics include an introduction to the new executives, welfare, within-industry activities, market reports and an industry overview. Companies have been invited to give a presentation of their own marketing activities as part of the FGM.

Awards Dinner – 28 May (evening)

The industry's major social event of the year will feature a truly outstanding entertainer with the task of total involvement, humour, song and a surprising repertoire that will enhance the two major industry awards and other acknowledgements. In an atmosphere fuelled by excellent food and wine we won't be drowning out conversation, but rather we'll be enhancing the opportunity to extend the discussions of the day and lead up to an open forum the following morning.

The upgraded venue will also star, with SC/NODFA's "wall of antlers" display creating an ideal setting. These antlers include contributions from South Canterbury's leading studs, and include both world records and a new generation of rising stars.

Open Forum – Thursday 29 May

Leading commentators and contributors for this event are still being finalised, but discussion will focus on what the industry could be like in 10 years if the programmes of adding value and extending the deer industry's visions evolve. We are asking for farmer views, biotechnology inputs, lateral marketing thoughts and a distinctively New Zealand vision for the future.

Throughout the conference, delegates' "burning issues" will be identified and grouped with the expert panel asked to comment as an introduction to wider discussion and interactive audience participation. This won't develop a blueprint for future action but will allow delegates to express their own points of view, while seeing the wider issues from other perspectives. The package allows collation and recording of the collective conference views and will become part of the conference proceedings.

Conference concludes at midday on Thursday 29 May, when the host Branch takes over. There will be arranged visits to their deer farming territory on the way to airport or home, lunch and an opportunity to visit areas where the Deermaster project developed.



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Get Registered!

If you haven't registered yet, it's time to get your skates on. If you want to secure good hotel or motel accommodation near the Caroline Bay Venue accommodation, be in quick! To reserve your room of choice at the conference rates please register immediately through DCMS:

Pat and team, Conference Manager, Dunedin Conference Management Services, PO Box 1029 Dunedin, phone 03 477 1377, fax 03 477 2720, Email: pat@dcms.co.nz, Website: www.dcms.co.nz/deerindustry

This conference is all for debate and discussion and support of the companies and organisations that are integral to deer farming. Your contribution and involvement will ensure its success. A registration form is enclosed with this magazine. Details as they firm up will be available on the conference website: www.dcms.co.nz/deerindustry or via *Deer Notes* or at www.deernz.org

NZDFA Nominations and Awards

Executive Committee nominations

A single nomination was received for the North Island vacancy and a single nomination for the South Island vacancy. They are:

North Island

- Andrew Mitchell

South Island

- Bill Taylor

There being no further nominations, and the nominees meeting the criteria required, both are deemed appointed.

Selection and Appointment Panel nominations

A single nomination was received for the vacancy in the North Island and a single nomination for the vacancy in the South Island. They are:

North Island

- Tim Aitken

South Island

- Keith Orange

There being no further nominations, and the nominees meeting the criteria required, both are deemed appointed

Deer Industry New Zealand Board producer representative nominations

Two nominations were received for the retiring member vacancy and a single nomination for the extraordinary vacancy producer member position created by the Board under the Industry restructuring approved last year.

They are (in alphabetical order):

Retiring member

- Warren Moyes
- John Spiers

Extraordinary Vacancy

- Mike Pattison

The Selection and Appointment Panel will convene in late June to interview and select from the nominees to fill the available vacancy. The SAP will meet at the conclusion of conference to plan the process as advocated in the review of the operating SAP's code of practice.

Matuschka Award

The deadline for nominations is **16 May 2003**. The award is for the farmer (or entity) making a significant contribution to deer farming and the NZDFA at Branch level. Remember the nominee doesn't need to be aware of his/her nomination. Make nominations through your Branch. The winner only will be announced and publicised to avoid the discomfort of many other amazing people being nominated, some on more than one occasion and typically not seeking recognition themselves. This is an important award and we all have hugely deserving individuals that qualify. Please support the process!

Rumpole Reminder

If you're one of the unsung heroes who labours to get news out to your Branch or society members, stand up and be counted. We've extended the deadline for this year's Rumpole Cup – the Award for the best Branch or Associated Society newsletter. Entries will now be accepted up to **16 May 2003**.

The Award, launched in 2000, is to promote good communication at grassroots level. Newsletters are judged on variety, topicality, writing/editing, effectiveness, originality and presentation. And remember, if your budget for fancy printing is limited, you won't be disadvantaged.


So dust off the best of your newsletters from the previous 12 months and send them in to Rumpole Cup, NZDFA, PO Box 10-702, Wellington.

Warnham & Woburn Society Photo Awards: It's not too late to enter!

There's still time to get your entry in to this year's Warnham & Woburn Society Photographic Awards – but not much! Entries close on **16 May 2003**.

Why not get out there and stalk your animals with camera in hand. Take advantage of that mellow autumn light and show deer farming through the unique perspective of your lens.

Remember there are two categories – open and humorous. Entry forms were sent out with the February issue of *Deer Industry News*. For more information (or a replacement entry form if you can't find yours) contact Awards organiser Rachael Mitchell, Ph 06 370 1051, or 025 227 5017.

This event has become an important industry display and feature. There are proven stunning photographers out there and the range of material and opportunities are huge. The spin off in terms of visual support for the magazine and industry image adds even further to this competition and we are most grateful to the Society for its continued patronage of the event. It does need entries for its impact. 

For further information on this or any aspect of Conference 2003, please contact Tony Pearce, Producer Manager at:

021 719 038 or tony.pearse@deernz.org

or contact Deer Industry New Zealand

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ph 04 382 8626

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Candidate statements from nominees for producer representative vacancies on the Deer Industry New Zealand Board

Retiring member vacancy

There were two nominees for this vacancy, **Warren Moyes** and **John Spiers**. Their candidate statements (in alphabetical order) follow:

Warren Moyes

I am standing for reselection as I believe it is essential the industry has stable direction and representation. Recent restructuring brought together many diverse groups. Managing diversity, showing respect for different viewpoints, but recognising that success ultimately depends on clear unbiased decision making.

The experience I bring is that of a hands-on deer farmer with a long involvement in industry organisation.

- NZDFA – past Northland Branch Chairman and National Councillor.
- GIB/DINZ Board Member

A particular skill I have to offer is experience in corporate governance. I chair a number of entities, which keeps me up to date with current best practice procedure.

My vision for the deer industry is simple – all parties working together to enhance the scale and stature of our hugely exciting industry.

John Spiers

It is with the support of my family and many deer farmers that I have submitted my nomination for the board of Deer Industry New Zealand. I have been a hands-on deer farmer for 23 years at Maranoa in Central Hawke's Bay. I have represented the industry in the areas of velvet grading, quality assurance and currently the National Velvetting Standards Body. As a previous New Zealand Deer Farmers' Association Branch Chairman, Councillor and President I am conscious of the concerns and frustration's which face all industry participants today.

I continue to be a strong supporter of the structural reforms and believe we now have a solid platform to work together as an industry group to maximise returns for all sectors.

Together with your support I will make a positive contribution to the Deer Industry New Zealand Board.

Extraordinary vacancy

There was one nominee for this extraordinary vacancy, sitting member **Mike Pattison**. His candidate statement follows:

Mike Pattison

Over the past 23 years I have had the good fortune to participate in the growth and development of the deer industry, firstly as an executive and more recently as a Board member.

An appreciation of our history, and of the vision and innovation that drove the deer farming pioneers, informs my approach to the challenges facing the industry today.

The problems we face as the industry continues to grow are not new, but the solutions will require a willingness for all sectors to work together. And hopefully the range of knowledge, experience and contacts which I have accumulated over the years in New Zealand and overseas, both within the deer industry and the wider context of marketing New Zealand products and services, can continue to be constructively applied as the industry searches for the keys to sustained and stable growth. 

The Selection and Appointment Panel will convene to interview and select from the nominees, representatives to fill the available vacancy.

In the interests of transparency, brief profiles/statements from the candidates for Deer Industry New Zealand producer representative positions are presented with this issue of Deer Industry News.

WRIGHTSON LIVESTOCK MARKET REPORT: March 2003

		North Island (cpk)	South Island (cpk)
Weaner Hybrid Stags	Top	\$2.40	\$2.70
	Medium	\$2.10	\$2.40
	Small Med	\$1.60	\$1.70
Weaner Red Stags	Top	\$2.20	\$2.50
	Medium	\$2.00	\$2.20
	Small Med	\$1.50	\$1.50
Weaner Hybrid Hinds	Top	\$2.20	\$2.50
	Medium	\$1.80	\$2.20
	Small Med	\$1.50	\$1.50
Weaner Red Hinds	Top	\$1.80	\$2.20
	Medium	\$1.60	\$1.80
	Small Med	\$1.30	\$1.40
		North Island (\$/hd)	South Island (\$/hd)
Rising 2yr Hinds Hybrid	Top	\$280	\$280
	Medium	\$200	\$220
Rising 2yr Hinds Red	Top	\$250	\$280
	Medium	\$180	\$200
	Small Med	\$140	\$160
Mixed Age Hinds Hybrid	Top	\$340	\$350
	Medium	\$280	\$300
Mixed Age Hinds Red	Top	\$330	\$350
	Medium	\$280	\$280
	Small Med	\$220	\$220

Steady weaner sales in the South Island are realising prices in line with current schedules. Buying enquiry is restricted to the regions with grass while drier areas are having to continue supplementing feed. Prospects look encouraging in fawn hinds of good quality. Rains in the last four to five days of March were a welcome relief for the drought-affected regions.

DEER SALES CALENDAR

June	10	1.30 pm	Stanfield's Bushey Park	Hinds	Otago
	26	1.30 pm	Foveran Deer Park	Hinds	Kurow
July	3		Springlands Deer	Hinds	Nelson
	4		Springlands Deer	Weaners	Nelson

Branch Chair profile: Mike Holdaway – Manawatu

As if the fragile venison schedule wasn't enough, deer farmers in the Manawatu have just experienced their driest summer for over 30 years.

NZDFA Manawatu Branch Chairman, Mike Holdaway, says the drought brought with it a range of immediate but short-term concerns and uncertainties for his members. By late March, with no decent rain for months, nobody had any grass and deer farmers had to make some crucial decisions about stocking levels.

The Manawatu Branch incorporates a comparatively large area, with around 200 deer farmers of whom about 120 are Branch members. They get together every two or three months and the most popular events are farm visits combining social and educational activities.

Every year the Branch runs a velvet competition with the Horowhenua/Wellington Branch, and Mike says this has always been extremely well supported. Earlier this year, members flipped thousands of very tasty venison burgers at the Central District Field Days as a fundraiser for Branch bus trips.

Brought up in Wellington, Mike always wanted to go farming. When he was 14 his father got him a holiday job on a Wairarapa farm hoping to discourage him – but it only made him more enthusiastic. On leaving school he got a position through the Federated Farmers cadet scheme, and later won a Federated Farmers scholarship programme to the UK. There he met his wife, who was on a similar scholarship from the United States. They lived in the US for six years before returning to New Zealand.



Mike Holdaway: farming in his blood from an early age.

In 1983, with a group of business investors who saw it as tax efficient, they bought what had been a traditional sheep farm in the foothills of the Ruahine ranges at Apiti, and got into the deer farming industry.

Mike joined the Branch in 1984 soon after they bought the 244 hectare farm. He's been Chairman for the past four or five years. Over the years, they have bought out their partners and now own the property. In recent years, they have wintered about 900 deer, but also run sheep and cattle.

While velvet prices have been very good over the past couple of years, Mike says the market has a tendency to be fickle and will remain so as long as New Zealand relies on South Korea as its key market. As he sees it, politics and consumer education are the biggest challenges when it comes to developing Western and Chinese markets. 

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Geoff or Diane Gill Ph 03-235 2620 or your agent

Branch Chair Profile: Chris Petersen – Fiordland

The Te Anau Basin is only about a 30 minute drive from edge to edge. And with nearly 130 deer farms – about half of them running deer only – the area has probably the highest concentration of deer farms in the country.

This is the territory of the NZDFA's Fiordland Branch. Chris Petersen, who has been Branch Chairman for just over two years, says there are 126 members in the Basin, of whom around 70 are fully paid up Branch members.

A two year velvet competition – the first ever held in the region – was combined with a late Christmas barbecue earlier this year and proved extremely popular. (Chris insists his view is not coloured by his own success in the Red 2 year-old section.) Two-year-old elk heads up to 5 kg and Reds up to 4.3 kg were entered.

The current venison schedule is a major concern for Fiordland deer farmers, Chris says. "A lot of people paid \$240 for weaners, sold them to the works for \$220, had the pleasure of feeding them, and got absolutely nothing for them."

Velvet, he acknowledges, is a different matter, with stable prices being paid over the last five years but he sees the limited market as a potential danger to the industry. He and his Branch would like to see the market expanded, particularly into other Asian countries. "It would also be great to see more used in New Zealand, including as an additive in pet food. I feed scraps to my dogs over about five months of the velveting season. They're really healthy over that period."

Another concern for the Fiordland Branch is the Tb testing requirements in the Basin. Half the farmers have to test all stock every year and the other half test 250 of their stock every two years.

"We see no need for the two different testing requirements and believe all adult deer should be tested every two years."

While the Te Anau Basin is currently free of Tb, Chris says the issue is a serious one for all deer farmers in the region.

Chris has been involved with deer one way or another for many years. He started deer farming in Te Anau in partnership with his wife Debra 8 years ago, but has previously operated as a deer hunter with pack horse for a number of years, and spent 20 years crayfishing in Fiordland combined with deer farming (venison) near Invercargill.


As he wanted to focus on velvet production and the Invercargill property was not suitable, they sold the fishing business and the farm and bought their Te Anau farm. It's 243 hectares of rolling countryside, of which about a third is steep, set about 340 metres above sea level.

Chris and Debra normally run about 1400 animals, mainly Warnhams, for velvet and the trophy market. Hinds are sold as live sales, with 380 adult velveting stags and 220 spikers.

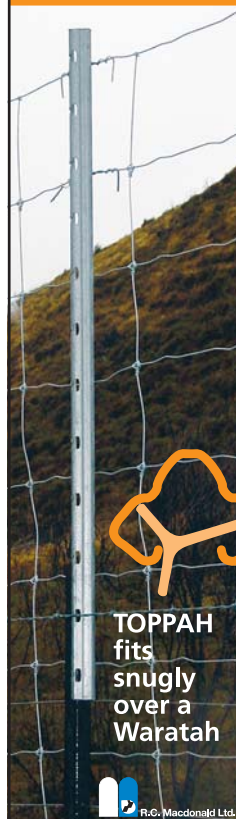


Chris Petersen with his prize-winning velvet.

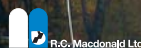
Last year they produced 1300 kg of velvet.

Chris still enjoys hunting during the roar, but admits that he finds it a bit harder than he used to! He is also a good shot with the camera, and many of the entries from he and Debra have featured in the Warnham and Woburn photo competition. 

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Northland deer can run but can't hide

Just over halfway through, a ten-year programme in Northland to reduce deer escapes and eradicate wild deer herds seems to be a success story all around.

Heading the project is Department of Conservation's Northland Conservancy technical support manager, Don McKenzie, who describes the programme as a joint activity run by DOC, the Northland Regional Council and the local Animal Health Committee, with the support and involvement of the local deer industry.

"It is working extremely well, and I believe the success is largely the result of everyone working together with a common objective," he says.

The programme grew out of an initial desire to remove the wild herds establishing themselves in Northland, infestations that brought with them threats of Tb to the region's deer and cattle herds and damage to its valuable forests.

The programme revolves around a 24-hour 0800 number (0800 FIND DEER or 0800 346 333).

The 0800 calls are usually from deer farmers around Northland, but sometimes from other farmers or members of the public. Callers have a wide range of questions, including:

- seeking help catching escaped deer
- seeking help to remove wild deer
- asking for advice on setting up deer farms or the permits required before starting up
- identifying where it is possible to farm deer in Northland.

Another important task for the programme is inspecting fencing and ensuring farmers are meeting the standards or guidelines that apply in specific areas.

Don McKenzie says that although Northland is a relatively small player in the deer industry, with about 70 deer farmers in total, this particular project could be duplicated successfully in other parts of the country.

Consultation on fencing standards soon


A comprehensive consultation process could be underway within the next few months on new legislation specifying fencing standards for deer operations.

Don McKenzie is heading the project, and says a proposal will be going to the Minister of Conservation, Hon Chris Carter, within the next couple of months.

"We are in the process of finishing the submission to the Minister which sets out the options to change the 1969 Noxious Animals in Captivity legislation," he says.

An important element will be to make the standards or guidelines on perimeter fencing far less ambiguous, and promote the integrity of secure boundary fencing and prevent escapes.

Don McKenzie says the preliminary work on the proposed changes is the result of several years of discussion between DOC, Deer Industry New Zealand and the New Zealand Deer Farmers' Association.

"If the Minister is happy with the proposal, I would expect that we will get the consultation underway quite soon and completed during the year." 

Coming Events

2003

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|--------------------|--|
| 30 April: | Canterbury AGM (Sudima Hotel) |
| 1 May: | South Canterbury/North Otago Branch AGM, Poplars Reception Centre, 5.30 pm |
| 2 May: | Nelson Branch AGM (proposed) |
| 5 May: | Wairarapa Branch AGM, Gladstone Inn, Gladstone. |
| 6 May: | Manawatu Branch AGM |
| 7 May: | Hawke's Bay Branch Field Day (Clint and Shelly Thomsen) and AGM Ongaonga Golf Club |
| 8 May: | Waikato Branch Animal Health & JRG Seminar |
| 9 May: | Waipa Branch AGM |
| 14 May: | Southland Branch AGM - Bill Richardson's Truck Museum |
| 15 May: | Waikato Branch AGM (evening) |
| 15 May: | Fiordland Branch – open committee meeting 1.00pm |
| 15 May: | Otago Branch AGM. To be held in Alexandra - Venue and times to be advised. (evening) |
| 27-29 May: | Deer Industry Conference
Caroline Bay Hall – Timaru
Conference Registration form can be downloaded from the Deer Industry New Zealand website. |
| 27 June: | Deer Production Seminar (part of NZ Society of Animal Production Conference), Queenstown. |
| 25-27 June: | NZ Veterinary Association, Deer Branch Conference, Queenstown, in association with Society for Animal Production. |
| 3-4 July: | Springlands Deer sale: Hinds on 3 July and weaner stags and hinds on 4 July. |

2004

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| 24-27 Feb | Second Antler Science and Product Technology (ASPT) Symposium – Millennium Hotel, Queenstown. Co-hosted by AgResearch and Deer Industry New Zealand. Following on from the successful ASPT Symposium in Banff, Canada in 2000, this symposium will update all key areas of velvet antler science and product technology. |
|------------------|--|

Fish & Game director endorses deer industry approach

Sheerwater, at Helensville near Auckland, was Premier Winner of the 2002 Deer Farmers Environmental Awards. The farm is owned by Brian and Brigitte Richards and managed by Richard Morris. About 100 people made the journey to Sheerwater on 15 February for a highly successful field day.

Farm consultant Will Wilson led the programme, which involved stops at places of interest around the farm with short presentations from specialists at each. The day opened with a barbecue lunch, then moved to the lake edge where the owner Brian Richards spoke about the development of the property, followed by Tony Pearse who congratulated the winners and presented them with the Award's premier cash prize from Sir Peter and Fiona Lady Elworthy.

One of the invited speakers was Fish & Game New Zealand director, Bryce Johnson. Fish & Game was first invited to participate in the deer industry environment programme in 2001 and the industry has maintained a positive liaison with them ever since. The following is an edited version of Bryce Johnson's presentation at Sheerwater.



Bryce Johnson addressing visitors to the Sheerwater field day from the specially constructed lecturn.

Why is Fish & Game involved?

Your business affects our core business. Where you are in the business of managing and manipulating land for agricultural production purposes, Fish & Game is the business of "maintaining, managing and enhancing sports fish and game", which are variously reliant upon land and water. What you do on your farms invariably has the potential to affect not only the land, but especially the water.

So Fish & Game has a very keen interest in what farmers do with their land and the impacts of their practices on downstream water.

But the interest goes much wider than that. Public attitudes towards the environment and water in particular, are now changing in New Zealand and the public have a growing expectation that agriculture will take due account of its environmental impacts.



Farm walk at Sheerwater during the February field day.

Fish & Game can expect strong public support for campaigns that persuade agriculture to take greater responsibility for any adverse environmental effects it may cause. The media are now showing more interest in the impacts of agriculture on the environment, and this in turn is leading to greater interest by politicians.

Sustainable development

Sustainable development is becoming a buzz phrase just like biodiversity was a few years ago. The Government has now announced its action plan for sustainable development for New Zealand – and water was identified as one of the four priorities for sustainable development.

So there can be no doubt that water is now at the top of the political agenda.

Clean and green

New Zealand's unique point of difference is its natural environment.

Clean water and biodiversity are central components of this image – an image which can give our products market advantage internationally, but which also underpins our outdoor lifestyle.

We all know how much deer love the land/water interface. This presents special challenges simply because there are no simple solutions, as for example there are for the dairy industry, where a single hot wire will keep cows out of creeks.

Riparian management award

This is why Fish & Game New Zealand has offered the annual Riparian Management Award to your organisation, in an attempt to highlight the issue and recognise and reward farmers who demonstrate their willingness to do something about it.

Deer industry proactive

Your industry seems to have been the most proactive of all the livestock sectors in doing something about protecting natural water quality. In a strategic sense, you have been very smart – you have taken the lead rather than be lead. One consequence is that you are far less likely to run into the same problems that have plagued the dairy industry.

Being proactive about environmental issues also turns your potential critics into allies. This is, in effect, what the Deer Farmers' Association has done by forming an association with Fish & Game, where we provide one of the judges for the environmental awards, and of course the Fish & Game Riparian Management Award itself.

Accreditation

I think there will be a growing requirement for farm accreditation in the future, in two broad forms.

contd on pg 14...

Southland property an excellent environmental work in progress

Peter and Sharon McIntyre's environmental stance has had an award-winning outcome. The couple, who farm a 160ha property at Benio in Eastern Southland, were awarded the ANZ Environmental Merit Award for Environmental Awareness and Implementation in the 2002 Deer Farmers' Environmental Awards.

Not one to readily put his name forward, Peter entered the competition after he was persuaded by awards convenor John Paterson to give it a go.

"Like many other farmers we felt we weren't ready. There's still a lot we want to do over the next two years," Peter says.

The win, which surprised the couple, was just reward for their dedication to environmental sustainability.

They have fenced off many of the farm's creeks, planted trees for shade and shelter, enhanced wetlands with ponds and adopted best-practice management techniques to minimise soil structure damage.

The property is principally a deer farm, carrying 1300 mixed-breed deer, mainly Elk-Wapiti with some Red deer and Hungarian fallow, but the McIntyres also raise 85 beef calves.

The couple have a strong interest in breeding deer for the trophy market and this influences their stag purchases.

As keen environmentalists, the McIntyres aim to have all the water courses on the farm fenced and planted out within the next 12 months.

"We do a bit each year and we try to do it right," says Peter.

At about \$8 a metre for deer fencing, it was a lot more expensive than erecting a single wire fence, as was the case on dairy farms.



Sharon and Peter McIntyre with children Rhiannon, 6, and Chris, 8.

The ponds, which have been surrounded by natives such as cabbage trees, tussocks and flax for beautification, have become a duck hunter's paradise.

"The kids also get great pleasure in getting out in their canoes," Sharon adds.

The McIntyres have adopted good tiling and mole ploughing practices on their Waikoikoi silt loam soils, which were very winter-wet.

They have a well planned and managed feed programme using pasture,

swedes, barley and tube wrapped silage. They do not use bulk silage because of the heavy tractor and feedout wagon impacts on the land during winter.

Environment Southland Land Sustainability Officer Gary Morgan, who helped judge the environmental awards, says the McIntyres' farm is an excellent example of work in progress. "They've got very good environmental ethic."

While Mr Morgan advocates fencing off all permanent water courses in intensive farming situations on deer farms, he acknowledges that it is a "huge" financial commitment and is not always practical especially on extensive high country deer farms.

Mr Morgan also has praise for the efforts of the Southland Branch of the New Zealand Deer Farmers' Association which he says has been proactive in promoting environmental sustainability. 

...contd from pg 13

- Market-driven accreditation will link your production system to the product you produce and the market you sell it into.
- There will also be "wider public accreditation" – a growing demand from people who do not buy your products that you should nonetheless produce them in an environmentally sensitive manner. I suspect this will manifest itself in the form of regional policy statements and plans by local authorities under the Resource Management Act.

Financial sense


This all makes sound financial sense. Not only does environmentally sensitive farming provide a huge "feel good" factor, but aesthetics adds to the value of your property. Farms that look attractive with a diverse landscape and water

courses fenced and planted, have far greater appeal to prospective buyers.

Natural water management

The way farmers manage their natural waterways will become a focal point for their farming future.

While a farmer who is struggling financially is less likely to pay attention to environmental issues, the ecological reality is that if they don't, then market and public demands will ultimately render their businesses unsustainable.

Farming will increasingly be judged by the environmental sensitivity of its production systems rather than the products it produces. Being proactive on water quality matters is a logical first step. 

Bryce Johnson, Director, Fish & Game New Zealand

Environment Awards 2003:

Judging underway

Thanks to a good number of entries from deer farmers from all over New Zealand, this event is underway for its third successive year.

It's a significant undertaking, with a total budget of around \$20,000 being made possible again by a commitment from the New Zealand Deer Farmers' Association and 50:50 funding support from Summit-Quinphos and PPCS. The prize package is topped off by the Elworthys' Premier Award as well as numerous industry merit award sponsors.

This collaborative support will result in another proactive year of action to promote environmentally sustainable deer farming.


Environment specialists judge

This year we are repeating the successful and highly credible formula of having the deer farms judged by environment specialists from Regional Councils, Fish & Game, and the Department of Conservation.

There are two, four-person teams of judges, one for each island. The head judge, Gary Morgan from Environment Southland, is leading both teams.

We are particularly appreciative of the free provision of judges from the participating organisations: Environment Southland (Gary Morgan, head judge), Hawke's Bay Regional Council (Simon Stokes), Environment Canterbury (Phil McGuigan), Fish & Game (Mark Sutton) and Department of Conservation (Simon Smale).

Deer farmer representatives in the judging teams are former award winners Victor Clark (NI) and Sharon McIntyre (SI), and organising the detailed itineraries for the judging tours are Tim Aitken (NI) and Bill Taylor (SI).

The winners will be announced during a special event on the first night (27th May) of the Annual Deer Industry Conference at Timaru. See you there. 

John Paterson, Awards Convenor

Developing experimental model for Johne's disease

by Colin Mackintosh, AgResearch Invermay

We have recently conducted an experimental Johne's disease trial in young red deer on an isolated area of the Invermay Flat Deer Farm. The objective was to try to simulate the outbreak form of the disease that has been occurring in rising yearling red deer on a number of deer farms in New Zealand and overseas.

The reason why we need to conduct this trial is to develop an experimental model that can be used to study Johne's disease in deer and to be able to test vaccines efficiently. To be useful it has to mimic the natural disease in terms of the numbers of animals showing clinical disease and to produce similar lesions and immunological responses.

In mid March last year, 43 newly weaned red deer were challenged by mouth with doses of Mycobacterium paratuberculosis, the causative agent of Johne's disease. Over the next 12 months the animals were closely monitored and any animal developing signs of Johne's disease was euthanased. In order to prevent undue suffering, the animals were all detected in the early stages of the disease and only lost a small amount of weight and condition.

The first cases of Johne's disease occurred in August, just five months after challenge. Over the 12 months of the trial, 11 animals developed clinical signs of disease: 4 in August, 3 in September, 1 in October, 1 in November and 2 in December. This pattern of disease is typical of many of the outbreaks observed in weaners on farms. The post mortem signs and immunological responses were also typical of natural Johne's disease in weaner deer.

This experimental model is a very important first step and should be very useful in the ongoing research into this disease.

We are grateful to DEERResearch and FRST for supporting this work.

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Scanning a valuable tool, but use a reputable operator

Modern scanning equipment and more knowledgeable operators mean that hind pregnancy scanning can now be extremely accurate, according to Geoff Asher, AgResearch's unit leader, Deer Systems Group.

He recalls the many horror stories in the 1980s of hinds scanned empty being sent to the works and turning out to be many months pregnant at slaughter.

Thankfully, these incidents are increasingly rare. By using experienced and competent scanning operators and the right scanning equipment at the right stage in pregnancy, Geoff says scanning results can now be 98-99 percent accurate.

While it has not done specific research into scanning accuracy, Geoff says AgResearch has done a range of projects that have given good insights into scanning. He says there are strengths and weaknesses in both of the scanning systems used in New Zealand – internal (rectal) and external scanning. If deer farmers are aware of these limitations and use reputable scanning operators, they should achieve those results every time – or better!

Rectal scanners have been around for many years, and Geoff says they are generally accurate if used between 30 to 80 days of pregnancy. After that stage the foetus drops out of scanning range.

“Ideally, they should be used from mid May to late June, or else the hinds are likely to scan empty when they are not,” he cautions.

External scanning gives results that are just as accurate, particularly from 80 days through to later pregnancy when physical indications confirm pregnancy although not necessarily when calving will take place.

Pregnancy scanning is a powerful management tool, Geoff says. Early scanning can inform culling decisions before winter sets in, and helps with planning for fawning. Hinds can be grouped by fawning date, and different feeding requirements planned for.

For the best results it is important to use a reputable operator, Geoff warns. He has a major concern that there is no regulatory body that licenses scanning operators or sets standards. “Having said that, most operators I’m aware of are very good.”

Early culling gives time to replace hinds

Accurate and early pregnancy scanning can help farmers maximise their investment in stock and feed, and is being used increasingly by deer farmers around the country as an important management tool, according to scanning operator Craig Feaver.

Craig has been working around deer for nearly 20 years and since the mid 1990s has been a scanning operator, now with his own business. Covering Otago, Canterbury and the West Coast, he is finding demand for his services increasing as farmers realise the contribution scanning can make to the profitability of their enterprise.

One major benefit of scanning, he says, is that dry hinds can be identified quickly and dispatched to the works.

“Deer are normally very fertile animals, and under the right food or welfare conditions, become pregnant very easily. On average, there will be six to eight dry hinds among every 100 scanned,” Craig says.

“In some cases, due to drought or food pressures or an infertile or lazy stag, it could be up to 15 percent or more, resulting in a major loss in potential income. Scanning is also an excellent way to detect how well stags are working.”

In recent years, Craig has identified three stags which were totally infertile, resulting in whole herds being dry.

In a typical herd, with eight out of 100 hinds being dry, selling those eight should return enough to buy five replacements which would then have five fawns, resulting in 10 animals instead of eight. Sound economics and good management, he says.

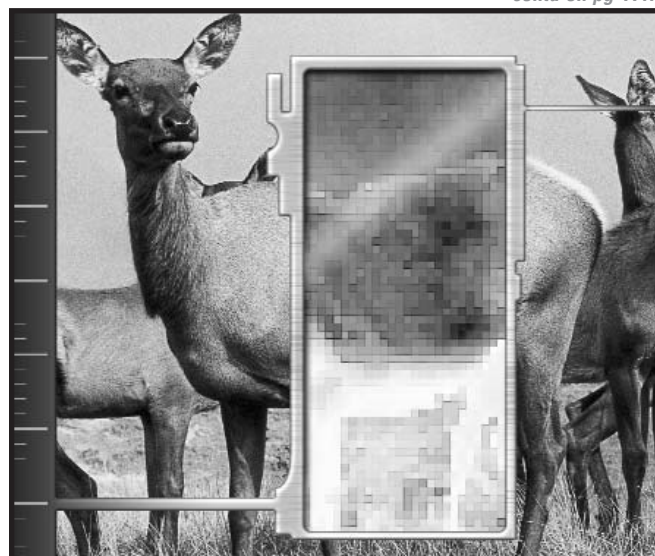
Craig uses modern ultra-scanning gear that is extremely portable and easy to operate. The small screen (about 35 cm), an external probe about the size of a packet of cigarettes, and a small power source and cable, all fit into a small suitcase. With his assistant, he is able to scan around 200 hinds in an hour, walking quietly around an open pen without stressing or frightening them, with no physical restraint necessary except possibly for large adult elk.

External scanning systems have been available for a number of years now. Previously, the only option had been rectal scanning, which is not so accurate later in the pregnancy.

The external probe is placed on the udder or nipple and scans up into the uterus, showing the whole of the pregnancy. It can detect a pregnancy at 30 days from conception, when the foetus is the size of pea. From this he can estimate the date of conception and therefore fawning date.

However, Craig notes that predicting the birth date can be a bit of a gamble as some breeds can delay births for up to 15 days if, for instance, the weather is particularly bad – or they can deliver early if conditions are particularly good.

contd on pg 17...



Percentage of Wapiti genes influences pregnancy rates

AgResearch scientist Dr Geoff Asher may have pinpointed a major cause of low pregnancy rates in rising two-year-old New Zealand deer hinds.

The deer industry, concerned about low conception rates in rising two-year-olds because of the impact the resulting low calf numbers have on production, has been investigating different potential causes of the problem.

Dr Asher and his team at AgResearch Invermay are part-way through a major trial monitoring pregnancy rates in this target group of Red deer hinds, which includes thousands of animals across different New Zealand deer farms.

Although there is still a year to go on the trial, results in this DEERResearch-funded project so far point strongly to the amount of Wapiti genes in Red deer hinds as a major factor influencing pregnancy.

He found pregnancy rates varied depending on the degree of Wapiti genes. Rising two-year-old Red deer hybrids with lower percentages of Wapiti tended to scan with a higher conception rate than higher percentage Wapiti genes.

This is likely to be because Wapiti, which is a larger sub-species of deer, mature later than Red deer.

Dr Asher says this confirms what many farmers had already suspected.

Wapiti deer have been used widely across New Zealand deer, and the percentage of




Research showed Wapiti genes influenced pregnancy rates in Red Hinds. Photo: Alan Gates.

Wapiti within herds also varies enormously. These findings are therefore likely to have a big impact on New Zealand deer farms.

“The use of Wapiti in New Zealand provides huge opportunities and benefits, particularly for use as terminal sires. This new information therefore presents us with challenges to make use of Wapiti genes while still managing reproduction to improve on-farm production as effectively as we can.”

Dr Asher’s research over the next year will focus on recommendations to manage on-farm reproduction, including inexpensive ways of identifying and scoring the percentage of Wapiti gene, and adjusting management including nutrition.

The research has been possible only because of the development of DNA technology over recent years, which has allowed AgResearch’s Genomnz lab to accurately identify exact percentages of Wapiti without having to rely on traditional record-keeping. 

For further information:

Dr Geoff Asher, AgResearch Invermay, phone 03 489 9048.

Email geoff.asher@agresearch.co.nz

...contd from pg 16

Craig’s business is nearly doubling each year as farmers cotton on to the advantages of scanning. “The best possible advertising is word of mouth. I do a farm in an area, and within a week others from the same area are ringing me up asking me to come and do their herd,” he says.

Scanning is important to support welfare best practice. The proposed Deer Welfare Code, in its current form, includes a section covering the transport of pregnant hinds.


However, Deer Industry New Zealand’s Quality Manager, John Tacon says the draft code stipulates a cut-off date of 1 October for the transport of pregnant hinds.

“By that stage most farmers should know which hinds are in calf, but where there is any doubt, scanning in September could be a useful management tool.

“Transportation can be very stressful for any animal but is particularly stressful for pregnant hinds. It can often result in calves being lost and, on rare occasions, in the death of the hinds,” he says.

The restriction on transportation of pregnant hinds in the welfare code is a way of achieving best practice standards, and is intended to meet the welfare concerns of international consumers, John adds. “It also benefits deer farmers by preventing the unnecessary loss of calves or productive hinds.”

John says calving on most deer farms normally starts in early to mid November, but with some breeds and in some regions it can continue for several months. “The recommended cut-off date of 1 October got general acceptance right across the industry during our consultations on the draft code,” he says.

The draft Deer Welfare Code, the first ever for the deer industry, will be presented to the National Animal Welfare Advisory Committee (NAWAC) in the near future. NAWAC will formalise the document and send it out for public submissions. Once that process is completed and any amendments made, the Code will be given to the Minister of Agriculture for approval and passage into law. 

Venison

Venison production for the year to February 2003 fell by 6%. Price pressures, compounded by a strengthening New Zealand dollar, continued to affect the market. Promotional activity with exporters and in-market partners continues, with chef work undertaken in March and more planned for July and October.

Production

- Production for the 12 months to February 2003 was 471,679 deer, a decrease of 5.8%, compared with the same period to end February 2002 (500,864).
- The average carcass weight for the 12 months to February 2003 was 54.2kg, slightly down from the 54.9kg average for the previous 12-month period.

Schedule

- At week 15 (7th April), the average weekly published schedule price for a 60kg AP stag was \$4.12 per kg – 26.6% below the five-year average (\$5.61) and 25.7% below the ten-year average (\$5.55) for this time of year.
- Adjusted for currency movements on a trade-weighted basis, the schedule is 23% below the five-year average for this time of year.

Exports

- Total venison exports were 15,691 tonnes to the year-end February 2003 and were worth \$170 million, according to Statistics New Zealand. This is down by 7% in volume and 29% in value on the same period in 2002.
- Chilled venison exports to Germany for the year ending February 2003 rose by 22% to 793 tonnes.
- European market prices remain at low levels, with demand evident but only at low prices.
- Some exporters reported a slight recovery in prices for legs in early February. However, this appears to have slowed. Moderate demand has been reported for manufacturing cuts.

Chef Programme 2003

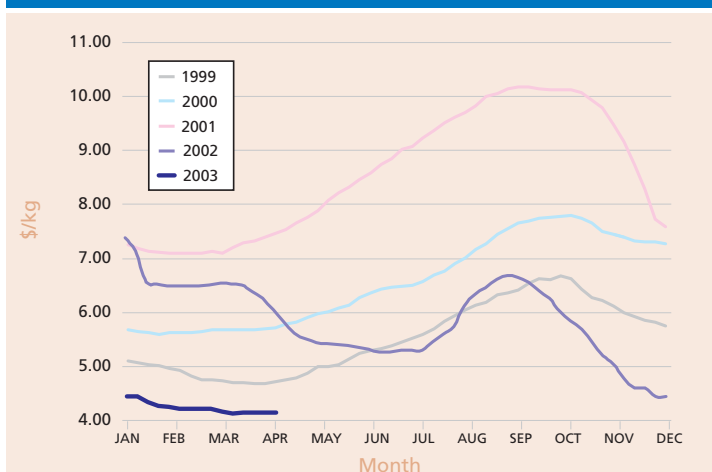
- The Executive Chef, Graham Brown, and contracted educator and meat specialist Geof Christie, recently returned from a three week programme in Europe. They were involved in presentations at in-house trade fairs and meetings with importers/distributors in northern Germany, while Brown also demonstrated at a regional wholesaler fair in the west.
- The itinerary included a number of promotions at cash-and-carry stores - where chefs buy ingredients and other items for their restaurants. At one such store, the average weekly sales of New Zealand venison are typically between 50 and 60kg but, during the two days of the promotion, over 500kg was sold. This illustrates the benefits of in-store promotions, and how a large number of new chefs and consumers can be introduced to New Zealand venison in a relatively short space of time.
- On his return to New Zealand, Graham Brown visited Australia for a second series of chef visits and luncheons held in conjunction with an exporter and its in-market partner.

MARKET INDICATOR PRICES (BONE IN HAUNCH)



Source: Mair Venison

WEEKLY AVERAGE SCHEDULE - 60KG AP STAG



Source: Agrifax

This repeated a similar programme successfully carried out in November 2002. Once again, there was a good turnout and positive reaction to New Zealand venison.

Cervena® On Show In Beverley Hills

- Cervena® venison featured on the menu at a high profile event on Friday 21 March at the famous Four Seasons Hotel, Beverley Hills in Los Angeles. Hosted by Investment New Zealand and the Ministry of Foreign Affairs and Trade, the event celebrated the wealth of New Zealand film-making and creative talent. Chefs and food media mingled amongst the 280 strong invitation list, which included selected music and film executives.

Velvet

Steady velvet pool prices are underpinned by strong Korean demand. However, buyers in Korea have recently shown some caution due to the North Korean situation. Efforts to improve access conditions for New Zealand velvet to that market are ongoing.

Pools

- At the end of the season, pool prices have held up reasonably well - despite some larger volumes moving through as farmers start to clear retained product.

Korea

- In-market, Korean importers are raising geo-political concerns, with the posturing of North Korea over nuclear arms, as a reason for slowing velvet purchases due to lower consumer confidence in the future.
- The exchange rate is also having an impact. The NZ\$ has strengthened by around 30% against the US\$ and about 21% against the South Korean Won. This time last year, exporters received about US\$190 per dry kg, compared to around US\$230-240 per dry kg FOB this year. However taking the exchange rate into account, that means, in NZ\$ terms, New Zealand exporters are receiving 3% less while the Korean buyers are paying 17% more in Korean Won. These higher in-market prices indicate an increase in demand for New Zealand product compared to this time last year.

Sliced Access for Korea

- Efforts to gain sliced access continue. The New Zealand Embassy in Korea has reported some disagreement within the Korean Food & Drug Administration (KFDA) on the Korean domestic standards for sliced velvet. As such, the KFDA have not agreed to sign it off and it is yet to be passed it to the Prime Minister's office for final approval. Korean officials have indicated they are not in a position to visit and inspect New Zealand processing facilities until the domestic standard is resolved. The Embassy continues to push for an agreed time for this visit.

Special Excise Tax

- A Korean law firm has been retained by Deer Industry New Zealand to continue efforts to have the Korean Special Excise Tax, or luxury tax, on velvet removed. Removal would save around \$1.8 million in border charges a year. But more importantly, it would make unofficial trade less economic and raise the incentive to trade officially. The Korean law firm has been in discussion with Korean National Assembly members, officials from the Ministry of Finance and Economy and other government officials. They report sound progress.

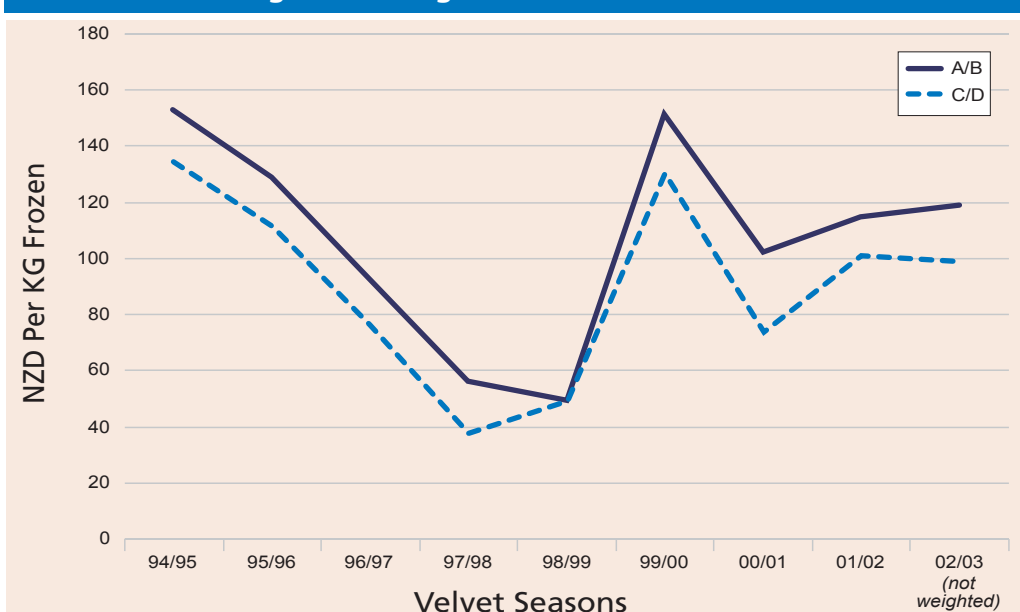
Grading Guidelines Reviewed

- A review of velvet grading guidelines is currently taking place. The sole recommendation is to increase the circumference of Spiker 1 (SP1) from a minimum of 9cm to 10cm. While the grading review committee has yet to make a decision, there has been some comment that SP1 looks thinner than main grades when dry, decreasing its marketability. Feedback is welcome – fax 04-382 9143 or email velvet@deernz.org.

Improve Your Antler Knowledge

- The 2nd Antler Science and Product Technology Symposium will take place in Queenstown in February 2004. The first event was held in Canada in 2000. The programme is likely to attract a good number of international velvet researchers and will include the latest news in all areas of velvet research. Producers are encouraged to attend. Further details can be found at www.aspt2.co.nz.

Weighted Average Pool Prices for A/B & C/D



A longer term look at pool prices is shown in this graph of A/B and C/D pool prices. It indicates that prices generally tracked down from 1994 and the impact of the Asian Economic Crisis in 97/98 with large New Zealand velvet volumes. Since then New Zealand's production has been lower, although this has been increasing, and prices have improved. If production continues to increase, the question remains whether the market will be able to absorb these higher volumes or whether this will put pressure on prices.

Banks Peninsula farmers join monitor farm programme

Increasing fawning rates and improving meat production per hectare are just two elements of a management plan aiming to improve profitability for the deer unit of a Central Canterbury hill country sheep, beef and deer farm – the newest member of the Meat & Wool Innovation's (MWI) Monitor Farm Programme.

Selected by a group of enthusiastic local agribusiness people, Bill and Matthew Latham's mixed sheep, cattle and deer operation at Little River near Akaroa is the first monitor farm where MWI and Deer Industry New Zealand have joined forces.

Facilitator and Ashburton farm consultant, Phil Everest explains that Deer Industry New Zealand responded to the invitation to become involved because many deer farmers also have sheep and cattle on their properties.

"The combined Monitor Farm Programme will provide useful benchmarking information for New Zealand's deer farmers.

"The level of local interest in the first field day in early March – opening the property up to four years of scrutiny – was reflected in its high attendance figures," he says.

Deer were introduced by the Lathams in 1983 to diversify their income stream, and now comprise 16 percent of the 5656 stock units. These are fenced in 105ha of the 760ha mainly hill country property. Like many summer-dry hill country properties, the Lathams' property experiences difficulties in both pasture quality and quantity in the late summer for hinds and fawns. Conditions this year have necessitated grain feeding of hinds prior to weaning to provide sufficient quality feed.

"The overall management plan is to develop an enterprise mix that better meets the property's pasture growth profile, increasing meat production per hectare, while optimising net profitability of the property to an EBIT (Earnings Before Interest and Tax) of at least \$150,000 annually by 2007," Phil explains, adding that the last five-year average was \$96,000.

The Lathams' present deer policy is to mate as many hinds to Elk stags as possible to maximise the weight of weaners available for sale. The summer-dry conditions have made it difficult to maximise the weight of the weaners for sale as pure Reds. This has encouraged them to consider the options available for replacement hinds. This will require input from the Programme's Community Group.


Monitor farm programme focuses on profitability

The MWI monitor farm programme, currently comprising 31 farms in 27 regions throughout New Zealand, is an internationally respected initiative designed to build the business strength of the New Zealand pastoral industry. It aims to improve on-farm productivity and profitability by increasing farmer awareness of manageable factors affecting the business. Participating properties are opened up "warts and all" to a local farmer community group to advise and monitor for a set period. The programme also allows farmers to experience, at first hand, the effects of different management approaches, to examine new ideas, change policies and to share knowledge with others nation-wide. The recent establishment of MWI (Meat and Wool Innovation) combines Meat New Zealand and the Wool Board's R&D and extension sections.

Fawning on the property has been less than satisfactory with between 50-80 percent survival to sale. The reasons for this are varied, Phil says, ranging from perhaps insufficient weight in first fawners and MA hinds to 'lazy' stags and mating issues. Fawn survival after birth does not seem to be a significant factor.

The aim of the group is to increase fawning to 95 percent across all age groups by 2006 - a huge challenge.

"It's a big call but we are initially focusing on liveweight and condition scores of first calvers, then liveweights of mixed age calvers.

"Improving pasture quality through strategic application of fertiliser and the consideration to oversowing hill country with new species is being evaluated. This would improve summer nutrition for the hinds and will lift performance," Phil says. A yarding upgrade is planned, and animal health monitoring will also come under the microscope. 

Deer Industry News will update you on future progress of the Little River Monitor Farm. For further information contact Phil Everest. Telephone: 03-302 6823.

Learn more about deer production

Deer farmers are invited to what promises to be a highly informative day at this year's New Zealand Society of Animal Production (NZSAP) Deer Contract Session in Queenstown on Friday 27 June.

Run by NZSAP with the Deer Branch of the New Zealand Veterinary Association, the seminar will run alongside the main New Zealand Society of Animal Production Conference.

Organisers Geoff Asher of AgResearch Invermay and Tony Pearse of Deer Industry New Zealand are expecting about 150 delegates. They promise a packed agenda bristling with good quality speakers and enough information to satiate the appetite of any serious deer producer.

In the morning, learn about optimum calving environments and optimising weaner growth, hybridisation and venison production systems and how to maintain product quality from the farm gate to deer slaughter premises. Afternoon topics focus on productivity and health including AI, diseases, fodder crops and reproductive productivity of yearling hinds, while a workshop will debate the issues surrounding intensification of deer farming. Animal health issues will be covered in the main conference sessions.

A proposed field trip to Remarkables Park Stud will make a memorable closure to the event.

For further information about registration contact Pat Johnston at DCMS, phone 03 477 1377, fax 03 477 2720 or pat@dcms.co.nz or visit www.nzsap.org.nz

Are your weaner deer lame?

Hawke's Bay Branch is seeking feedback from other regions regarding sudden onset lameness in recently weaned deer.

Two properties in Central Hawke's Bay have incurred significant losses of recently weaned Red deer calves over the last two autumns.

Weaners have been visibly lame within two days of weaning with more developing over about a two week period. Most lame deer recover but a number develop severe infective arthritis, usually in a lower hind limb, or infection becomes blood borne resulting in massive liver or lung infection.

Despite treatment with appropriate antibiotics, most of the severely affected deer have died or been euthanased. The death rate has ranged from 2.4% (5/210) to 9.2% (65/708). The bacteria involved (*Actinomyces pyogenes*) is a common soil contaminant and is often involved in foot abscesses and wounds of other species, especially cattle and sheep. Normal healthy skin and hooves are safe from infection but the bacteria will gain access through skin wounds or damaged feet, spreading rapidly into surrounding tissues and joints.

The key factors are therefore issues of foot injury. In these cases, this involves the act of weaning (young unsettled deer running fence lines) hard flooring surfaces (new concrete

was poured in outside yards before weaning in 2002) and wet weather (it often seems to rain during weaning on the east coast!).

We would be interested to hear from farmers who may have struck this problem before and have either been able to make an alteration to management or facilities or have still continued to suffer losses.

We believe this may be a bigger issue than just these deer farms and could explain a number of deer deaths probably blamed on fence line "accidents" in weaned deer.

Suggestions we intend implementing in 2004 involve softening flooring in outside yards by laying pads in pressure corners or applying a layer of sawdust or limestone. Early weaning may not be helping and modifying weaning practices will need consideration. Preventative treatment with antibiotics will be used in a couple of mobs to assess effectiveness. 📧

In the meantime, if you have an idea or a comment, please contact Richard Hilson, Vet Services HB Ltd, Waipukurau on, (06) 858-9060 Fax (06) 858-9062 or email richardh@hawkesbayvets.co.nz

"We believe this may be a bigger issue than just these deer farms and could explain a number of deer deaths."

TUMUNUI DEER

TUMUNUI WOBURN

6th Annual Weaner Sale

1.30pm, Friday 9th May 2003 • State Highway 5, Rotorua

There will be approximately 850 mixed sex commercially bred Red weaners. These are from the well-proven Tumunui bloodlines.

Manager - Bob Foster
Ph: 07 349 6052
Mobile: 0274 784 916
or your local Wrightson agent

Our aim over the years has been to purchase only the best genetics to produce the ultimate gains for Velvet and Venison production.

Earning more from deerskins

Are deer producers missing a trick from the potentially lucrative \$15 million a year skins and leather market? Deer Industry News delves into the facts and figures from the industry to find out.

Deer leather is perceived by some as among the best of leathers because of its distinctive grain, Dr David Scobie of AgResearch Invermay explained, and the quality of a deerskin is determined partly by age. "Hides get tougher and get damaged more as the animals gets older," he said.

The sex of the animal has been found not be a significant issue but quality is also partly to do with the size of the skin, which minimises cutting and piecing at the manufacturing end, according to leather technologist Raechel Laing, associate professor of clothing and textiles at Otago University.

The average area of deerskins she and her colleagues used in a 2002 study was 15.1ft² – the unit of measurement still used by the leather industry – although the commercial average is about 12ft², compared to the typical commercial average area of a lambskin of about 7ft².

This is a considerable advantage when you are making a coat, for example, and require a large quantity of leather from the same "batch".

Laing also maintains that although consumers want to avoid major flaws, they also want a "natural" non-synthetic look, with texture.

A more versatile product

New Zealand's largest processor, New Zealand Light Leathers at Washdyke, produces 90% of our export leather and finds deerskin a much more versatile product. "The fact it can be produced in a large variety of thicknesses, gives it a significant advantage over lambskin," managing director Neil Dickson said.

"However, it is a speciality product and it does not suit every customer's needs."

In the year to end January 2002, New Zealand's exports of semi-processed deerskins and finished leather were worth over \$15 million, according to the last available figures from the Department of Statistics. Deerskins accounted for just over half of the exports - Italy was the top customer importing just under 100,000 skins worth \$2.3 million FOB during that period, followed by Japan, Germany, the US and Hong Kong. During the same period, the largest market for finished deer leather was India, which imported over 35,000 square metres worth about \$2.5 million, followed by the US, Hong Kong, Indonesia and Hong Kong.

There is a slowly accumulating trend towards the export of finished deer leather for making up into garments offshore as opposed to unfinished hides. "In theory, it should be possible to manufacture leather garments in New Zealand but, as yet, we do not have the perceived fashion image that countries like Italy or France have built up over 300 years," Raechel Laing commented.

Rather than accepting defeat and supplying only deerskins for processing offshore, however, Laing said New Zealand could aim to capture bits of the market at several levels.



Scratch damage is magnified on the distinctive grain of finished deer leather. This has been identified as the main quality issue for the leather industry.

Earn more from first quality skins

Laing believes attention should continue to be paid to improving the quality of the skins offered. "Keep flaws to a minimum. Pay farmers a premium for first quality skins."

This suggestion has been welcomed by New Zealand Light Leathers. "In principle yes, for sure, we would pay more for better quality skins," Neil Dickson said, commenting that it would be dependent on the hide and demand.

His company grades whole skins according to the number of flaws, their size and distribution on the hide: the fewer the flaws, the higher the grade. A skin with no flaws is classed as a first or premium grade, one with a lot of cuts and scratches achieves a third or reject rating.

However, while the ovine and bovine industries are paid premiums for first quality skins, there is currently no financial incentive for deer farmers to focus on improving the hide, David Scobie explained. "An undamaged deerskin is probably worth about twice that of a damaged one," he said.

Researching areas for improvement

Although some research has been carried out on deer leather using test methods relevant to footwear, minimal research has been published on its use in garments, a situation which Laing and her team at Otago have started to rectify together with David Scobie.

The way leather processing affected various surface flaws was looked at in research carried out in 2001 by a group of scientists including Scobie and Laing and part funded by the Foundation for Research Science and Technology. It identified a number of flaws affecting the skins including bruising, scratches/scars, hair/stubble, vaccination scars and white patches.

Minimise scratches and scars to improve returns

Producers are advised to focus on minimising scratches and scars and to vaccinate in non-commercial areas of the hide to improve quality and returns.

While considerable progress has already been made in this area, through the DeerQA programme which focused on the elimination of sharp protusions, like barbed wire in pressure areas where deer were being handled on farm, there is always room for improvement, Deer Industry New Zealand Quality Manager John Tacon said.

“We need to identify where problems are happening – and whether it’s national or regionalised.”

Scobie and Laing’s research shows that hoofmarks are a major source of scratches – and they say the tendency is for these to be positioned along the backbone. Two pieces can still be cut from the same skin, and the middle backbone section discarded, but it means returns from the hide are diminished as it would be graded lower.

New Zealand Light Leathers agrees that in practice the main problem now is open cuts and scratches, mainly from hoof damage that may happen relatively soon before the animals are slaughtered, Dickson said. Healed scars are less of an issue.

David Scobie points out that some animals are more excitable in the yard, or during transport.

“There is also potential for injury during mustering, in the yards on farm, during transport or going into the pens at the plant.” He added that more research is planned to follow animals through every point of the processing chain from farm to plant to pinpoint the hazard points from a hide perspective.

Turning out deer onto rough blocks, for example, with matagouri scrub can also cause scratch damage, John Tacon suggested.

The impact of scars from vaccination can be minimised by ensuring that it is carried out on a non-commercial area of the hide, away from the back and sides of the animal, perhaps higher in the neck.



This pickled – part-finished - deerskin clearly shows the positioning of hoofmarks and scratches along the backbone. These marks will become more prominent as processing continues and will affect the final returns from the skin.

Percentage of flaws on hides through processing stages			
	Fellmongered	Wet Blue	Finished
Scratch	19.2	44.7	53.9
Scar	9.6	14.2	15.1
Other	4.6	8.3	9.0
Grain delamination	3.3	8.8	8.6
Hole	2.0	3.4	6.5
Vaccination Scar	3.6	4.9	3.7
Grain Strain	1.0	1.5	1.6
Cut	1.0	1.0	1.2
Flay Cut	0.7	1.0	0.4
Bruise	19.5	4.9	0.0
Stubble/hair	27.8	1.5	0.0
White patches	7.6	5.9	0.0

Source: Gore, Laing, Scobie et al, 2001

It was clear that scratches are the main quality problem as they become even more apparent on the hide as the skins move from fellmongering, through to the wet blue and finished stages. Vaccination scars, healed scars, grain delamination and strains - where the skin surface has been damaged through scrapes or during processing - also remained evident through processing.

In the study, bruising, stubble/hair and white patches were not apparent by the final stage and were, therefore eliminated as a hide quality issue. “Ticks were a sideline issue too,” Scobie said.

“We learned that it was difficult to tell early on in the processing which grade the hide was likely to be. Some damaged areas were masked,” Laing said. This must be addressed before any payments for skin quality are feasible. 📷

FJ RAMSEY GROUP OF COMPANIES Deer Farm Worker

The FJ Ramsey Group of Companies is looking for a full-time farm worker for its 300ha Deer Farm located 35km from Rotorua.

The farm is a top performing breeding / finishing / velveting operation.

The applicant should ideally possess the following attributes:

- Enthusiastic, motivated and keen to advance
- Previous experience on a deer farm
- Good communication skills
- Full Drivers Licence

A good house is available with school bus pick up at the gate.

Initial enquiries may be made to the Farm Manager - Gus Schischka on Ph 07 366 6748 / Mobile 025 836 763

followed by written applications to:

“Deer farm Worker”

c/o FJ Ramsey, RD7, TE KUITI

All applications will be treated in the strictest confidence.

District plans: read the fine print and get involved!

Deer Industry New Zealand keeps a very close eye on proposed district or regional plans and proposed changes to existing plans, to ensure the interests of the rural sector and the deer industry in particular are safeguarded.

Registered as an interested party, Deer Industry New Zealand is automatically notified of any proposed plans or changes so that staff can check them out, in consultation with local NZDFA Branches, to assess whether they contain anything that could disadvantage deer farmers.

Deer Industry New Zealand has recently worked on about half a dozen proposed plans, combining with local Branches and other organisations interested in the rural sector. Deer Industry New Zealand CEO, MJ Loza, says some proposals contain recommendations that, if implemented, could have a major impact on deer farmers and how they go about their business.

One South Island plan prohibited the planting of shelter belts because the straight rows of trees across the countryside would look unattractive to the thousands of tourists flocking to the region. It also prohibited the construction of deer fences within a certain distance from the road, as these could get in the way of tourists looking at the scenery and taking photos. Both these recommendations would have directly affected deer farmers and the restriction on shelter belts would have conflicted with animal welfare codes.

Once alerted to the issue by an individual farmer, Deer Industry New Zealand and local Branches lobbied against the proposals. The process of submissions, counter submissions and hearings is a long one, and the issue is yet to be decided.

Making submissions on district plans can be extremely time consuming and require a high level of expert knowledge. MJ says neither Deer Industry New Zealand alone nor Branches have the necessary time or expertise for this, but they are able to combine their specific on-the-ground knowledge with the technical knowledge of the staff at Deer Industry New Zealand and other agricultural organisations, and between them they can put submissions together. An added benefit is that the same issues are likely to crop up in different parts of the country and MJ says they are able to use similar arguments to good effect in a variety of different situations.

“While Deer Industry New Zealand should receive an official notice of any new proposed plans, it is also really important for Branches to have their antennae up to detect any particularly local issues,” he says.

The Canterbury Branch of NZDFA has recently been making submissions on the proposed plan prepared by Environment Canterbury. Chairman, Bob Kingscote says the submission was on Chapter 9, which related to water quality, an issue that affects all farmers, including deer farmers.

He agrees studying and putting together submissions on district plans is a lengthy process. “We have been working on this for several years,” he says.



Deer fences: a blot on the landscape? Your district or regional plan might say so.

An NZDFA subcommittee, with John Tacon and Tony Pearse from Deer Industry New Zealand, worked on the submission that largely endorsed a proposal put together by Federated Farmers.

Environment Canterbury wanted to ensure that water should be the same quality going out of a farm as it is when it goes in, and introduced provision for inspections and penalties for breaches.

To achieve that objective, the proposed plan included a number of requirements, some of which would have had major impacts on how farmers go about their farming business. Many of these related to use of fertiliser – how much could be used, and how and where it could be applied.

Bob says that as a result of the joint submission, the council made a number of changes to the draft plan, showing that it had been listening. Probably the most important of these related to the amount of fertiliser that could be applied to farm area within a given time, which had been a “huge restriction”.

As a result, a study is being undertaken at Lincoln to establish a threshold which identifies exactly how much fertiliser can be applied and will be absorbed into the soil or consumed by stock, rather than getting into the waterways. Once the threshold has been identified, this will be used to establish a “nitrogen budget” which will ensure farmers, particularly deer farmers, can apply adequate fertiliser and still meet the requirements of the district plan.

The water quality chapter of the Environment Canterbury’s plan has meant a major commitment by the Canterbury Branch, but Bob says there are other chapters to impact on farmers. The next chapter relates to air pollution, but he doesn’t expect it will be such a big task. 📄



New Zealand Deer Farmers' Association

NZDFA ANNUAL REPORT 2002/2003

The Chairman and Executive Committee welcome members to the 28th Annual General Meeting of the New Zealand Deer Farmers' Association

Notice is hereby given that the 28th Annual General Meeting of the New Zealand Deer Farmers' Association Inc will be held at the Caroline Bay Hall, Timaru, on Tuesday 27 May 2003, commencing at 1.30pm.

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Agenda

- 1 Apologies
- 2 Appointment of scrutineers
- 3 Confirmation of minutes of the 2002 Annual General Meeting
- 4 Matters arising from the minutes
- 5 Chairman's Report
- 6 Financial Report
 - Approval of 2003 Financial Statements
 - Approval of 2004 Budget (detailed on page 39)
- 7 Executive Committee Motions for confirmation
 - Commodity levy
 - Capitation fee
 - Subscription level
 - Honoraria
- 8 Appointment of Auditors
- 9 Branch Remits
- 10 General Business

 **VISION and
VALUES**
2003 TIMARU





New Zealand Deer Farmers' Association

Minutes of the New Zealand Deer Farmers' Association 27th Annual General Meeting

Held at Soundings Theatre, Te Papa, Wellington

Friday 24 May 2002 at 8.30am

President John Scurr welcomed members to the meeting.

John Scurr introduced Mr Lon Anderson, Finance Manager of Rabobank, who were the major sponsors of the conference.

Mr Anderson opened by saying that Rabobank was very pleased to be involved. He outlined Rabobank's history and worldwide operations. Although relatively new to New Zealand, the bank which is totally rural focused, has some 28 branches and a significant market share in rural lending.

Mr Anderson noted that interest rates are increasing, but also commented that the deer industry is in good health and heart. Venison and velvet is being marketed competently, and live sales have reflected strong demand for stock.

John Scurr thanked Mr Anderson and Rabobank for their sponsorship.

Chief Executive of Trade New Zealand Fran Wilde was welcomed to the meeting. She noted that the theme of the conference was Absolutely Positively Forward, which bore much similarity to the Absolutely Positively Wellington brand. She outlined the background and reasons behind Wellington's branding exercise which had begun some 10 years ago when Wellington was a "fairly dismal place", and was now considered to have been very successful, especially in increasing visitor numbers to the city.

Ms Wilde added that New Zealand has the largest deer industry in the world with some \$300 million in export receipts. New Zealand's place in the global marketplace means that we need to be top class marketers and extract maximum value. New Zealand must start with what customers want, and then ensure we deliver. The revolution of ICT and biotechnology added great assistance.

Ms Wilde said focus should not be on GE or Not GE, but rather on how to manage value chain and production chain to suit our markets and also ensuring that technology advances are used as good marketing tools.

Trade New Zealand staff are in the market areas and will assist by being eyes and ears for the industry in those markets.

Ms Wilde then declared the conference officially opened and added that Trade New Zealand is very pleased to be able to assist

the NZ Deer Farmers' Association to move "Absolutely Positively Forward".

1. APOLOGIES

MOVED (J Scorgie/S Stevens)

"That the apologies be sustained for Murray Powell, Peter Ryan, Andrew Taylor, Colin Guild, Norm Parkes, Warwick Gregory, Leith Chick." CARRIED

2. OBITUARIES

The President asked for silence to remember the following members who had passed away during the year – Colin Burley, Rif Brownley, Cotty Burdon, Don Robertson, John Grice, Gloria Powell, Neil Petrie, and Mike Kean.

3. APPOINTMENT OF SCRUTINEERS

MOVED (J Spence/C Isaacs)

"That Philip Irwin, Kath Gordon, Rachael Mitchell, Guy Williams, Russell Henderson and Colin Waller be appointed as scrutineers for the 2002 Annual General Meeting." CARRIED

4. CONFIRMATION OF MINUTES

MOVED (Bob Kingscote/Andrew Fraser)

"That the minutes from the 26th Annual General Meeting of the New Zealand Deer Farmers' Association Inc, held at Masterton on Wednesday 23 May 2001, as circulated, be taken as read and adopted as a true and accurate record of that meeting." CARRIED

There were no matter arising from the minutes.

5. PRESIDENT'S REPORT

The President's full report was presented in the Annual Report, but Mr Scurr noted highlights and reported that key themes of the past 12 months were:

- Commodity levy
- International work
- Administrative changes
- Structural requirements.

The commodity levy process had been brought to successful conclusion in October 2001 with a levy re-mandated for a further

5 years. This would provide a safeguard for the future of NZDFA. He thanked the Branch Chairmen and their committees for their efforts in communicating with their members and supporting the re-mandating process.

The new organisation will have potential to move back to a commodity levy basis in future. Mr Scurr reported on his attendance at the 6th biennial conference of the Australian Deer Industry, and also reported that Tony Pearse had attended, on his behalf, the World Deer Congress III in Texas.

The Portfolio work of the various Council members was outlined.

Mr Scurr extended his thanks to the outgoing councillors.

Looking ahead, he said the organisation recognised that it must move on from the present structure that is a quarter of a century old. He noted the move from Council structure and that there is much to be gained from the evolution into a four person Executive Committee.

In terms of administration changes, it was noted that this is the first conference that Penny Wood has not attended in 8 years. Mr Scurr also offered thanks to Angela Campbell, who is now working in the new office at GIB. Other staff members who had left the organisation during the year were acknowledged and thanked for their contributions.

The Council had decided to share premises with the GIB so as to take advantage of these efficiencies while restructuring was taking place.

Mr Scurr extended his thanks to Don Gregson for another year of support with financial matters. The NZDFA was in a stronger financial position than expected, with some \$100,000 to invest in the organisation's future during the proposed transition to the new structure.

In reporting on the structural reforms, that will benefit the industry, Mr Scurr noted the key features:

- The GIB becomes Deer Industry New Zealand expanding to a 10 person board;
- All producer members of the board up for re-election over the next two years;
- Producer Executive appointed;
- DFA Council reduces to four person Executive Committee;
- SAP remains;
- Safeguards put in place to protect the DFA;
- Executive Committee elects own chairman, who can provide an independent producer voice if necessary.

The referendum on the reforms was unequivocal, and the industry will be more strongly represented and will finally have a united industry voice.

Mr Scurr concluded that he had found it a challenging and exhilarating year in office as President, but also a privilege to be part of the year of change, and thanked his wife and family and fellow council members.

MOVED (J Scurr/P Elworthy)

“That the President’s Report be received.”

Sir Peter Elworthy, in seconding the motion took the opportunity to thank this President and Council. CARRIED

6. ADOPTION OF REVISED CONSTITUTION

Following the reform and restructuring process a number of changes had been required to be made to the constitution.

MOVED (J Scurr/P Fitzgerald)

“That the Constitution and Rules of the New Zealand Deer Farmers’ Association Inc. be altered, revised and amended in accordance with the form of Constitution presented to this meeting, and that such alterations, revisions and amendments be approved, and that the revised Constitution presented to this meeting be adopted, replacing the existing Constitution.”

The President called for any discussion on the motion. All delegates had previously received a copy of the proposed changes. There was no discussion.

John Scurr then described the proposed amendments, section by section, and outlined each change and the reason for the change. After each section was outlined and explained, then opened for discussion, the amendments were put to the meeting, and voted on section by section.

Clauses 1 – 11 changes:

- Firstly defining the GIB to cover the proposed change of name to Deer Industry New Zealand.
- Next defining the Interim Period, being the time between now and the date on which the Executive Committee reduces its number to four;
- The term Returning Officer is introduced to cover the function previously carried out by the General Manager;
- The name “Council” has been changed to “Executive Committee;” recognising the changed status and function of the new body;
- The definition of a levy paying member has been extended to cover a nil levy situation.

MOVED (J Scurr/P Fitzgerald)

“That amendments to Clauses 1 to 11 be approved.” CARRIED

Clauses 12 – 20 changes:

- Clause 12.1 changes the membership of the Executive Committee (previously called Council) from six members and a President to four members;
- Clause 12.3 corrects an anomaly clearing Life Members to vote (whether or not they own deer);
- Clause 12.6 sets out the method of determining the four person Executive Committee;
- Clause 13 provides for a Chairman of the Executive Committee and the method of appointment;
- Clause 17 provides for the office of Vice President to cease at the conclusion of the AGM;
- Clause 18 sets out the terms of office, which are unchanged at two years with two members retiring each year instead of three.

MOVED (J Scurr/P Fitzgerald)

“That amendments to Clauses 12 to 20 be approved.” CARRIED

Clauses 21 – 31 changes:

- Clause 21 spells out the powers and duties of the Executive Committee, cancelling the power of appointment of the General Manager and adding new responsibilities not previously covered, such as membership of the SAP, the delegation of service functions (to the Producer Executive) and acting as a consultative group (to the Producer Executive). Also adding the responsibilities of considering budgets and annual plans of the GIB, arranging and conducting meetings of Branch Chairmen and making appointments to other industry bodies.
- Clause 25.1 (d) regularises the appointment of a returning officer;
- Clause 25.1 (h) deletes a non applicable clause.

MOVED (J Scurr/P Fitzgerald)

“That amendments to Clauses 21 to 31 be approved.” CARRIED

Clauses 32 – 38 changes:

- Clause 32 effectively prohibits investment of funds in shares;
- Clause 35 changes the Registered Office to that of the GIB;
- Clause 37.1 prohibits any member of the Executive Committee being a member of the GIB at the same time;
- Clause 37.3 deletes a non-applicable provision
- Clause 36.5 regularises the retirement provisions of the SAP.

MOVED (Scurr/Fitzgerald)

“That amendments to Clauses 32 to 38 be approved.” CARRIED

The President then returned to the original motion and put it to the meeting. CARRIED

The President noted that the effect of carrying this motion will be to unite the New Zealand Deer Farmers’ Association, the Game Industry Board and the Processors and Exporters into one co-ordinated body which will come to be known as Deer Industry New Zealand.

6. TREASURER’S REPORT

Financial Statements

Don Gregson reported a successful year financially. An increased surplus, \$46,000 above budget, has enabled the Association to concentrate on its real work, rather than on financial constraints. Venison kill numbers and levy income from venison and velvet is \$36,000 greater than forecast.

Other points noted were increases in cash reserves and research funds. While expenditure had exceeded budget by some \$21,000, there had been minimal research expenditure.

MOVED (D Gregson/T Norriss)

“That the audited financial statements for the year ended 31 March 2002 be approved.” CARRIED

Budget 2003

Don Gregson then outlined aspects of the budget to 31 March 2003. Full operating costs of the Association will apply until 31 May 2002; after that date the GIB will bear costs associated with the Producer Executive. The budget shows income to 30 September when it is proposed the levy will reduce to nil.

MOVED (D Gregson/J Cusdin)

“That the Budget of expenditure for the year ending 31 March 2003 be approved.” CARRIED

Commodity Levy

Don Gregson explained the reasons behind the proposal that from 1 October the Commodity Levy will be required to be fixed at nil. The nil rate could apply from an earlier date if the Executive determines that is appropriate.

MOVED (D Gregson/P Fitzgerald)

“That the Commodity Levy on venison and velvet be fixed at NIL from 1 October 2002 or from such earlier date as the Executive Committee shall determine.” CARRIED

Subscriptions and Capitation

Don Gregson advised that this meeting is asked to confirm that 50% of subscriptions be paid to the Branches.

MOVED (D Gregson/E Croad)

“That the Capitation fee to Branches be fixed at 50% of the subscriptions received.” CARRIED

Remuneration of Elected Officers

The recommendation is that the honoraria remain at the present levels until the Executive Committee is reduced in number to four people. The current levels of \$25,000 for the President and \$7,500 for each Councillor are recommended to reduce to \$7,500 for the Chairman and \$5,000 for other members. These rates would be subject to review at the next Annual Meeting.

MOVED (T Aitken/J Scorgie)

“That the honoraria remain the same until the Executive Committee reduces its number to four, after which time the honoraria be fixed at \$7,500 per annum for the Chairman and \$5,000 for each other member for the initial year.” CARRIED

7. APPOINTMENT OF AUDITORS

MOVED (P Fitzgerald/E Clark)

“That Deloitte Touche Tohmatsu be re-appointed as auditors for the ensuing year.” CARRIED

The President advised the meeting that the agenda item Election of Officers would be deferred until the end of General Business items. Other items of General Business were called for.

Errol Croad expressed thanks to the sponsors who had provided items for the Auction the previous evening, which had raised \$12,000.

8. DEEResearch REPORT

John Cusdin presented the DEEResearch report and gave details of projects underway that are being funded by the Sustainable Farming Fund and contributing organisations including the NZDFA.

A Joint Venture has been formed between the DFA, GIB and AgResearch Invermay. Input will also be received from universities. A brochure profiling DEEResearch and its science goals is being developed and will be mailed to all levy payers. The

research activities and programme were outlined. Reviews had been commissioned in areas of productivity targets and measurement; deer health and welfare; copper; accelerated learning and technology transfer; and deer and the environment. Information will be gathered and presented in an easily understandable way.

Other projects funded by DEEResearch relate to productivity, Tb, leptospirosis and copper. Over the next 18 months DEEResearch is planning to commission some \$540,000 of research work.

Peter Fitzgerald then presented further details of technology transfer and the work being done to create an electronic library of information to be accessible via the internet.

As noted above, this project has been funded by the Sustainable Farming Fund. The total of \$35,000 will allow some 2,500 – 3,000 publications on deer farming since 1973 to be included.

The meeting adjourned for morning tea at 10.15am and re-convened at 11.00am.

10. BRANCH REMITS

Southland Branch

Remit 1

MOVED (L Thayer/K Buckingham)

“That the deer industry reserves the right to withdraw its support for funding of the AHB unless our concerns about Tb testing and the Animal Identification scheme are addressed to our satisfaction.”

Lloyd Thayer spoke to the remit which raised two concerns relating to the AHB.

Firstly, regarding Tb Testing, there was a variety of different tests being used by the AHB for different areas. The skin test was considered to return too many false positives to give a reliable picture and does not really contribute to exterminating Tb.

Secondly, the regulations relating to the information required to be on Animal ID tags was considered to impose unnecessary conditions without showing any real benefit towards the goal of tracing Tb. Concern was raised that the AHB did not appear accountable and also was not responding to submissions the Association made to it.

Ken Buckingham added that Southland had become frustrated going through the normal channels. He said that Southland wished to co-operate with the AHB and requested that more use be made of the special expertise on the subject that is available among Southland's members.

In reply the meeting was advised that the board of enquiry had been run by MAF, not the AHB.

The motion was put and CARRIED.

South Canterbury North Otago Branch

Remit 1

MOVED (P Aitken/T Norriss)

“That the Producer Executive's list of duties should include a requirement to review previous NZDFA AGM remits with the object of identifying and undertaking action on any

remits that have yet to be implemented fully.”

The Branch felt that if the Producer Executive's duties included reviewing all AGM remits, it would help identify any issues that had not been addressed. It would also mean the Producer Executive would know if all remits had gone before the AGM before meeting with deer farmers.

Several members spoke in support of the motion, which was then put and CARRIED.

Remit 2

MOVED (P Aitken/T Norriss)

“That any financial member of the NZDFA who wishes to join more than one Branch should be permitted to do so, on payment of half the full membership fee direct to the relevant Branch.”

This issue arose when the branch wished to include a person in their branch who was already a member in another Branch. The NZDFA office had said this was not acceptable.

Clive Jermy noted that one issue that arose with such dual membership would be to ensure that the member should not be entitled to two votes.

Mr Beuker pointed out that such a person may be termed 'associate' or other term that does not have voting rights.

The motion was put and CARRIED.

Canterbury Branch

Remit 1

MOVED (B Kingscote/K Kimber)

“That the Canterbury Branch moves that for the reform process to continue, the NZDFA Council initiates the review of the rationalisation of Branch structure and Branch Chairman Representation.”

The Branch felt that the industry review did not address Branch structures and is incomplete. The review must look at two issues;

- rationalisation, and
- voting procedures.

A question was raised as to whether Branch structures are still relevant in the new single united deer industry?

Branches will have 50% representation on the DINZ board and will become the main point of contact with the new Producer Executive. The question was asked whether the Producer Executive will be able to go around all 24 branches.

K Kimber commented that the explanation always used is that Branches would reform themselves but this has always been too hard or too sensitive. He added that now is the time to reform. He suggested proportional representation needs to be applied, so that a Branch with 50 members would not be able to outvote a branch with 500 members.

Mr Campbell spoke against motion, adding that the strength of the Branch is the chairman.

John Spiers urged caution and advised against getting away from grass roots. An area that may not have a large number of people

to form an association has opinions just as important as a large Branch. Part of the process of restructuring needs to be upskilling and the way they are run and organised.

John Carter's view was that Canterbury should not tell others they have to amalgamate. He added that his Branch has had amalgamation, and in the end is a bigger Branch and, some would say stronger. But they do have a major difficulty in communicating with all in the area. Large Branches may even need to be split up again with extra support to make it easier to communicate.

Bill Taylor said the Southland AGM had sent a strong directive to support this remit. He said while not wanting to force initiating change, this remit would ask the Executive Committee to encourage change.

Sandra Wood spoke against remit, saying that North Island Branches outnumber South Island Branches. She noted also that North Island Branches in fact represent more deer farmers as a large number of farmers hold small numbers of deer.

Trevor Norriss of Nelson also spoke against the remit, and noted that he had never seen an issue that needed to be voted along lines that this remit calls for.

Alistair Porter's comment was that this type of organisation is only as good as its grass roots. While it never hurts to have a review, he does not see many new faces becoming involved. He then recommended that the word 'rationalise' should be removed, but the review be continued.

MOVED (A Porter/J Guild)

"That the remit wording be changed to read 'The Canterbury Branch moves that for the reform process to continue, the NZDFA Executive Committee initiates a review of the Branch structure and Branch Chairman Representation'."

James Guild supported the removal of the word rationalisation as he believed it pre-empted what the result or structure might be. The reform process is silent at the moment as to process.

John Paterson spoke against the original and amended motion. He believed the Producer Executive's ability to serve all Branches is not a factor.

Simon Vincent questioned whether either motion would make the organisation stronger, as he did not think so.

Clive Jermy noted that over the years attempts had been made but it has not been possible to impose will on those branches who wish to retain their autonomy. Problems cannot be dealt with structurally.

Dick Valentine's view on the matter of representation is that voting is done at AGMs and special meetings and that proxies are available. He felt that the issue is voting rights and with proxies available he could not see the need to change.

Eric Clark did not support the remit on the basis that it is farmers who vote, not deer. He believed that Branches should be allowed to do what they want and noted that each Branch is currently reviewing its own constitution. He felt that a remit from the floor was not required in this instance.

John Carter said the amendment was no better than original motion.

In his right of reply, Alistair Porter said he was not opposed to a review, but was opposed to rationalisation.

The Amendment was then put. A baton vote was conducted, resulting in 203 in favour, 124 against. The amendment CARRIED.

The amended remit was then put.

A baton vote was conducted, resulting 200 in favour, 195 against. The remit was CARRIED.

Waikato Branch

Remit 1

MOVED (E Clark/R Dixon)

"That all industry commentators be encouraged to refrain from using the word 'Commodity' when describing the meat from Deer."

Eric Clark added that deer meat is the top of the line in red meat and the word 'commodity' suggests something at the bottom of the range. Must encourage them to use the term venison, or Cervena .

The motion was put and CARRIED unanimously.

Remit 2

MOVED (E Clark/R Dixon)

"That the NZDFA ask its appointed Board Members on the GIB to review the funding for venison promotion in Europe until exporters demonstrate the pricing disciplines required to develop and retain a branded or niche market for venison."

Eric Clark said that over many years and dollars spent on branding venison, nothing has changed. The industry is again experiencing roller coaster price changes and this is detrimental to retaining the brand image. Consistent pricing is a key element in developing and retaining a brand.

Rodney Dixon, in seconding the motion, said that other industries do not have such large price fluctuations.

Jim Scorgie asked for an explanation as to what did occur to the marketing of venison over the last year and asked if there a backlog of venison still to be traded?

He agreed that there is a need for a more stable price setting system and that farmers need to be able to budget on a year round schedule, not a spot market. He noted, however, that he was unsure whether this remit addresses this more fundamental issue.

Clive Jermy noted concern at the content of the motion as it stands because it suggests the process is in breach of GIB regulations. He said there could be legal issues relating to any suggestion that the Board or anyone should be managing prices. He recommended that the remit the way it is put today should not be endorsed.

MJ Loza agreed that stability with price is what everyone wants. He then urged the meeting to think very carefully about this

remit as exporters are doing very good job on our behalf. If we are trying to achieve some price stability in Europe, we have to make investment in promotion.

Keith Neylon said that thanks should be extended to exporters and producers as they have a difficult job to do.

Alistair Porter suggested that the wording of the remit is not right and recommended that the people who put the remit may consider withdrawing it rather than losing it altogether.

Eric Clark added his support to the remit.

Clive Jermy said that there may be other mitigating circumstances that affect venison price beyond our control and that marketing should be looking for alternative options.

John Carter having right of reply to the motion, reiterated that people are not recognising the damage done to the product by having a price variation of 100% in 6 months. He added that damage, due to the exporters' actions, is being done to the people that product is being sold to.

The motion was put and LOST. The meeting adjourned for lunch at 12.35 and reconvened at 1.30pm.

Manawatu Branch

Remit 1

MOVED (M Holdaway/V Connolly)

“That the DFA applaud the Minister for imposing a temporary ban on the export of feral venison and requests that the ban continue until the feral venison industry has sufficient regulations so that it no longer poses a threat to the rest of the deer industry.”

Mike Holdaway spoke to the motion, saying that it reflected a need to support the Minister.

Vince Connolly, in seconding the motion, added that feral venison accounted for only 4% of total exports and that the remaining 96% of the market was at risk without any regulations being put in place.

Buffy Trafford, of Gisborne, spoke in support of the remit.

Trevor Norriss spoke against the remit saying the problem was not with the product but with the way that DOC allowed helicopter operators to fly wherever they liked. He said documentation is only as good as the person who fills it out.

Sir Tim Wallis also spoke against the remit saying that he felt that the problem lies with 1080 poison.

Mark Acland spoke against the remit as he believes helicopter shooting of feral deer is doing the country huge service. He felt that the meeting does not know enough about the issue to vote on a remit as strong as this with such ramifications.

Chris Hughes also spoke against the remit.

James Guild noted that as this remit asks for regulations to be put back in place to get feral industry under control, he wondered if the previous speakers had really been speaking for the remit.

Mike Holdaway, with right of reply, repeated that feral venison does pose threat to industry at the moment and this remit suggests that regulations are required.

The remit was put.

A baton vote conducted resulted in 311 in favour, 41 against. CARRIED.

11. GENERAL BUSINESS

Proxy Votes

Cris Parkinson, of Taupo, raised the issue of Proxies. A number of proxies have been rejected at this AGM, due to late submissions. This meant that five Chairmen who arrived in Wellington late and missed the noon deadline, had lost between 50–60 votes.

While it was noted that section 29.4b of the constitution required proxies to be in by noon of the day prior, the Chairmen's meeting was scheduled for the afternoon, and some travel arrangements meant that those chairmen arrived only in time for the meeting.

MOVED (C Parkinson/V Connolly)

“That 29.4(b) be amended to allow proxies no later than 4.00pm. on the day prior to the AGM.”

Vince Connolly in seconding the motion added that the situation had arisen because the Chairmen's meeting had started later than other years and that Chairmen manually brought in proxies.

Discussion followed on the process and possible solutions to the problems. Don Gregson noted that processing proxies is a high pressure and responsible job, that requires a half a day before the Annual Meeting to get it done.

Warren Moyes advised that this motion can only be notified now, and cannot be ratified.

Brian Waddington suggested that the motion be changed so that the deadline for acceptance of proxies be set at the time the Chairmen's chair meeting begins.

Eric Clark said the object is to get everyone possible to have their vote and agreed there needs to be a protocol on doing this.

The President considered there had been sufficient discussion and that this was a procedural matter which would need to be brought to the next AGM as a constitutional amendment

The motion was not put to the vote.

Kyoto Consultation Document

A request was made for a letter to be sent by NZDFA regarding Kyoto consultation document, expressing concern at lack of time allowed by consultation process. It was noted that by the time advice of the consultation meetings was received there was little time to prepare submissions.

Branch Constitution

In response to Colin Perrior's comment that all Branch constitutions will need to be amended following the amendments agreed earlier in the day, it was noted that this issue had been discussed by Council.

Sir Tim Wallis reflected on his involvement in the deer industry of the past 40 years, and his successes in farming, and noted

what a great place New Zealand is for farming deer.

Rumpole Cup

Colin Perrior presented the Rumpole Cup for the Hawke's Bay Branch Newsletter. Tim Aitken accepted the award.

Early Bird Draw

The prize for the early bird draw was won by Rodney Dixon.

12. ELECTION OF OFFICERS

NZDFA Council/Executive Committee

North Island – two vacancies to be elected

Nomination	Votes received	
Errol Croad	428	Elected
Andrew Mitchell	386	Elected
Richard Valentine	251	
Total	1065	

South Island – one vacancy to be elected

Nomination	Votes received	
Andrew Fraser	398	Elected
Warwick Wright	160	
Total	558	

Selection Appointment Panel – one vacancy to be elected

Nomination	Votes received	
Susie Hall	294	Elected
Sandra Wood	257	
Total	551	

There being no further business, the meeting closed at 2.10 p.m.

Minutes confirmed.

Errol Croad

Executive Committee motions

1. Budget 2003/04

“That the Budget of expenditure for the year ending 31 March 2004 be approved.”

2. Commodity Levy

“That the NZDFA Commodity Levy on venison and velvet be fixed at NIL for the NZDFA financial year 2003/2004.”

3. Subscriptions and Capitation

3(a) Subscriptions

“That the annual NZDFA membership subscription for the 2003/2004 financial year be set at \$45 plus GST per annum.”

3(b) Capitation fee

“That the Capitation fee to Branches be fixed at \$15 plus GST per member of the nominated Branch.”

4. Remuneration of elected officers

The recommendation is that the honoraria remain unchanged at \$7,500 for the Chairman and \$5,000 for other members. These rates will be subject to review at the next Annual General Meeting. The remit is:

“That the honoraria remain at the same levels for the NZDFA financial year 2003/2004 as currently, and be fixed at \$7,500 per annum for the Chairman and \$5,000 for each other member.”

5. Appointment of auditors

“That Deloitte Touche Tohmatsu be re-appointed as auditors for the ensuing year.”

Branch remits

The following Branch remits were received in time for publication in this annual report. They are listed by Branch in alphabetical order.

The remits printed here are numbered sequentially for ease of reference, but note that the numbering of remits as presented for voting at the AGM is likely to have changed.

Status of remits

Published remits are DRAFT REMITS from individuals or Committees and have to be approved by a Branch AGM prior to becoming a full approved remits. They are included here as a basis for industry information and discussion at Branch level during the lead-up to conference. They may be withdrawn or amended before being put forward as formal motions at the AGM.

Rotorua Branch

Remit 1 – Membership categories

“Amend Rule 5.1 to include deer farm managers/workers as follows:

Full Members: persons who own deer and those bona fide deer farm managers/workers who have paid to the Association during the Association's financial year, a full membership subscription.”

Notes to Remit 1

There is common agreement that bona fide deer farm managers/workers have an existing and increasingly vital potential role to play as enthusiastic participants, contributors and leaders in the Branch structure of the NZDFA and that the membership rules should accommodate them with the same full and equal status as deer owners and levy payers.

Remit 2 – Subscription rule

“Amend Rule 7.2 to include the additional sentence:

One reminder notice shall be sent to all members failing to pay the appropriate annual subscription after two months, and their membership shall be terminated as allowed in Rule 9.2 if the subscription remains unpaid after a further month.”

Notes to Remit 2

To encourage payment of subscription fees, an additional sentence is proposed to be added to Rule 7.2.

Remit 3 – Environmental Awards

“That this AGM endorses the importance of the annual NZDFA Environmental awards to the industry and requests the commitment of Deer Industry New Zealand to the long-term funding (through an annual grant from levy income) of an agreed budget for the organisation and annual running of these industry good awards.”

Notes to Remit 3

This request requires the format, structure and costs of the awards to be reviewed annually by the Executive Committee and NZDFA nominees and representatives of Deer Industry New Zealand prior to calling for entrants to the Awards.

Annual budget figures to date estimate a requirement for approximately \$10,000 in net expenses to allow promotion, judging and the awards presentation. A similar amount is also generated via Industry sponsorship and the generosity of individuals and companies in prizes and publicity.

The Industry good benefits of these awards and their association with the SFF-funded Landcare Manual project have been proven to be considerable and have direct market application in the promotion of the industry products.

The deer industry has had recognition for its role in proactive environmental awareness and action by Regional Councils and like agencies. A leading role is taken in incorporating the environmental standards in industry QA schemes. The SAMS project and sustainable management systems development are now an integral part of the evolving deer farming welfare code. We believe these awards to be an industry priority and generate an investment in the future far in excess of their annual costs.

South Canterbury/North Otago Branch

(Remit also endorsed by Canterbury, Southland, Otago Branches)

Remit 4 – Johne’s Disease research support

(1) “That the Johne’s Research Group, Deer Industry New Zealand and the NZDFA, through DEEResearch, should develop a comprehensive programme of research to address Johne’s disease and seek proposals from researchers to undertake projects aligned with this programme, in addition to those currently funded.

This research programme should be part of a broader industry strategy to address Johne’s disease and should be run in collaboration with other industries where appropriate; and

(2) in its next budget-setting round, increase the levy by an amount, and for a time necessary (based on research proposals received and accepted) to provide specific funding for the costs of the research, extension and administration work required relating to developing solutions to mitigate the effects of Johne’s disease in deer, which has emerged as a major health and productivity issue.”

Notes to Remit 4

This remit arises from the lack of a significant committed funds

that can help ensure the continuation of a comprehensive and coordinated programme of research to:

- develop a JD vaccine for deer
- provide a reliable diagnostic test for JD in deer
- advance awareness of JD’s epidemiology; and
- put forward programmes for farmers outlining practices that can mitigate the impact of JD.

DEEResearch has identified JD as the research issue of greatest concern to deer farmers. Research programmes on JD in deer are being undertaken by several organisations but the most comprehensive work, notably on vaccines and diagnostic testing, is being carried out by AgResearch. It has sought FoRST funding to continue this work.

However its allocation is not guaranteed and requires from the deer industry a substantial funding commitment. Some of this is being provided through the Johne’s Research Group and DEEResearch but a significant and continuing financial commitment is needed to ensure that the research is given priority and the focus required to meet the specific concerns of deer farmers. JD solutions are not expected in the short term and it is envisaged that research programmes, subject to review outcomes, will need to continue over at least the next three years.

It is envisaged that this remit will be jointly submitted by the South Canterbury-North Otago, Southland, Canterbury and Otago Branches as partners in the JRG, whose concerns about the need for a stronger commitment to JD research funding have prompted this remit.

Southland Branch

Remit 5 – Cervena[®] promotion within New Zealand

“That the New Zealand Deer Farmers’ Association recommends to Deer Industry New Zealand that it takes a more proactive role in promoting and encouraging the consumption of venison/Cervena[®] within New Zealand, especially the tourist areas.”

Notes to Remit 5

With present returns from venison barely viable against other farming options, it is time we looked at every avenue of increasing sales. Companies can no longer say that they make more money by concentrating on exporting.

Venison is disappearing from menus in our top restaurants and being replaced by ‘foreign food’ such as kangaroo or ostrich. Now more than ever, there should be more profit for restaurants in venison.

Chefs are just like any body else – they need to be sold the product. There are chefs (and thousands among the public) who don’t know where to get venison. Put someone on the road selling it for commission.

Every visitor to this country who eats meat is a potential customer and a salesperson for our product when they return home.

The Cervena[®] Plates competition (which was instigated by the

Southland Branch) was an exceptional success in introducing and promoting venison to both chefs and the public. Since the GIB took the competition overseas, awareness in New Zealand of our wonderful product is diminishing.

Tourist bus drivers/couriers need to be made fully conversant with the New Zealand deer industry story and its products, and include us in their commentaries. They too would then be quietly promoting our product.

With the huge and increasing number of tourists arriving every year, we have a wonderful opportunity to promote our product to people from all walks of life, and in every country of the world, at very little cost.

It is time for some innovative thinking again.

Tongariro Branch

Remit 6 – Membership status

“That the NZDFA Constitution be changed as indicated:

New Member Status – Elected Member:

Is a person who has paid the Association during the Association’s financial year a full membership subscription and is voted by simple majority to full membership status by the Branch who has elected that person. An Elected Member shall have full member entitlements upon approval of an application in writing to the Executive Committee.”

Notes to Remit 6

An increasing number of farm managers are being denied full membership status because they don’t own deer. Landcorp Farming is increasing the number of deer farms and their managers could be a great asset for the NZDFA, but under the present constitution they will be denied full participation within the Association.

Other instances occasionally occur where branch office holders who sell their farm and have yet to find another, are technically required to step down.

The application in writing to the Executive Committee is an added safeguard and its inclusion should be discussed further.

Waikato Branch

Remit 7

“That this meeting instruct the New Zealand Deer Farmers’ Association (NZDFA) to wind up the Deer Industry New Zealand

(DINZ) and the New Zealand Game Industry Board (GIB) Boards starting immediately following this 2003 NZDFA Annual General Meeting.

“The New Zealand Deer Farmers’ Association be reconstructed to handle the winding up process and to handle all matters political and otherwise on behalf of levy-paying producers.

“The New Zealand Deer Farmers’ Association set levies to cover annual costs.

“Winding up costs and all costs relating to the reconstruction of the NZDFA to come from reserves.”

Notes to remit 7

This remit is brought about by the ongoing non-performance of our producer organisations (DINZ & GIB) along with the uncontrolled volatility of the markets.

Producers cannot afford the luxury of an ineffective producer board.

Remit 8

“That the DINZ Board urgently releases the following information to producer levy payers:

1. The current CIF price range of the various cuts of venison being exported to Germany.
2. The current German wholesale prices to restaurants and retailers.
3. The current retail/restaurant prices for these cuts in Germany.
4. The current level of stock being held by exporters in Germany.
5. The strategies that have been agreed to by exporters (through DINZ) that will raise the current schedule levels in the near future.”

Notes to Remit 8

The catch phrase of “Three Partners one Vision” used in the promotion of the DINZ concept is exactly what we need. The important thing is that now we “Walk the Walk”, not just “Talk the Talk” which has been the case for the last 15 years.

There must be no cop-out on the grounds of commercial sensitivity or the Commerce Act as nothing is more sensitive than a \$4.00 schedule.



Chairman's Report

Welcome ladies and gentleman to the 28th Annual Deer Industry conference. This is also the first for the new NZDFA structure and the Deer Industry New Zealand administration. This is a Deer Industry conference hosted by the DFA and allows us to communicate and discuss a common vision.

As the period as inaugural Chairman of the Executive Committee draws to an end, I am pleased to report that after the settling in period, it is running very well. Tony Pearse, our Producer Manager, fits the role like a glove; his dedication is beyond the call of duty.

The DFA is very fortunate. He has already visited most Branches – some more than once – assisting with their field days, velvet competitions, judging, and training new velvet judges or as required. Through Tony, the Deer Farmers' Association has been involved with velvet seminars and also assisted with the very successful Grasslands Deer Pastures seminar in Christchurch.

The office structure is working well, with Susan Watson giving us regular budget updates and investments advice. Trying to predict outcomes within the deer industry has not changed too much over the years. In July we were looking at \$45,000 to put into reserves with kill numbers low, but as you will see in the budget we now have \$110,000. This is better than forecast and with a cash surplus for the year of \$27,000; we are at present looking healthy. The often quoted \$100,000 in reserves for the NZDFA is secure and provides assurance for members' future wishes.

Under the Memorandum of Understanding with Deer Industry New Zealand, signed off by the previous Council, the Executive Committee is required to set a budget and the level of subscriptions needed to cover it. After consulting with Branch Chairmen we have recommended subscriptions be increased to \$45 plus GST to responsibly balance the budget without affecting reserves, and to invite debate.

The reality is that, for our subscriptions, the NZDFA service to members has never been stronger and more focused. In my view membership is an inexpensive investment at any level. The representation role of the Deer Farmers' Association is now solely reliant on subscription. We will need our current 2700 members plus our operating surplus to break even next year. There are three options: either increase membership or increase subscription, or use reserves. Both the former would be good and justified.

These are some of the major activities of the Executive Committee during the past year.

SAP – Code of Practice

The Executive Committee has worked with the SAP to develop a new operating Code of Practice that seeks a clearer system for

selection of producer-appointed Board Members and deals with the issue of conflict of interest, which is important in such a relatively close industry. This has been done to move on positively and make a strong case to support the existing process rather than direct elections.

The NZDFA is committed to the Selection and Appointment process that allows us to appoint the most appropriate people to the Deer Industry New Zealand Board. This year, in difficult times, the SAP was able to take constructive questions from the Branch Chairmen to our Board members and this resulted in an open, positive and frank discussion, which adds to communication and understanding for all partners in our industry. I would like to take this opportunity to recognise the contribution made by Stewart Stevens retiring as an SAP member after four years' service. Before that, Stewart was the Marlborough Branch Chairman for a number of years.

Animal Health Board

As your representative on the AHB Funding partners' body, at time of writing they had not reached agreement on a funding formula for the Board Strategy of achieving 0.2% Tb by 2012. Hopefully the paper being put together by Federated Farmers will have two major contributing bodies see a resolution and long-term agreement of the funding formula on a fair and equitable basis.

Research

After the establishment phase of the DEEResearch partnership, our NZDFA director John Cusdin has retired. On your behalf I acknowledge the contribution that he and Peter Fitzgerald have made to this critical research partnership. Research, and developing new technologies are the lifeblood of our continuing growth. The Executive Committee called for new Expressions of Interest to the DEEResearch Board and are pleased to announce the appointment of Dr Noel Beatson for a two-year term. This is a very important position with around \$450,000 of producer levies going to DEEResearch this year.

Submissions

One of the benefits of the new structure is our ability to take effective action at short notice, for instance the submission we were able to put in regarding changes Queenstown Lakes District Council proposed. From the Executive Committee's position the ability to work through issues with the Producer Manager and inputs from the Deer Industry New Zealand CEO and his very efficient team gives producers a powerful lobby group assisting with local Branches to work with their regional councils. This is just an example of the many submissions that the NZDFA has been involved in developing this year.

Deer Industry News

Other changes that took place this year were our new logo, *Deer Notes* and the joint publication of *Deer Industry News* replacing *Stagline* and *Market Report*, which have been well received. Producers have never been better serviced and informed.

Our revitalised logo that was supported by the Branch Chairmen looks smart and more modern in line with today's IT world.

Guide to Branch activities and functions

The Executive has updated the Guide to Branch Activities and Functions. Branches have been sent a comprehensive re-edited *Function of the Branches* handbook that has been extended with input to cover meeting procedures, velvet antler competitions, contact details, web access, AGM remit processes and deadlines etc. The October 2002 Branch Chairmen's meeting was the first opportunity to test the new format, with the Producer Manager putting a very full agenda together. It was a very successful meeting with excellent two-way communication. I believe the Chairmen went back to their Branches with a better understanding of the issues.

Their endorsement of the new structure has been a critical step in creating the positive changes for the DFA. I appreciate change is never easy and I sincerely thank them for their support.

Game & Forest Foundation (GAFF)

The DFA continues a watching brief and association with GAFF. In particular we support current work with the AHB on deer-resistant 1080 pellets in the Taupo Clements Mill area undertaken by biologist Cam Speedy. If this trial is successful we may be able to take a lot of the anti 1080 deerstalker/hunter lobby group from the debate.

Health and Safety Council (OSH/ACC)

New ATV guidelines were officially launched last October, and with accidents still occurring, these were overdue. This is the first time farmers have had direct input into guidelines, with work still taking place on an approved helmet.

The Executive Committee will continue to work with the Health & Safety Council to come up with Guidelines, Codes of Practice and Best Management Practice to make farms a safer working environment.



Producer Manager's Report

Beginning in August 2002, the new role of Deer Industry New Zealand Producer Manager was a delicate balance of launching into the unknown with a background of mixed expectations, and excitement about bringing the DFA structure into an integrated Deer Industry New Zealand servicing body. It is gratifying indeed to have had the loyal and full support of the current Branch Chairmen, the dedication of the Executive Committee and total commitment of Chairman Errol Croad this year.

That support has also been forthcoming from individual producers throughout the country. The benefits of the changes are gained or lost at this level. This has been a tough year in every respect to accommodate change, no matter how constructive, and I appreciate most sincerely the welcome and

Conclusion

This has been an exciting year. With the new directions of this Association and with the collective strength and support of Branches, we have been able to make the changes smoothly and reap positive benefits.

To my Executive Committee, thank you for your input and energy – and to your wives, thanks also for your support. As a team we worked well together throughout the year.

Andrew Fraser took up the challenge of organising this conference with support from South Canterbury/North Otago Branch. Andrew's quiet approach and level thinking adds balance that will make this conference a success.

Andrew Mitchell's contribution with his many skills has been valued and added to the efficient running of our meetings. Andrew is standing for re-election and has my full support.

Peter Fitzgerald is retiring from his position this year. Peter, I wish you well in any future direction your life takes. Your contribution to this industry has been appreciated.

To MJ Loza and the staff at Deer Industry New Zealand, especially Susan Watson our Financial Manager, thank you – your assistance and humour have been invaluable and appreciated.

Tony Pearse – your commitment has been outstanding and without a doubt has made this job so much easier. The Executive Committee looks forward to working with you and all sectors in this industry in the next 12 months.

Thank You.

Errol Croad, Executive Committee Chairman

the quality of the interaction we've engaged in.

I am humbled also by the reception and support of the Deer Industry New Zealand Executive team and CEO MJ Loza's leadership. We all have had an encouraging and rewarding start to the new process. We are now well into a consolidation phase where the administration needs of the DFA and coordination of events and Branch activities are the next challenge. It is at this level that the Producer Manager's job really works. Visiting Branch field days, committees and AGMs and contact with individuals are the critical components of success in this position.

In eight months I have been in direct contact with most areas, with a target of contact with all at least twice by the end of the first year.

Communication

Formal reporting to the Deer Industry New Zealand Board has allowed me to directly communicate producer issues, opinions and summaries of the activities conducted on your behalf.

The consequence, we trust, has been a greater flow of information to the Branches. We are conscious that the work load of Chairmen and Secretaries has grown, and that places

additional pressures on Branches to communicate with their members.

A major goal this year is to develop better systems of prioritising this information and developing bullet point summaries with reference to the detail and supporting information held by the Branches for expansion as required. Producer Manager attendance at pivotal committee meetings and Branch functions is an important part of this. Plans are also afoot to develop a series of technical sessions around the country. Some pilot programmes this year have worked well.

In terms of improving communication, it has been a particular highlight to see the development of *Deer Industry News* and have regular updates featured in the Deer Industry New Zealand emailed and downloadable *Deer Notes*.

Consultation activities

The position has allowed a greater level of consultation and planning for a secure industry future. The Producer Manager has been invited to join significant groups inside and outside our sector.

- The pan-industry Human Capability Working Group has now attracted a \$500,000 Sustainable Farming Fund grant for a united agriculture and horticulture industry drive to attract and retain skilled people into the industry, combining resources, training and recruitment strategies.
- A similar approach works well in the Sustainable Agriculture Management Systems Network (SAMSN) as sustainable management of resources, environment and the economic aspects of farming in a modern world are advanced. The DeerQA programme has served as a model in this project. It is significant because it was the first such programme in agriculture and is strongly linked to the market.
- Within the deer industry, you are directly represented on working groups for the Welfare Code for Deer Farming, National Velvet Standards Body, DEEResearch, DeerQA On-Farm Technical Committee, the ongoing SFF-supported Landcare Manual and the Industry Benchmarking and Performance Recording Project.

Representing producers' views

The task of writing submissions, collating supporting information and articulating DFA views on both regional and national issues is growing. We have had excellent opportunities to develop new working relationships with Federated Farmers, individual regional councils, Department of Conservation, environmental agencies, the Animal Health Board and other sector leaders. Submissions have covered the National Pest Management Strategy and the associated research programme, district council plans, animal welfare and the link between our industry and hunting, recreational and tourism interests.

The position of Producer Manager has also allowed deer industry input into a number of education and training initiatives for the development of new farmers and managers.

Research links

Additionally, links with the research powerhouses of AgResearch and Otago, Massey and Lincoln universities are critical.

Individuals have given freely of their time and expertise to support Branch field days and produce articles and information. An excellent example has been the recent association between the New Zealand Grasslands Association and the deer-specific 2 day deer nutrition symposium, and the Canterbury Branch. In spite of a soggy field day, a summary of up-to-date deer nutrition data and current feeding practice information was delivered.

Further integration of the industry view with wider primary sector activities will occur with the New Zealand Society of Animal Production and a deer contract session, and the relationship with the New Zealand Veterinary Association and its Deer Branch.

The Johne's Disease Research Group initiated by the resources and drive of the SCNODFA Branch now commands involvement from the other lower South Island Branches and has an integrated research programme supporting and adding value to FRST and DEEResearch funded projects in combating this challenge.

Support from Executive Committee, SAP and Branches

These activities require time and additional resources. The Executive Committee plays a critical role in this. While physical meetings are kept to a minimum, teleconferencing and feedback are a large part of the role, and key to the Producer Manager developing and presenting a balanced view of producers' interests.

That structure is important to the workings of the DFA and I am appreciative of the Executive Committee's support role.

The contribution of the SAP members is also a key element. The Branch Chairmen, however, have the greatest role and contribution to make and their input into the October 2002 Branch meeting was exceptional. On a day-to-day basis these people also provide the contact, and reflect the perspectives, the humour and the frustrations that abound in the deer industry. I sincerely thank them for that.

The strength and viability of the DFA remains the key to our industry's success. While some were concerned that the industry restructuring took the DFA's voice away, this couldn't be further from the truth. A key to the success of the Deer Industry New Zealand structure, representing all sectors, is the need for strong sectoral representation within that united framework.

With active DFA Branches, the Executive Committee, SAP and Producer Manager can then also provide a strong voice on producer issues.

The enjoyment and success of this role has been the communication and feedback at Branch level and integrating that with the professional Executive team at Deer Industry New Zealand.

The vision of 2002 is a working reality in 2003. The challenges ahead are welcomed. Producer support is the key, and I look forward to further progress within the deer farming community based on a shared vision and a sound future for 2004.

Tony Pearse, Producer Manager, Deer Industry New Zealand



New Zealand Deer Farmers' Association

Financial Report

The financial accounts for the past year are very satisfactory. Their complexity reflects the major positive changes to the NZDFA structure. Commodity levy collection ceased on 1 October 2002 and the predominant expenses of the NZDFA representation of producer interests passed to the stewardship of Deer Industry New Zealand and the Executive team including the new position of Producer Manager.

Deer Industry New Zealand had also been accommodating all the previous direct office costs, administration and financial management since the 2002 conference and the early months of the Producer Manager's position. We are extremely fortunate to have had this accommodation, which has added considerably to the budget savings reflected in the operations accounts.

Subscription income arrived in a steady flow to exceed 2700 members at the close in this most difficult of trading years.

Research funds built up from levy collection have been transferred as required to the functions of approved

producer-enhanced research via DEEResearch. The former Council reduced to the Executive Committee in August, with savings in honoraria and other costs.

The Executive Committee met directly on four occasions including the SAP and Branch Chairmen's associated meetings. Teleconferences have also proven to be an effective way of communication and support for the NZDFA in the transition. There have been considerable legal costs associated with challenges to the process. These costs were offset by a high September production levy and an additional contribution to reserves, that are now in excess of last year's target \$110,000 from a review of historical levy transfers.

The NZDFA's finances are in strong shape and your Executive Committee thank Deer Industry New Zealand's Financial Manager for that delivery.

NZDFA Executive Committee

Audit Report

To the Members of the New Zealand Deer Farmers' Association Incorporated

We have audited the accompanying financial report. The financial report provides information about the past financial performance of the New Zealand Deer Farmers' Association Inc and its financial position as at 31 March 2003, including the transactions of the Association in respect of its accounting for levies raised under the Commodity Levy (Farmed Deer Products) Order 1995. This information is stated in accordance with the accounting policies set out in note 1.

Executive Committee's Responsibilities

The Council of the Association is responsible for the preparation of a financial report, in accordance with New Zealand law and generally accepted accounting practice, which fairly reflects the financial position of the Association as at 31 March 2003 and the results of its operations and cash flows for the year ended on that date.

Auditors' Responsibilities

It is our responsibility to express to you an independent opinion on the financial report presented by the Council.

Basis of Opinion

An audit includes examining, on a test basis, evidence relevant to the amounts and disclosures in the financial report. It also includes assessing:

- the significant estimates and judgements made by the Council in the preparation of the financial statements, and

- whether the accounting policies are appropriate to the Association's circumstances, consistently applied and adequately disclosed.

We conducted our audit in accordance with New Zealand Auditing Standards. We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the financial report is free from material misstatements, whether caused by fraud or error. In forming our opinion we also evaluated the overall adequacy of the presentation of information in the financial report.

Other than in our capacity as auditors we have no relationship with or interests in the Association.

Unqualified Opinion

We have obtained all the information and explanations we have required.

In our opinion the accompanying financial report fairly reflects the financial position of the Association as at 31 March 2003 and the results of its operations and cash flows for the year ended on that date, including the transactions of the Association in respect of its accounting for levies raised under the Commodity Levy (Farmed Deer Products) Order 1995.

Our audit was completed on 10 April 2003 and our unqualified opinion is expressed as at that date.

Deloitte Touche Tohmatsu

**Chartered Accountants
Wellington, NZ**

BUDGET FOR YEAR ENDING 31 MARCH 2004

These funds are applied to continue delivering and extending the servicing of members' interests, the important SAP process and the other essential aspects of the NZDFA valued at national level by our members.

The Budget has been prepared in accordance with the Constitution to cover the mandatory costs of the political affairs of the Association at a national level and is based on competitive quotes from suppliers.

In round terms, based on our present 2,700 members paying the current subscription (\$30, \$15 of which is returned to Branches), operating the same as we do today (audits, honoraria, travel meeting, conference expenses, vote counting, SAP meetings etc) the NZDFA would have a budget deficit of approximately \$27,000.

It must be remembered that collectively producers will have directly saved \$700,000 in the first full year of operation of the Deer Industry New Zealand structure through not paying an NZDFA commodity levy as Deer Industry New Zealand now undertakes and funds activities previously funded by that levy. This saving has been achieved while at the same time providing improved service delivery and support to NZDFA Branches.

Political and representation activities, costs associated with the Branch Chairmen's 6 monthly meeting - in other words the NZDFA's independent voice and guidance roles - are funded by subscription. We believe that as producers appreciate the increased service and communication at Branch level our membership will become increasingly attractive to many more farmers which creates some difficulty in establishing a budget.

The NZDFA must also consider the costs of having a direct representative/appointment to important bodies such as DEEResearch and the Representative Committee of the Animal Health Board.

The Executive Committee have forwarded to the Branch Chairmen a number of options for review, as we sought guidance on how the membership would like to cover any budget shortfall.

This review of options highlighted three linked courses of action:

- (1) make up the shortfall from the NZDFA reserve fund currently at \$110K
- (2) Increase the income of the association by raising the membership fee appropriately.
- (3) Support an active membership drive

The Branch Chairs in early response believe it inappropriate to reduce the NZDFA reserve fund through the ongoing costs of running the Association and recommended to the Chairman that a small increase occur in the subscriptions.

Taking into account the feedback that has been received from the Branches, your Executive Committee therefore propose, for the purposes of bringing this to Conference for discussion, that the

2003/04 Subscription levels be set at \$45.00 plus GST. Again for the purposes of debate the capitation fee is suggested to remain at \$15 exclusive of GST. The budget indicated has been prepared on this basis. However, this budget does not include a contribution from Conference and does not reflect planned savings in operations (eg.; possible reduced SAP expenses resulting from election requirements, possible reduced returning officer costs).

It is hoped that this will initiate a positive discussion where other matters including the NZDFA's role, capitation fees, Honoraria and Branch support and the application of reserves can be discussed in context.

BUDGET FOR YEAR TO 31 MARCH 2004

	Updated 09 April 03
Subscriptions (2500 @\$30.00)	75,000
Interest	<u>5,250</u>
Total income	80,250
Audit Fee	(1,500)
Returning Officer Fees	(2,200)
Conference:	
Registrations	
Support - W&P and associated	(4,034)
Insurance	(2,500)
Telephone:	
Exec Committee	(3,200)
Conference Calls	(700)
Executive Committee Honoraria	(22,500)
Travel/Accommodation:	
Executive Committee	(10,380)
SAP	(6,480)
Printing:	
Subscription Invoices	(2,237)
Annual Report	(5,391)
Ballot Papers/Candidate Profiles etc	(3,461)
New Letterhead	(2,200)
Postage - Subscriptions	(3,000)
Change of logo	(1,200)
Operating Expenses - general	(2,000)
Total expenses	<u>(72,982)</u>
Net Operating Surplus	<u>7,268</u>
<i>Interest income calculation</i>	
Opening reserves from 31 Mar 03	110,000
Result for the year	7,268
Closing reserves at 31 Mar 04	117,268
Interest at average rate of 5.5%	5,250

STATEMENT OF FINANCIAL POSITION

As at 31 March 2003

	Note	2003	2002
		\$	\$
Current Assets			
Short Term Bank Deposits		177,106	262,915
Accounts Receivable		11,956	72,360
Tax Refund Due		2,861	1,163
		<u>191,923</u>	<u>336,438</u>
Current Liabilities			
Accounts Payable		24,198	52,488
Net Current Assets			
representing Net Equity		167,725	283,950
Net Equity comprises:	9		
General Funds		111,637	81,954
Research Funds		56,088	201,996
		<u>167,725</u>	<u>283,950</u>

Errol Croad, Chairman of Executive Committee
10 April 2003

STATEMENT OF CASH FLOWS

For the year ended 31 March 2003

	2003	2002
	\$	\$
Cash Flows from Operating Activities		
<i>Cash was provided from:</i>		
Commodity Levies	325,162	622,244
Interest Received	7,792	5,964
Other Operating Income	43,708	53,274
<i>Cash was applied to:</i>		
Payments to Suppliers and Employees	(460,773)	(501,908)
Interest Expense	0	(221)
Net Tax Refunded/Paid	(1,698)	177
Net cash (outflow)/inflow from Operating Activities	<u>(85,809)</u>	<u>179,530</u>
Cash Flows from Investing Activities		
<i>Cash was applied to:</i>		
Net Purchase of Fixed Assets	0	(6,568)
Net cash outflow from Investing Activities	<u>0</u>	<u>(6,568)</u>
Net (Decrease)/Increase in Cash Held	(85,809)	172,962
Opening Cash Balance	262,915	89,953
Closing Cash Balance	<u>177,106</u>	<u>262,915</u>

RECONCILIATION OF OPERATING SURPLUS AFTER TAX TO NET CASH FLOWS FROM OPERATING ACTIVITIES

	2003	2002
	\$	\$
Reported surplus	(116,225)	187,183
Add non-cash items:		
Depreciation/Loss on Disposal	0	17,655
Add/(less):		
Movements in Working Capital	30,416	(25,308)
Net Cash (Outflow)/Inflow from Operating Activities	<u>(85,809)</u>	<u>179,530</u>

STATEMENT OF MOVEMENTS IN EQUITY

For the year ended 31 March 2003

	2003	2002
	\$	\$
Opening Balance	283,950	96,767
Operating (Deficit)/Surplus	(116,225)	187,183
Closing Balance	<u>167,725</u>	<u>283,950</u>

STATEMENT OF FINANCIAL PERFORMANCE

For the year ended 31 March 2003

	Note	2003	2002
		\$	\$
Income			
Commodity Levy		264,912	624,175
Subscriptions		41,247	46,790
Interest Income		15,935	5,964
Sundry		11,145	15,281
		<u>333,239</u>	<u>692,210</u>
Expenditure			
Research		246,445	21,032
Audit Fees		5,083	6,283
Legal Fees		11,259	15,065
Returning Officer Fees		3,306	0
Advisory Services		10,933	30,888
Depreciation/Loss on Disposal	4	0	17,655
Conference Deficit/(Surplus)		6,829	(8,708)
General Office		5,260	10,865
Interest Expense		0	221
Postage		2,549	6,172
Printing & Stationery		16,518	27,336
PR & Promotions		1,100	7,906
Publications		34,007	37,561
Rent & Occupancy	3	0	30,630
Salaries & Honoraria	2	41,114	160,886
Telecommunications		6,591	18,606
Travel/Accommodation		58,470	122,629
		<u>449,464</u>	<u>505,027</u>
Operating (Deficit)/Surplus		<u>(116,225)</u>	<u>187,183</u>

The Accounting Policies and Notes form part of and should be read in conjunction with these financial statements.

**COMMODITY LEVY
STATEMENT OF RECEIPTS AND EXPENDITURE
For the year ended 31 March 2003**

	2003	2002
	\$	\$
LEVY INCOME RECEIVED	325,162	622,244
EXPENDITURE OF LEVY INCOME		
Section 10(2)(b)(i)		
Research	254,561	44,271
Section 10(2)(b)(iv)		
Industry Promotion	5,764	21,502
Section 10(2)(b)(vii)		
Communication with Levy payers	73,269	112,329
Section 10(2)(b)(viii)		
Administration (including Industry representation, Governance and Asset replacement)	88,789	358,526
	<u>422,383</u>	<u>536,628</u>
LEVY (OVER EXPENDED)/SURPLUS allocated (from)/to Research	(97,221)	85,616

**STATEMENT OF FINANCIAL POSITION
AS AT 31 MARCH 2003**

	2003	2002
	\$	\$
Accumulated Levies		
Research Funds	nil	nil
Represented by:		
Current Assets		
National Bank of New Zealand	nil	nil

NOTES TO THE COMMODITY LEVY FINANCIAL STATEMENTS

1. STATEMENT OF ACCOUNTING POLICIES

These financial statements have been prepared on a cash basis in terms of the requirements of Section 25 of the Commodities Levy Act 1990.

2. EXPENDITURE ON APPROVED PURPOSES

Under Clause 16(2) of the Commodity Levies (Farmed Deer Products) Order 2001 the Association is required at each AGM to consult with producers and gain approval from members of the purposes for which Levy money is to be spent.

The levies collected in the year to 31 March 2003 have been spent on the purposes contained in the budget papers presented at the 2002 AGM, or have been carried forward for later spending on those purposes.

The purposes are research, industry promotion, dissemination of industry information, industry representation, governance and administration. Expenditure on these purposes is summarised in the Statement of Cash Flows on page 40.

Income from other sources was also used to meet some of these expenses.

**RESEARCH FUND
STATEMENT OF RECEIPTS AND PAYMENTS
For the year ended 31 March 2003**

	2003	2002
	\$	\$
Opening Balance	201,996	61,677
Receipts		
Commodity Levy Transfer	82,388	142,171
Interest	7,935	5,000
Wrightson Research Auction	10,214	14,180
	<u>100,537</u>	<u>161,351</u>
Payments		
Research Grants		
DEEResearch Limited	225,692	-
Provision of Technical Materials	8,513	-
Environmental	4,539	-
Landcare Manual	6,666	1,099
Brucella Ovis	-	2,667
Copper Research	-	3,869
Yersiniosis Research	-	1,922
IT Tech Transfer	-	500
Administration and Travel	1,035	10,975
	<u>246,445</u>	<u>21,032</u>
Closing Research Funds	<u>56,088</u>	<u>201,996</u>
Excess of Income over Expenditure	-145,908	140,319

The Accounting Policies and Notes form part of and should be read in conjunction with these financial statements.

NOTES TO THE FINANCIAL STATEMENTS

1. STATEMENT OF ACCOUNTING POLICIES

The New Zealand Deer Farmers' Association Incorporated is a society established to encourage, promote and advance New Zealand's deer farming industry.

General Accounting Policies

The going concern concept has been adopted in the preparation of these financial statements, with historical cost as the measurement base.

Specific Accounting Policies

- No taxation expense has been provided on current year income due to the utilisation of prior year's losses.
- There have been no changes in accounting policies during the year.
All policies have been applied in a manner consistent with prior periods.
- New Zealand Deer Farmers' Association has a 25% shareholding in DEEResearch Limited, a joint venture with AgResearch Limited (50%) and Group Research Holdings Limited (25%). The objectives of this company are to research non-velvet related deer products. Payments by the New Zealand Deer Farmers' Association to DEEResearch Limited are accounted for as research expenditure. An Annual Report for DEEResearch Limited is available on request from the New Zealand Deer Farmers' Association office.

2. FEES

The following fees were paid by the Association to Council and Executive Committee members:

		2003	2002
		\$	\$
Honoraria	Chairman	11,875	-
	President	-	25,000
	Executive Committee	22,500	-
	Council	-	45,000

3. LEASE COMMITMENTS AND RENTAL

	2003	2002
	\$	\$
Payments made for lease of properties	nil	33,287
Other occupancy costs less subtenancy income	nil	(2,657)
Net Rent expense	nil	30,630

The lease of the office premises terminated on 31 March 2002.

4. DEPRECIATION

The expense item "Depeciation/Loss on Disposal" in the prior year figures represents the difference between the written down value of all Fixed Assets and their realisation amount.

5. TAX LOSSES

	2003	2002
	\$	\$
Taxable Income	15,920	6,163
Less Deductible Expenses	1,000	1,221
	14,920	4,942
Losses brought forward from prior years	(76,797)	(81,739)
Loss carried forward to future years	(61,877)	(76,797)

The availability of the above losses of \$61,877 to be offset against taxable income in future years is subject to the requirements of the income tax legislation being met.

6. SEGMENTAL REPORTING

The Association operates in one field, being the advancement of deer farming in New Zealand.

7. COMMODITY LEVY

The Commodity Levies (Farmed Deer Products) Order 1995 came into effect on 1 December 1995 at the initial rate of 1.5 cents per kilogram on venison and 10 cents per kilogram on velvet. From 1 July 1997, with the approval of the Annual General Meeting of members, the rates were increased to 2 cents per kilogram on venison and 13 cents per kilogram on velvet, and from 1 July 1998 the rates were decreased to 1.4 cents per kilogram on venison and 5 cents per kilogram on velvet. On 1 August 1999 the rates were increased to 1.8 cents per kilogram on venison and 9 cents per kilogram on velvet. The Commodity Levies (Farmed Deer Products) Order 2001 came into effect on 1 November 2001 at the initial rate of 2.5 cents per kilogram on venison and 12 cents per kilogram on velvet. From 1 October 2002, with the approval of the Annual General Meeting of members, the rates were set at nil for venison and velvet.

8. RELATED PARTY TRANSACTIONS

All transactions with related parties were conducted at arms length. During the year, the New Zealand Deer Farmers' Association provided a research grant to DEEResearch Limited in the sum of \$225,692 (2002: nil).

9. TOTAL EQUITY

Total equity is split between research and general funds as follows:

General Funds			
Opening Balance		81,954	35,090
Operating Surplus		120,006	194,035
Transfer to Research Fund		(90,323)	(147,171)
Closing General Funds		111,637	81,954
Research Fund			
Opening Balance		201,996	61,677
Transfer from General Funds		90,323	147,171
Other Research Income		10,214	14,180
Research Expenditure		(246,445)	(21,032)
Closing Research Funds		56,088	201,996
Total Equity		167,725	283,950

New Zealand Deer Farmers' Association Branch Chairmen and Secretaries

Current as at March 6th 2003

Northland:

Richard Broughton, 1962 Pipiwai Road, RD 6, Whangarei
Tel: (09) 433-5702, Mobile: 027 2209 301
Fax: (09) 433-5511
E-mail: puruadeer@xtra.co.nz

Elfreda Berryman, Worsnop Road, R D 6, Whangarei
Tel: (09) 433 5847, Fax:(09) 433 5047

Kaipara:

Russell Waite, South Head, R D 1, Helensville
Tel: (09) 420 270, Fax:(09) 420 2709
E-Mail: waiteh@xtra.co.nz

Debbie Waite, South Head, R D 1, Helensville
Tel: (09) 420 2701, Fax: (09) 420 2709
E-mail: waiteh@xtra.co.nz

Waikato:

Rodney Dixon, R D 2, Ngaruawahia
Tel: (07) 825 4581, Fax: (07) 825 4582

Alby Cooper, PO Box 1222, Hamilton
Tel: (07) 825 2619
E-mail: afscoper@xtra.co.nz

Waipa:

Brian Wellington, 976 Owaikara Valley Road, RD7, Te Awamutu
Tel / Fax: (07) 872-7702, Mob 021 0407377

David Monk, Puahue Road, RD1, Te Awamutu
Tel: (07) 872 1867, Fax: (07) 872 1900
E-mail: david.monk@xtra.co.nz

Coastal Bay of Plenty:

Earle Wells, White Pine Bush, R D 2, Whakatane
Tel: (07) 304-8920
E-mail: fawn@xtra.co.nz

Isobel Komiskey, 169 Macdonald Road, RD2 Whakatane
Tel 07 322 9161
Email: phillipm@wave.co.nz

Treasurer

Rex Vincent, Pongakawa Valley Road, Pongakawa, RD6
Te Puke
Tel. (07) 533 3720

Rotorua:

John Paterson, P O 1038, Rotorua
Tel: (07) 332 2093
E-mail: john-p@wave.co.nz

Peter Williams, 358 Central Road, R D 2, Rotorua
Tel/Fax: (07) 332 3042
E mail: peter_sue@actrix.co.nz

Tongariro:

Cris Parkinson, 18B Hinekura Avenue, Taupo 2730
Tel: (07) 372 8649, Fax: (07) 372 8649
E-mail: crispark@paradise.net.nz

Lyn Parkinson, 18B Hinekura Avenue, Taupo 2730
Tel: (07) 372 8649, Fax: (07) 372 8649
E-mail: crispark@paradise.net.nz

Taihape:

Roger Aitken, RD 3, Taihape
Tel: (06) 388 0443, Fax: (06) 388-1021
Mobile: 025 443 016
E-Mail pukeokahu@xtra.co.nz

Andy Law, R D 2, Taihape
Tel: (06) 388 1414
E-mail. andy_claire.law@xtra.co.nz

Taranaki:

Jo-Anne Huesser, 574 Mangorei Road, New Plymouth
Tel/Fax: (06) 758 1292, Mobile: 025 790 259
E-mail: huesser@ihug.co.nz

Peter Jones, 19 RD, Eltham
Ph/fax (06) 764 7546

Wanganui:

David Johnston, Koatanui, RD 1 Wanganui
Tel: (06) 342 9831, Mobile: 025 281 8081
koatanui@xtra.co.nz

Brian Shaw, PO Box 109, Wanganui
Tel: (06) 342 6995, Fax: (06) 342 6994
Mobile: 025 441 045

Poverty Bay:

Paul Rutland, 156 Bond Road, R D 1, Gisborne
Tel/fax: (06) 862 5685
rutdeer@xtra.co.nz

Giselle Rutland, 156 Bond Road, R D 1, Gisborne
Tel: (06) 862 5685
E-Mail: rutdeer@xtra.co.nz

Wairoa:

Paul Mucalo, 1 Fitzroy Street, Wairoa
Tel: (06) 838 7766, Fax (Venex) 06 838 8606
Contact. Doug Sommerville

Ian Pickering, RD 8, Nuhaka, Wairoa
Tel (06) 837 5977, Fax: (06) 837 5901
E-mail: ijpick@xtra.co.nz

Hawke's Bay:

Tim Aitken, The Steyning, RD 4, Waipawa,
Tel: (06) 856 5522, Fax: (06) 856 5532
Mobile: 025 724 587
E-mail: timlucy@xtra.co.nz

Alison Ritchie, Waterfalls, R D 1, Onga Onga
Tel: (06) 856 6878
E-mail: aljam@xtra.co.nz

Manawatu:

Mike Holdaway, R D 1, Apiti, Feilding
Tel: (06) 328 4899
E-mail: janmike@xtra.co.nz

Wairarapa:

Andrew Mitchell, Rodway Park, R D 7 Masterton
Tel: (06) 370 1051, Fax: (06) 370 1053
Mobile: 021 457 715
E-mail: rodway@xtra.co.nz

Rachael Mitchell, Rodway Park, R D 7, Masterton
Tel: (06) 370 1051, Fax: (06) 370 1053
Mobile: 025 227 5017
E-mail: rodway@xtra.co.nz

Horowhenua/Wellington:

Vince Connolly, P O Box 129, Waikanae
Tel: (04) 293 2145
E-mail: huiahills@actrix.co.nz

John Redmond, 56 Aston Road, R D 1, Waikanae
Tel: (04) 293 4051

Marlborough:

Kevin Hayes, "Ben Morven", R D 2, Blenheim
Tel: (03) 578 6923
E-mail: kevin.hayes@actrix.co.nz

Leanne Lloyd, P O Box 5028
Springlands, Blenheim
Tel: (03) 570 5568
E-mail: d.lloyd@xtra.co.nz

Nelson:

Simon Vincent, Castle Downs, R D 1, Wakefield, Nelson
Tel (03) 541 9006, Fax 03 543 5301 (business)
E-mail: castledowns@xtra.co.nz (home)
simon.vincent@brightwater.co.nz (business)

Jennifer Walker, 313 Ranzau Road, Hope, Nelson
Tel (03) 544 5896
E-mail: rosjen@ts.co.nz

Canterbury:

Bob Kingscote, Toppesfield, No 1 R D, Waiuu.
Tel: (03) 315 6064
E-mail: toppesfield@xtra.co.nz

Kelvin Kimber, Hororata Road, RD 2 Darfield
Tel/fax: (03) 318 0749
Mobile: 025 383-572
Email kelvink@xtra.co.nz

South Canterbury/North Otago

Peter Aitken, Levels Valley Road, R D 4, Timaru
Tel/Fax: (03) 614 7482
E-mail: aitken@orcon.net.nz

Lyall Cullen, Totorua Valley, 12RD Pleasant Point
Tel: (03) 614 7976, Fax: (03) 614 7976

West Coast:

Ken Ferguson, Waipuna Station, R D 1, Blackball
Tel: (03) 732 3501, Fax: (03) 732 3403

Helen Lash, Postal Agency, Whataroa, South Westland
Tel: (03) 753 4070, Fax: (03) 753 4067

Otago:

Mandy Bell, Criffel Deer Farm, PO Box 361, Wanaka
Tel: (03) 443 4250
Mobile: 021 672 372
E-mail: mandyb@criffel.co.nz; otago@deernz.org

Craig North, 6 Mulford Street, Concord, Dunedin
Tel/Fax: 03 488 4899
Mob: 027 241 4179
E-mail: cnorth@pgg.co.nz

Southland:

Bill Taylor, Lora Gorge, R D 2, Winton.
Tel/Fax: (03) 236 0940
Mobile: 025 347 886
E-mail: loravalley@xtra.co.nz

Mrs J C Horrell, Oreti, R D 3, Winton
Tel: (03) 236 8720
E-mail: janet.horrell@clear.net.nz

Fiordland:

Chris Petersen, Weir Road, R D 1, Te Anau
Tel/fax (03) 249 8996
E-mail petersen.family@xtra.co.nz

Sam Robbins, R D 1, Te Anau
Tel/fax: (03) 249 8583

ASSOCIATED SOCIETIES

NZ Fallow Deer Society

Dick Valentine, RD 4, Manawahe Road, Whakatane
Tel: (07) 322 1069, Fax: (07) 322 1068
E-mail: dickie@cheekykiwi.co.nz

Vice President

Paul Wigglesworth, Sidwell Road, R D 2, Silverdale, Kaipara
Tel: (09) 426 6111
E-mail: paul@royalculsine.co.nz

NZ Warnham and Woburn Society:

John Carter, Raroa Deer Stud, Fergusson Gully Road, R D 2, Cambridge
Tel: (07) 827 8785, Fax: (07) 827 8650
E-mail: carterj.raroadeer@xtra.co.nz

Harry Robinson, 272 Mill Road North, Myross Bush, RD 2, Invercargill
Tel: 03 230 4962, Fax: 03 230 4965
Email: hnrobinson@xtra.co.nz

Elk and Wapiti Society of New Zealand

Tom May, "Mayfield", No 1 R D, Winton
Tel: (03) 236 7035, Fax: (03) 236 7890
Mobile: 025 333 171
E-mail: tom@mayfieldelk.com

Jane Bulleid, Gerrard Road, R D 3, Winton
c/o PO Box 40 Winton
Tel: (025) 542 052 (wrk), (03) 236 8486 (hme)
Fax: (03) 236 8486
E-mail: Bulleid@xtra.co.nz

*Photo: "Sunrise" by Rachael Mitchell, entrant in 2002
Warnham & Woburn Photo Awards.*



Entries for
2003 Warnham & Woburn Photo Awards
close on Thursday, 8 May.

*Contact Rachael on 06 370 1051
for further details.*