

DEER INDUSTRY NEWS

Issue 7 • December 2003 • Official magazine of Deer Industry New Zealand and the NZDFA



*Festive Greetings to
all our readers!*

**Velveting
update:
P7**



Also in this issue:

- Transporting deer – meeting your obligations
- NZDFA remit progression update
- Nelson industry pioneer profiled
- Branch Chairmen's meeting
- Human Capability Working Group
- Consumer and chef-ready venison on market
- DEEResearch annual report



**DEER INDUSTRY
NEW ZEALAND**

NZDFA

New Zealand Deer Farmers' Association



Strong support for NZDFA structure continues



In a year that has been as difficult as any that deer farmers have faced, the solid foundation of the industry and its supporting structures have come under a great deal of scrutiny and pressure. The maturing NZDFA structure and new association with the Deer Industry New Zealand Executive and Board has delivered comprehensive representation for farmers and the industry that has exceeded expectations.

There are numerous daily impacts on farming; for example unpredictable weather patterns, exchange rates, contrasting schedule differences, bureaucracy, changing markets, international events and, increasingly, changing public influences on industry and farming practices. These all demand huge and largely unseen time and effort at industry leadership level as well as responses reflected in our farming systems. Constant change is a part of deer farming life.

The NZDFA's Executive Committee is gratified to have the strong commitment of deer farmers continuing to support the NZDFA through their subscriptions. Farmer support for the DFA has seen voluntary membership (2803) at the third-highest level ever, despite difficult conditions.

The Branch Chairmen's structure and the mesh with the Producer Manager is critical and working well, supported by the strong working partnership with the rest of the Deer Industry New Zealand Executive team. This has created an effective and vital structure to promote producer affairs and interests at all levels.

The October Branch Chairmen's meeting had the highest representation ever, with the DFA nominated representatives on the Board and Deer Industry New Zealand staff delivering up-to-date information on the markets, velvetting issues, QA etc. directly to the Chairmen. The messages from Europe are cautiously positive, which gives us all renewed confidence.

The Chairmen's meeting now has such importance and content that the time slot is simply not sufficient for all issues. However, it has produced a strong alliance amongst Branch leaders. Communication at this level is being further extended through teleconferencing. The Executive Committee will take a more active leadership role in this area to add to the focus of discussion and improve communication. Irrespective, feedback through the Branches is a vital part of communication and needs to be further encouraged.

The Cervena® review is timely; continual changes are taking place throughout our industry and diverse views are expected from all areas.

New Zealand venison is clearly the current generic phrase of choice with retail marketing initiatives in Europe as reported by importers and major processors. The principles of QA systems, quality and traceability for food safety and leading farm practices underpin sophisticated new retail products. These are critical features of success and essential for securing new markets and very much at the core of what New Zealand deer farmers do well.

In other areas I'm impressed with the commitment and cooperation of so many parties involved in the challenges relating to velvet removal. Research programmes are now all underway (see page 7) and have required huge commitments of time and effort from researchers, regulators, NVSB, Deer Industry New Zealand and deer farmers.

The Executive Committee remains in close touch with the NVSB as they work through issues to ensure a healthy and viable velvet industry going forward. We have developed stronger communications and relationships with the veterinary sector as a result, and confirmed the role and terms of reference for the NVSB.

Producers are experiencing considerable pain given unsustainable returns, with issues of North and South Island schedules and long term contracts for corporates being raised by some. The Executive Committee has debated these at some length and our conclusion in both cases is that these are commercial decisions. Responsibility rests with shareholders and directors and we respect that commercial environment.

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Deer Industry News is published by Deer Industry New Zealand and incorporates the former *Stagline* and *Market Report*. *Deer Industry News* is published five times a year, in the months of February, April, June/July, October and December. It is circulated to all known deer farmers, processors, exporters and others with an interest in the deer industry. The opinions expressed in *Deer Industry News* do not necessarily reflect the views of Deer Industry New Zealand or the New Zealand Deer Farmers' Association.

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Cover photo: Crisis? I don't think so! Photo of "The Poser" by Dave Mackie, Cerven Park, 2002 Warnham & Woburn Society Photo Awards.

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Chairman's Report

The year 2003 will not be remembered as a vintage one for the deer industry. However it is critical that we keep a long term perspective and recognise the ongoing potential for the industry – soundly based on a wonderful animal and superb products.

Deer Industry New Zealand's first Annual Report has been sent to all known deer farmers. Despite an extremely difficult year in terms of market conditions there have been a number of highlights which we should recognise:

- The successful implementation of industry restructuring with improved service delivery, producer issues coming directly to the Board table and first-rate communications while also saving more than \$700,000 in levies.
- More venison promotion in Europe than ever before with exporters and market partners contributing \$3 for every dollar of levies in joint promotions. Highlights have included the success of the Supermarket Tasting Tour of Germany and the new range of New Zealand Venison materials which exporters and their market partners are making excellent use of.
- Significant work seen in the associated areas of new product development and retail market development (including in New Zealand).
- Very good progress on year-round access for venison into France.
- Sliced access for velvet into Korea secured.
- Patents filed in relation to the wound-healing properties of deer velvet.
- Savings in AHB levies of over \$7m negotiated over the next 5 years.
- Implementing an upgraded national sampling programme to support New Zealand's Chronic Wasting Disease-free status.
- Industry representation and lobbying on a range of industry-good issues including Biosecurity, GM and regional plans.
- In partnership with other organisations and with significant farmer activism, identifying and implementing an alternative to the proposed Agriculture Emissions Research levy.

Looking forward, there are a number of major projects underway or planned which will deliver industry benefits in 2004. Probably most importantly however, the industry's response over the next few months to short term conditions could well have a defining impact on the next few years. Producers and companies will, of course, make their own decisions in response to market signals and their assessment of prospects and each view will vary. However, there are some issues which I believe we all need to consider:

- The strength of the New Zealand dollar is the primary driver behind current velvet prices.
- Issues regarding velvet removal are well in hand and good progress is being made on research programmes and discussions with regulators. While there can be no guarantees, an over-reaction to the uncertainty raised by this issue would have serious implications for the venison market.
- The possible recovery signalled for the venison market over the next 12 months may not be a complete recovery. Any dramatic changes in supply or price will be very damaging for market confidence.
- Deer Industry New Zealand continues to have a close and constructive relationship with all companies and stakeholder groups and is actively encouraging participants to adopt a unified approach to assist in working through current conditions. Co-operation is surely the best approach.

In summary, despite the tough year just past, there are positive signs emerging for the coming year. To achieve this potential I encourage all industry participants to adopt a longer term view, especially in relation to ensuring a managed supply of animals onto the market.

On behalf of the Board and Executive of Deer Industry New Zealand, I would like to wish you all the very best for a safe and happy Christmas and New Year and, like you all, we look forward to improving prospects in 2004. 📧

Clive Jermy
Chairman
Deer Industry New Zealand

editorial continued...

It is the same with lamb, beef and much else in the agricultural economy. The NZDFA role is to facilitate communication but with those limitations understood.

On other positive notes, the Johne's Research Group is receiving good branch support and project development is complete with a researcher due to start early in the New Year. Branch commitment and funding support is critical to the success of the project and ensuring additional funding can be secured from associated bodies like AgMardt and the SFF.

The Landcare Manual is coming together extremely well and is on target for launch at the National Deer Industry Conference at Taupo in June 2004. Planning the conference is also well down the track and will provide an ideal forum for the positive debate and discussions that the industry thrives on. It's going to be an interesting year ahead, and I wish you all a Merry Christmas and a profitable New Year.

Errol Croad
Chairman
Executive Committee, NZDFA

Deer transport: look after your deer and they'll look after you

The transportation of deer is a vital link in the overall "pasture to plate" concept. Assurances covering transport have to be given and met in order to satisfy the requirements of importing countries. In recent times the transport requirements from many of our importing countries have become increasingly complex and are highly likely to impact on the way we go about transporting deer in the future.

To become accredited to the DeerQA Transport Quality Assurance Programme, transport operators must meet three basic requirements:

1. Have all deer crates certified to the DeerQA Transport Standards.
2. Have all deer truck drivers attend and be approved through the industry training course.
3. Have a documented procedure manual describing how their business operates insofar as deer transport is concerned for audit purposes.

Your accredited transporter's obligations

Now that all venison processors/exporters require all deer to be delivered to their plants by accredited deer transporters it's an opportune time to reflect on what deer farmers should expect when sending a consignment of deer from their property.

When booking transport, either direct or through a stock agent, always ask if the operator is an accredited deer transporter. If the answer is yes, then when the truck arrives at your farm you should expect:

- To verify that the deer crate is certified by viewing the crate ID plate attached to the lower front driver's side of the crate.
- The driver to have an ID card verifying he has attended and passed the industry training course. Ask the driver for this ID card as proof.
- The deer crate to be clean and washed out, particularly if other animal species have been carried prior to picking up your deer.
- The driver to have a good knowledge of the industry standards and the legal requirements of deer transport.
- The driver to be competent and able to handle most deer in most situations.
- The driver to be competent and able to recognise the difference between stress and aggression in deer and know what to do to alleviate these situations.
- The driver to be aware of safety aspects (for himself and the animals) when handling your deer.

Most deer farmers will have their own preferred transporters and/or drivers. In most cases this has been the result of a good partnership or relationship built up over the years. If you are not satisfied with the level of competence or service



All deer must be fit and healthy for transport.

supplied by the transport operator or driver then explain what you expect from them. If you don't have any satisfaction in this regard then ring me (John Tacon) and I will talk with them on your behalf.

Your obligations

To balance the situation let's look at the transport operator/driver requirements when they arrive at your farm to pick up your deer.

- Access to your loading ramp in any weather conditions, under their own power.
- The deer in the yards or holding pens and stood for a *minimum* of 2 hours to allow them to settle and begin to empty out. Deer will travel much better if they've had this settling period.
- For the safety and welfare of both the deer and the driver, someone will be there to help load the deer.
- All deer are fit and healthy for transport. This means they can stand and bear weight on all four entire limbs and be in such a fit and robust condition so as to withstand the journey without suffering undue pain or distress.
- Deer are drafted for size, sex and age groups either before or at the time of loading.
- If the driver indicates any deer as being unfit for transport he means it. He should not be subjected to coercion.
- Any unfit deer can only be transported if a vet certificate is supplied and all conditions on the certificate can be met.

...continued on next page

Release of revised DeerQA On-Farm and Transport Manuals

Deer Industry New Zealand, in consultation with the appropriate technical committees, has updated the DeerQA On-Farm and Transport Quality Assurance Programmes.

Controlled copies of the manuals have been issued as hard copies to appropriate industry representatives. Uncontrolled copies are available through our web site www.deernz.org under the Quality Assurance tab.

As well as some changes made to bring the programmes into line with current practice, the On-Farm manual now includes a section on the Environment, while a complete new section in the Transport Manual describes the standards for the transport of stud and trophy stags.

Excellent response to draft code of welfare for deer farming

The code writing team is delighted at the response to their request for submissions to the draft code of welfare. A large number were received from a wide cross section of the deer industry. The interest this has created, along with the quality of the submissions received, shows that the completed document will truly be an “industry” code.

Because of the interest generated, the deadline date for submissions was extended until the end of September to allow some DFA branches to respond.

The next step in this process is to coordinate and evaluate all the submissions and make the necessary additions and deletions based on science and best practice methods.

More work needed

A lot more work is needed from the code writing team before a final draft is completed, and there may be a need to disseminate another draft to farmer constituents for input at some stage following this and before the final draft is submitted for scientific review.

Following this, a submission will be made to NAWAC (National Animal Welfare Advisory Committee), comprising the draft code and evidence of industry consultation. NAWAC will then review the draft code, make changes as they see fit and issue the draft code for public consultation.

There is still time for deer industry participants to make submissions and these should be forwarded to Janice Attrill at Deer Industry New Zealand as soon as possible.

For more information about the revised DeerQA manuals or the draft code of welfare, contact:

John Tacon, 027 242 2873, john.tacon@deernz.org or Janice Attrill, 04 381 6014, janice.attrill@deernz.org

deer transport continued...

- Acceptance that the driver has the final say as to whether any deer are loaded or not.
- All deer are tagged with the appropriate AHB tags attached before leaving the property.
- All documentation is present and correctly filled out including the correct number of deer on the Animal Status Declaration form.
- To advise of any problem deer within the consignment.
- Acceptance that if you are not prepared to get in with overly temperamental deer, then neither should the driver be expected to. Excessively aggressive deer could be left behind at the farm in this situation.

Transport drivers have a huge responsibility when they have animals on board. They are legally responsible for the safety, welfare and security of the animals (*see Code of Welfare for Animals Transported within New Zealand. Code of Welfare no 15*). The full code is available on the MAF website: www.maf.govt.nz/biosecurity/animal-welfare/codes/transport/index.htm#E22E15

In the following extract from the code, Minimum Standards state:

The following deer must not be transported:

- Deer with young at foot less than a month old.
- Deer that have been weaned in the last 10 days must not be transported unless they are transported directly from farm to farm immediately following weaning and the

total duration of yarding and transport does not exceed 6 hours. These deer, when weaned less than 10 days, must not be transported on the same unit as their mothers.

- Deer with bleeding antler stubs, or within seven days of velveting.
- Deer with velvet antler or spikes longer than 60mm.
- Groups of deer which have not run together for at least 1 week, either on the same farm or on different farms, must not be mixed.
- If any deer shows signs of heat stress or dehydration (excessive panting, a dry mouth, and abnormal response to normal stimuli) the deer must be hosed with water or released to pasture.

There is a common saying amongst deer truck drivers that of all the animals we transport throughout the country deer are the best to carry provided you do everything correctly in the first place (loaded to the correct density, evenly sized, same sex, only fit and healthy animals loaded, no long antlers either hard or soft, not boxed with other deer, and so on).

If you look after the deer they will look after you. If you don't look after them they will let you down big time, and really quickly. This is why it's so important we all know each of the requirements to achieve the best outcome of delivering the deer to their destination in the same condition they were in when they were picked up. 📺

Contact for further information:
John Tacon, Deer Industry New Zealand,
Telephone/Fax: 03 344 5419, Mobile: 027 242 2873,
john.tacon@deernz.org

Velvet removal update

Deer Industry New Zealand has a large programme of work underway to look at options for velvet removal for next season.

The programme reflects the need to preserve the NVSB farmer-veterinarian partnership and the desirability of velvet removal systems that follow current techniques as closely as possible.

Projects underway include:

- Research into the effectiveness and safety of a new local anaesthetic (chloroprocaine) and a new sedative (Detomidine). Depending on the results of this work, Deer Industry New Zealand will be working with the manufacturers and distributors of these drugs to get them registered for use in deer for velvet removal. However, discussions with these companies regarding pricing and supply are ongoing and any technique must be cost-effective before it can be considered a real option.
- Working with regulators to establish whether it is possible to set a Maximum Residue Level (MRL) to enable the continued use of current analgesics. This may be a real option depending on the results of the research mentioned below.
- Researching the impact of different velvet removal techniques and processing techniques on the residue status of velvet. This will identify whether current analgesics may continue to be used, possibly with different techniques than to those used today.
- Getting more information, through proposed human

trials, about the metabolism of current analgesics in humans. This will provide important information about whether setting an MRL is a possibility to allow the continued use of current analgesics.

Throughout this process, Deer Industry New Zealand is keeping in regular contact with regulators and officials to monitor timelines and to ensure all options and issues are considered. The Chairman and a Committee of Deer Industry New Zealand are also ready to engage officials and the Government at the highest levels if needed.

At the time of writing, research results are not available, but projects are progressing well and initial informal feedback is encouraging. Formal results will start to emerge around February/March and the industry will be advised as soon as they are available. These results, and some of the administrative and regulatory processes mentioned above, will determine what measures are put in place for velvet removal in the 2004/05 season.

In the meantime, Deer Industry New Zealand's focus, with the support of veterinarians, researchers and the NVSB is on monitoring research and ensuring it is completed on schedule, ensuring registration processes are kept on track, and continuing work on a range of options for next year.

Make sure you are registered with Deer Industry New Zealand to receive Deer Notes, a fortnightly email bulletin to receive the most up-to-date news and results as they become available.



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EGON	German, 7.4 kg SA2 velvet (Sold for trophy)
GLADSTONE	Woburn, 4.6 kg SA2 at 4 years
WHITE 444	German, 6.6 kg SA2 velvet at 6 years (Sold for trophy)
WHITE 424	Warnham, 5.7 kg SA2 velvet at 7 years (Died July 2002)
WILLIE	German/Warnham, 8.6 kg SA2 velvet at 7 years
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Brian Duggan: Phone 03-218 1969, Mobile 025-324 212

Branch Chair profile: Earle Wells – Coastal Bay of Plenty

Former Olympic Gold medal yachting Earle Wells left the rush and bustle of city life and sold a successful furniture manufacturing business in Auckland in 1990 to become a farmer in the Bay of Plenty.

The Chairman of the Coastal Bay of Plenty Branch of the NZDFA, Earle has left competitive yachting far behind him and now owns a 50 hectare farm at Awakeri near Whakatane.

He reluctantly took over as Chairman two years ago, largely to prevent the branch from going into recess – something he didn't want to see. He sees it as providing an important service for the deer farmers in the area, and has enjoyed the experience of being Chairman.

The Branch has about 70 paid up members, although Earle estimates that is less than half the number of deer farmers in the region, which stretches from Katikati to Opotiki, and borders with the Rotorua region. Most are beef or sheep farmers running deer as a sideline, so deer numbers in the region are quite low in comparison to other parts of the country. While they are suffering the nationwide problem of a low schedule, they are less dependent on income from deer than their counterparts from other parts of the country.

Apart from the Annual General Meeting, most of the Branch activities over the past couple of years have been joint events with neighbouring Branches (Tongariro, Waikato and Rotorua), such as field days and seminars. At these, good turnouts have justified the cost of bringing in top quality speakers from around the country to provide stimulating and valuable lectures and discussions.

In the past year, the Branch has also been heavily involved in making submissions to Environment Bay of Plenty's regional plan, working to temper the presentations made by strong environmental lobby groups promoting a range of safeguards that would penalise farmers, particularly deer farmers. Key among these was protecting wetlands and streams.




“There is absolutely no debate that everybody, including farmers, wants to keep animals out of streams,” Earle says. “This will be achieved over time, but the high cost of fencing needs to be recognised and a reasonable length of time needs to be allowed. Thinking farmers are very concerned about the environment and sustainable farming,” he adds.

Earle moved from Auckland to the Bay of Plenty in 1990, when his daughter married a dairy farmer in the area. Earle purchased a larger, hilly farm in 1990, where he ran dairy grazers and his own beef stock. The farm needed a lot of capital input and, at an age when most people are retiring, he decided to let someone else take on that challenge and six years ago bought an existing deer farm on the flat just out of Whakatane. He breeds and finishes his own deer, peaking at about 200 head, and also runs a small herd of beef cattle.

He loves deer, admits they need more patience than cattle but are relatively easy to farm. “The more you handle them, the better they are,” he says.

Earle became one of an élite group of New Zealanders who have won Olympic Gold Medals, when he and Helmer Pedersen won the Flying Dutchman class at Tokyo in 1964, only the second yachting Olympic gold won by New Zealand.

Yachting has taken him around the world, competing in many international regattas, including the Clipper Cup sailed out of Honolulu on Condor and five Sydney to Hobart races. He no longer sails – he can no longer afford the type of boat he used to sail – and with his very competitive streak, he “sees no point in meandering around in small boats, without a purpose!” He was inducted to the New Zealand Sports Hall of Fame in 1990. 

National 2 year-old velvet competition launches 2 year-old hard antler class for 2004

The Wairarapa Branch and principal sponsor West Bush Deer Stud will again host the national 2 year-old velvet competition, the associated Branch Challenge and an inaugural 2 year-old hard antler competition.

The date: Saturday 7 February. The event will feature a vamped up viewing and discussion at West Bush Stud, Masterton in the late afternoon followed by an awards dinner and presentations at the fantastic Café Cecille in Masterton.

Judging will be to national standards and recognition.

Branches and individual entrants are being encouraged to enter with two prize draws of a case of finest mixed Wairarapa wines with trophies and competition prizes. All heads will be acknowledged with an authentication certificate and formal recognition. The Branch Challenge will feature the best adult heads in the country along with the branches' greatest 2 year-old heads.



Branch Chair profile: Kevin Hayes – Marlborough

Over the past 20 years, Marlborough has become recognised as a producer of top quality wines that are in great demand both within New Zealand and internationally.

Every year, more traditional farmland is being converted to grape growing, as farmers give up the struggle against droughts and difficult growing conditions in the face of the high prices offered for land that is well-suited to viticulture.

Despite this, Marlborough DFA Branch Chairman, Kevin Hayes says there have been three or four 500 acre blocks deer fenced in his region in the past couple of years, displaying a good level of optimism about the future of the deer industry.

The Marlborough Branch has about 60 members, covering an area that Kevin says must be the most diverse in the country – ranging from the temperate maritime climate of the Marlborough Sounds, moist and warm, to the characteristically dry hill country around Seddon and Ward.

Most members are traditional beef and sheep farmers, who have integrated deer into their existing enterprises. Some 10 deer farmers, including Kevin himself, have also turned their hands to grape growing as a way to boost their annual income. He has planted over five hectares of grapes on his farm, which go to help meet New Zealanders' thirst for the excellent Sauvignon Blanc produced by Marlborough winemakers.

Kevin is the third generation on the farm, which is about eight kilometres out of Blenheim. His grandfather purchased the land in 1928, and up until about 20 years ago it had stocked largely sheep. He currently has 166 hectares, of which 132 are deer fenced; about half of the land is dry and hilly – the rest is on the flat.

After Kevin took the farm over in 1967, he decided to diversify and introduced bull beef; in the early 1980s he moved into deer, believing them to be more efficient at converting grass into meat than other animals; and three years ago he introduced ostriches. At the moment, he and his wife Joy, farm about 420 deer, 80 bull beef and 140 ostriches, for export meat.

Entry forms are available directly through your Branch, Tony Pearse at Deer Industry New Zealand or from the Wairarapa branch itself (call or email wairarapa@deernz.org for entry forms or accommodation and event information).

The organisers are excited about the potential of the 2 year-old hard antler heads and see that as the logical progression in the breeding reputation of many of the leading new genetic champions.

Wrightson generosity again will provide the transport, insurance and freight for antler and velvet.

Organisers will also link the weekend's Masterton Country Fair and visits to local attractions as part of the day and a great way to wind down prior to the busy season.


The deer are mainly Reds and Kevin has reduced the number of hinds he carries in favour of velvet stags, as the region's dry summer months are unsuited to hinds at a time when they and their fawns need good grass levels.

He is eagerly looking forward to October next year, when he and a number of other farmers in the area will get the advantage of a new irrigation scheme currently being developed. It will benefit a number of traditional livestock farmers in the southern valleys of the Wairau – and ironically make them more attractive propositions for horticulture!

Marlborough's tendency for long dry summers is one of the major problems facing Branch members, and Kevin – now in his second year as Branch Chairman – says a popular field day this year focused on post-drought management.

The branch also holds a very successful Young Stock Competition over two days, with judges from out of the region. There is a presentation dinner at which an auction of products donated by sponsors raises sufficient to fund delegates to the national conference. A velvet competition is normally held in early December.

While there was some concern expressed by the Branch about the recent restructuring within the deer industry, Kevin says this seems to be diminishing with time and members see some of the benefits of the new organisation. "Communication from Deer Industry New Zealand is very good, and people like Tony Pearse are good value," he says.

Deer farming in Marlborough still seems to be a healthy proposition, and Kevin says there have been considerable improvements in the quality of both stock and velvet coming out of the region. "Fifteen years ago we were regarded as a bit of a backwater, breeding-wise, but we have done a lot of catching up and can now hold our own in the quality of stock and velvet," he adds. 

Last year saw the first displays of 5 kg 2 year-old heads and some of the best young velvet ever produced. There are incredible 2 year-old hard antlers being grown – don't keep yours at home. Champions of the future: welcome to Masterton 2004 and put 7 February in your diary.

Entry forms available from Neil Cameron 06 372 5854

wairarapa@deernz.org

Tony Pearse 021 719 038

tony.pearse@deernz.org

or Wrightson Velvet

or your DFA Branch Chairman

or on www.deernz.org

NZDFA Remits: Progression since 2003 AGM

Remit 1 (membership): withdrawn

Remit 2 (subscription): withdrawn

Remit 3 (environment awards): lost

Remit 4 – Johne’s Disease research support

“That the NZDFA make a determined case to Deer Industry New Zealand that as a collaborating exercise it should:

- *through DEEResearch, develop costed research proposals on Johne’s disease in addition to those now funded, through national and international investigation and collaboration.*
- *explore every potential option for onshore and offshore sources of funding for research.*
- *at the next budget setting round of Deer Industry New Zealand, subject to the success or failure to attract sufficient funding for promoting research, that required funding be provided for in the budget for industry consultation.”*

JRG update

The Epidemiology Project originating from Massey is an integral part of the 3 approaches funded in part through the successful FRST bid won by AgResearch. This on farm project is considered a critical and fundamental work for developing an understanding of the disease on farm and so that risk factors can be identified and that practical management techniques are developed. This is particularly important if vaccination should not be an option either in practical terms or if market forces prevail and vaccination is counter productive in the sales area.

Progress to date

Deer Industry New Zealand’s budget round includes provision to underwrite the Johne’s Research Group Epidemiology project funding for the next 5 years. The Board has confirmed “That Deer Industry New Zealand confirms additional funding to DEEResearch for the years 2004/05 to 2007/08 to underwrite the epidemiology study for Johne’s disease developed between the Johne’s Research Group and Massey with FRST funding”.

The confirmation is conditional on:

- 1) DEEResearch’s receipt of acceptable full proposals from research providers
- 2) Completion of a full research contract on DEEResearch’s standard terms and conditions
- 3) Satisfactory progress and completion of milestones on schedule and within budget
- 4) Johne’s Research Group continuing its efforts to secure DFA Branch funding for work in this area prior to the availability of any Deer Industry New Zealand/DEEResearch support.
- 5) Ongoing work to develop a JD research programme collectively and in co ordination with other industries
- 6) Ongoing surveillance of international work in the area of JD to exploit any opportunities for co-operation
- 7) Ongoing investigation into other sources of funding

Funding commitments

Funding Source	2003/04 (\$000)	2004/05	2005/06	2006/07	2007/08
DEEResearch	Nil	Up to	Up to	Up to	Up to
	Funded	\$85.1k	\$87.4 k	\$89.8k	\$14.3k
	100% by	After	After	After	After
	JRG and	Branch	Branch	Branch	Branch
	Branches	funding	funding	funding	funding

Remit 5 – Cervena® promotion within New Zealand

“That the New Zealand Deer Farmers’ Association recommends to Deer Industry New Zealand that it develops and implements a positive strategy in promoting and encouraging the consumption of venison/Cervena® within New Zealand, especially the tourist areas.”

Progress to date

Following conference the CEO and Chairman of Deer Industry New Zealand visited all venison marketing, processing and exporting companies for discussions and on the venison markets and future opportunities amongst a number of issues.

The NZ domestic market was a formal topic of discussion.

Several companies have markedly increased their domestic presence with new retail opportunities exploited and participation in food shows in Wellington and Auckland. These opportunities and promotions were attended and assisted by the Deer Industry New Zealand Executive chef. Two companies have recently launched retail venison products through national chain supermarkets.

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.”

A card vote was conducted, resulting in 197 being in favour and 132 against.

Progress to date

A request for consideration of two Associate members who act on the Committee of the Rotorua branch has been formally received by the Chairman of the Executive Committee as required by the remit.

The remit itself will be required to be presented as a Constitutional change to accommodate the new membership status as proposed and approved at the 2003 AGM (June 2004). The NZDFA’s solicitor has drafted the formal wording, defining Elected Member in consultation with the Branches involved. The Branch Chairmen have endorsed the spirit of the remit in its promotion and formal passage in 2004.

Remit 7 (Deer Industry New Zealand): lost

Remit 8 (market information): lost

Remit 9 (pastoral board): lost

Remit 10: Access to Minutes

“That the NZDFA release the Executive Committee meeting minutes, conference calls, etc to members, branches and affiliated societies on request.”

The Executive Committee confirmed at the time of AGM that the requests would be honoured and that there was a simple procedure in place with a request in writing for such copy. The Executive Committee have also endeavoured to update Branches by way of bullet point summary or teleconference points and notes of interest from meetings and decisions that impact on the NZDFA function and membership.

No formal requests have been received to date.

...continued on page 12

NZDFA remits continued...

Remit 11 GMOs and the Moratorium

“That the NZDFA facilitates consultation and education before July 31, 2003 on whether the moratorium on GMO (genetically modified organisms) release be continued for a further three years and whether GMO research should be contained in the laboratory and not enter the food chain.”

Producers through their Branches have strongly supported the industry policy in relation to Genetic Modification:

In brief:

- Policies relating to GM must be driven foremost by market and consumer needs, and will therefore change over time if and as market and consumer needs and attitudes change.
- Subject to consumer and market needs, decisions about GM must be based on sound science.
- Support of the precautionary principle in relation to GM such that the industry would not support the introduction of GM into the environment/food chain until the risks associated with that course of action are properly understood and can be assessed as acceptable.
- Does not support the introduction of GM organisms into animals or into the deer industry food chain (including pastures and feeds) at this time.
- Supports the use of biotechnology in laboratories and will seek to exploit laboratory findings into production systems through the use of existing accepted technologies (e.g. use of GM for marker assisted selection for animal and pasture species).

Progress report

A consultation paper was prepared by the CEO and Producer Manager with detailed input from the Life Sciences Network and the Sustainability Council with agreed positions and interpretations of the issues. The paper was circulated on June 24th to all companies and all DFA Branches and posted on the website.

Feedback was variable but not particularly strong in numbers. There was generally strong support for Deer Industry New Zealand's current policy but opinion was evenly split on whether the moratorium should be extended. The Deer Industry New Zealand Board agreed that any submission to the Select Committee should not make a case either for or against extension of the moratorium.

The Deer Industry New Zealand current policy is as above.

The Producer Manager presented in writing and orally to the Select Committee representing a strong view in terms of the moratorium that producers, while divided on the issue of moratorium extension were concerned that the powers and effectiveness of ERMA in terms of review and control of any applications needed to be without fault or weakness. This submission advocated that the deer industry was not likely to use any GM technology for any sort of productive gain but in general terms was in favour of controlled research in containment facilities being continued under rigorous protection.

Main points of that submission are presented below. Branches have been circulated with the written submission.

We (The NZDFA) have a clear majority view agreeing that the potential loss of New Zealand's status as a GM-free food producer is a significant issue for the deer industry and for New Zealand's market position in total. This reinforced the need for urgent and informed consultation with all industry stakeholders.

In summary these points, from a deer industry perspective, include:

- *The New Zealand farmed deer industry vigorously supports and promotes deer farming systems that embrace natural, sustainable farming with minimal artificial inputs. This allows farmed deer to fulfil their productive potential in conditions as close possible to those that occur naturally.*
- *New Zealand's international image and reputation are a vital part of that commitment to excellence and our current and expanding market positions.*

New Zealand must keep its options open. (Preserving Opportunity)

- *Minimise and manage risk with the processes now in place*
- *Preserve opportunity for co-existence of all forms of agriculture*
- *Development of a strong biotechnology policy*

Establishment of absolute rigour in control

- *These systems are capable of embracing new biotechnology and further developments in genetic modification with sound research and planning but only once needs for appropriate safeguards and market acceptance have been satisfied.*
- *Such decision-making will be highly responsive to market signals and is considered currently totally unlikely and ill advised from a market perspective.*
- *Some deer products of the future may have huge potential in nutraceutical, medical and pharmacological areas. Should our internal and international customers be convinced by the protocols and safeguards in place, and if GM techniques provide additional value at the point of end use, we believe that through informed choice the industry may rapidly incorporate such technology.*
- *Containment and a complete exclusion of risk of these products of research and technology development from entering the food chain are an industry demand at this point.*
- *The NZDFA acknowledges that the GM debate has been and still is rigorous with strongly polarised viewpoints. Overall, we believe that in the interests of New Zealand Incorporated, research in GM technology is in the long term good for New Zealand. This will be only so provided the appropriate controls and functional mechanisms are in place to control, regulate and protect research, the public and potential release and use.*

Since the time of submission on the Royal Commission's findings, deer farmers individually may have developed further a position that is more precautionary in approach in relation to the lifting of the moratorium and the need for caution in proceeding with any release or application for release.


Remit 12 Land Access

“That the NZDFA and Deer Industry New Zealand be proactive in watching developments and submitting our views and needs as landowners to the land access reference group.

Actions must include going as far as supplying directly submission forms and information to all deer farmers for their signature and return to the appropriate land access reference group or other bodies that may be developing new regulations.”

Progress to date

The Land Access Reference Group conducted a nationwide series of meetings during late September and October. Branches have been encouraged to attend local activities including both stakeholder meetings and the wider public fora. Submissions to the public consultation and draft plan closed on 30 November.

The Producer Manager developed a submission following Branch discussion at the Chairmen's meeting and attending a series of consultation meetings throughout New Zealand. There were early concerns that the freedom to roam at will movement was part of the process. That has been totally rejected. Deer farmers' concerns over safety and welfare of animals and the right for farmers to impose their own farm management reasons to deny access across private land to public lands on negotiated and clearly marked access routes will be vigorously defended. The industry supports the recommendation to reverse OSH and rural fire responsibility to the user rather than the land holder as recommended by the Reference Group to Government. 

Win the hunt of a lifetime

As a member of the Game and Forest Foundation, the Deer Farmers' Association continues to make a valuable contribution to the work Game and Forest undertakes. The common bond between the organisations and individuals that make up Game and Forest is that they all value game animals.


Whether from a farming, recreational hunting, guided hunting or simply aesthetic perspective they collectively have contributed up to \$470 million annually to our economy, not including the indirect recreational benefits of hunting.

Wild deer have been generally under control for some decades, and the development of deer farming, as we know, had its origins in the process of bringing deer under control. Unfortunately legislation has not kept up, and is now well out of step with the modern environment. Attempts by so-called conservation organisations to degrade the status of deer and other game animals back to pests and having them included in statutory documents such as Regional Pest Management Strategies and the DOC Deer Policy are clear examples of how out of step they are. Further restricting the areas where deer can be farmed and reducing their wild range are all symptoms of an agenda based in ideology rather than reality.

Despite this, the overall value of game animals in New Zealand continues to increase. The trophy value of stags is now an integral part of assessing the value of many animals and tourist hunting and development of game estates

provides deer farmers with an additional and growing outlet for stock with potential for growth. Recreational hunting is also undergoing a bit of resurgence.

Our ability to continue to advocate in the interests of all those that value game animals requires ongoing funding. To help secure that funding, the Professional Hunting Guides' Association has donated a number of hunts for inclusion in a raffle (see details inserted with this issue of Deer Industry News). The major prize is a 15-day free-range guided hunt for a Red Stag, Fallow Buck, Sika Stag, Bull Tahr and a Chamois Buck. With all accommodation, food and \$3000 worth of international air travel included, it is a tremendous prize for anyone with an interest in hunting. A Swazi apparel tahr anorak donated by Dave Hughes adds to that value.

We know that many deer farmers have been and continue to be active hunters and we hope that you will take this opportunity to help us continue the work we have started by supporting our fundraising initiative. 

Garry Ottmann
Game and Forest Foundation
g.ottmann@gameandforest.co.nz
 027 22 18 337

Doncaster Annual Stag & Yearling Hind Sale

2pm 8th January, on farm Waipahi



Koros at 11yrs
370 sci



Izack at 9yrs
364 sci
8.165 SA at 10



Cadiz at 8yrs
Growing out



Krona Romanian
at 5yrs 6.7 SA

Approximately 24 top 2yr stags and 30 selected yearling hinds by the above stags.

These **EASTERNS** are tops for: Temperament Fertility
Early Calving Growth Rates

Limited semen from our sire stags will be offered.

We are proud to be part of the invermay sire referencing scheme and breeding values for these animals will be made available.

For information or prior inspection contact: L . Doncaster 205 8899
 P . Crowle 025 905786, J . South 025 357364, B . Duggan 025 324212

Nelson industry pioneer looks back

At 74, Norm Parkes, the NZDFA's recent nominee for life membership, could talk for hours about his experiences in the deer industry and not repeat one. He has an endless supply of stories and is more than happy to recount them.

Like many first-generation deer farmers, Norm's earliest contact with the animal was through deer stalking. But by the 1970s, when deer became far more valuable alive than dead, he had turned to deer recovery.

Those were exciting days, working with a mate, the late Jim Kane who would fly up from Manapouri in his helicopter. They'd catch 25 - 30 feral deer every three weeks in the spring, and recovered more than 400 animals over a four year period.

While it cost about \$700 to catch each one, they could be sold for \$1200 - \$1400 after a short period to settle them down. As demand grew, through the 1970s and early 80s, so did prices. He was able to get about \$2000 for what he describes as 'a miserable yearling hind' and then as the prices climbed higher on the back of generous tax write-offs for investors, a reasonable breeding hind fetched as much as \$3000.

He launched into farming deer in 1976, when he fenced about 20 acres and stocked it with the deer he'd caught locally. His was only the second deer farm in the Nelson region, and the original licence number for his farm is 56.

He clearly remembers the first deer auction in New Zealand, possibly the world, held in 1977 at Sir Tim Wallis' property at Wanaka, when the pioneer aviator laid on seven tons of beer to celebrate the end of the auction. Norm had been part of a venture to supply a Canterbury company with venison for export, and the company, Edmonds, purchased 25 good, strong young deer on his behalf at the auction, to help him build up his stock. Several years later, Edmonds warned him prices for breeding animals were getting too hot. He took their advice and sold around 60 hinds for an average of \$2275.

Two months later the market indeed crashed - and he was



Norm earlier in his deer farming days with a good 4kg head.

able to restock with around 150 better quality Fiordland hinds for just \$800 each.

When Edmonds decided to exit the industry, he bought out their 50% share with several investors, eventually buying out all the shareholders.

In the early 1980s, Norm felt there was a need for a local branch of the New Zealand Deer Farmers' Association, called together a number of others involved in the industry and was duly elected founding Branch Chairman. A highlight for him was in 1983 when Nelson (*Nelson, the Place to be in '83*) hosted the NZDFA conference. About 800 people made the most of what the region could offer. At that conference, he remembers, they put into place the format for Branch Chairmen's meetings that still operates.

Another highlight was an "excellent" three month world tour he and wife Helen took the following year, organised by the NZDFA, which took them to look at deer farming in Canada, the United States, Great Britain (including the Queen's Deer at Windsor Park), Europe and China, as well as velvet processing in Korea.

In 1987 he was elected to the NZDFA Council, and still regards it a privilege to have served under then Chairman, Ian Spiers, who he regarded as a stalwart of the industry. By 1991 he felt he had made his contribution to farmer politics and stood down from the Council and the local Branch. However he was subsequently re-elected Branch Chairman.

Norm maintained his commitment to the local deer farming community over three decades, regularly providing his farm as a base for field days and social activities over the years. A major benefit for the local industry was the deer sales complex he constructed on his farm, with enclosed seating and extensive yards, available for local farmers to use.

Although the waning popularity of auctions means this facility is not used so often now, it turned over \$1 million in one year during its heyday.

He believes the NZDFA to be a great organisation that has brought together people from different walks of life. He recognised that there was a need for restructuring within the industry, but was not always happy with the way it was being done. And he believes it is essential that grassroots farmers do not lose control of their industry.

In the longer term, he sees a need for an integrated, wider-based pastoral industry organisation, to increase the strength of New Zealand's primary industry. There is a lot of common ground between all livestock farmers, he says, all focusing on the need to improve productivity and the quality of their product, and ensuring there are markets for what they produce.

Norm and Helen Parkes live on the family farm at 88 Valley, not far from Nelson.



Helen and Norm Parkes.

...continued on next page

Target the Future, Expanding the Vision – Taupo June 2004



Conference theme is set and the programme rapidly advancing for what will be a major meeting where deer industry directions and the many new challenges faced in recent months are discussed.

The Tongariro Branch wanted to link the 2003 theme with updates on new advances in venison marketing in Europe and seeks new faces and farming ideas as part of the technical session programme. Themes of sustainability, practical agronomy and integrated farming of complementary livestock into deer farming operations have been suggested.

The launch of the Landcare Manual and its distribution to all deer farmers will be an opening day highlight with commitment and support from the Minister of Agriculture, who plans to attend.

In the short two days of Conference itself, a full programme follows the traditional AGM/FGM with planned technical sessions and an extension of the 2003 open forum to discuss industry issues and to encourage debate. In the busy available time we will also attempt to free up time for discussion at the Conference breakfast sessions.


The Tongariro Branch has put together a strong committee to create local themes and will also feature the heritage of the area and its colourful characters.

Early arriving delegates will have the chance to visit local properties and see first-hand some new developments in

specialist pasture systems for feeding hinds and calves and in finishing use with contributions from leading agronomists and farm managers and their consultants.

The 2003 Conference organisers, DCMS, won the bid to coordinate activities, registration and organisation. The Wairakei resort offers the advantage of a single venue and extensive facilities with numerous opportunities for diversions and associated activity. Spectacular entertainment is again on offer at the Awards evening. With these advantages, a competitive and reasonably priced package on par with 2003 is expected.

The Branch will recognise those who have travelled earlier for the national field days and who wish to base themselves in the area with options of a unique Sunday Golf tournament or, weather permitting, an opportunity to fish Taupo's remarkable waters.

Full details and an early registration form will be available in February. This is an event designed for farmer involvement and local support at all levels with a target on the industry's future and expanding the vision so clearly stated by all parties at the 2003 event in Timaru. Not to be missed. 

The draft programme incorporates the following suggested conference format:


Monday 21st	am/pm:	Branch Chairmen's meeting
	pm	Informal field trip to Landcorp farming and local activities
	Evening:	Informal drop in Delegates, Branch Chairmen, Deer Industry New Zealand staff etc at Wairakei.
Tuesday 22nd	am	DEEResearch Technical sessions
	pm	NZDFA AGM
	Evening	Opening Function (Venison Spectacular extension of the Timaru theme) Launch of Landcare Manual (Minister of Agriculture), Environmental Awards.
Wednesday 23rd	am	Open Forum Keynote speakers and "Burning Issues"
	pm	Deer Industry New Zealand FGM, referendum results, Board Q&A
	Evening	Deer Industry Awards, entertainment and formal conference dinner. Conference close.

Nelson industry pioneer continued...

His great-grandfather had purchased 80 acres in 1851, and Norm is the fourth generation on the farm, which is now around 2000 acres. About a thousand acres of that was cleared of gorse and turned into productive pasture in 1946, when Norm returned from college in Nelson.

Beef and sheep are still an important part of the farm, but about 300 acres are deer fenced and Norm has established self-contained breeding, venison finishing and velvet units. In recent years, the velveting herd has been reduced, the venison herd has grown, and the farm now buys in some weaners. He has also introduced Hungarian strains into

the herd in the last few years, as the yield of venison is better and they produce less fat, now a key requirement in many markets.

While Norm is still actively involved on the farm, he has tapered off his workload recently and has handed over management to one of their sons, Ian. He has experienced some health problems, which he says he is now getting on top of, and is looking forward to having some time to enjoy other things in his life – spending time with his wife, travelling, leisure and family. Norm and Helen have two sons, four daughters and 15 grandchildren. 

Obituary: Allan Riddell Harrison

Allan, who was one of New Zealand's most respected hunters, died recently in Queenstown. Allan was a born perfectionist and hunter – everything he tackled he put 110 percent effort into it. He was born at Dipton, Southland and grew up on the family farm there which he eventually took over. It was from the farm he launched his many hunting forays into the back country. Often these early hunting trips were with his friend and well-known Wapiti farmer, the late Gordon McDonald. Allan hunted extensively in Fiordland for Wapiti and he also made a trip into Wet Jacket Arm for moose in the 1950s with the late Jim McIntosh.

In 1971 Allan and the family travelled to Alaska and Canada where he hunted and photographed extensively. While there he realised his boyhood dream to hunt moose, along with other trophies. Allan also made three trips to Africa hunting in Angola, Southern Africa and further north into the Sudan. He eventually sold the farm and moved to Queenstown where he set up a world-standard wildlife museum.

However, deer farmers will remember Allan as one of the two inaugural judges (along with John Murray) of the Hard Antler Section in the National Velvet Competition in Invercargill. Initially, they judged the antlers using the

European C.I.C. scoring system, which was amended to apply to antlers that were not attached to the skull. Eventually, this system was replaced by the American SCI system which Allan and his assistants carried out with enthusiasm and dedication – often measuring the heads officially, then measuring some of the top heads again in the New Zealand Douglas Scoring System, so they would know how they ranked by comparison to past great New Zealand heads.

Allan gave his time for judging at the Nationals because he was both interested and passionate about deer heads and also was regarded as one of the most knowledgeable people on deer antler. In fact, he was one of the earlier people to have deer on his farm. He had a very small herd of White Fallow deer which he had caught as fawns in the Greenstone/Mararoa area. This was in the 1950s, long before it was legal to have deer on farms.

Allan died in the hills where he loved to roam so long as there were still wild animals present. He is survived by his wife, Marjorie, and their two daughters and their families.

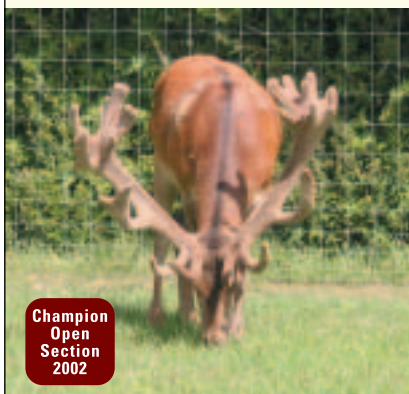
Contributed by Walter Somerville

NETHERDALE



RED DEER

David & Lynley Stevens



**Champion
Open
Section
2002**

Maximus @ 6 years



Armani 8.66kg @ 6 years

17th Annual Sale - Elite Red Deer

Tuesday 6th January 2004, 4pm on property, Balfour, Southland

- **Approx 30 Elite Red Sire Stags - 3 year old**
- **Approx 10 Commercial Stags - 3 year old**
- English (Pure Warnham), Fuzzeland, NZ and Yugoslavian bloodines
- Selected for velvet, growth and temperament
- Velvet will be displayed on sale day

Progeny of the following Stags

- **Adonis DG - World Record No.1 @ 6 years, 523 SCI score**
- Myson - 10.05kg @ 7 years, 307kgs LW
- Armani - 8.66kgs @ 6 years (son of Squire)
- Braveheart - 7.75kg SA2 @ 5 years (Buccaneer son/Tower Farms)
- Malcolm - 6.10kg SA2 @ 5 years (son of Caesar/Beaufort Lodge)
- Magic - 7.10kg SA2 @ 5 years (son of Caesar/Beaufort Lodge)
- Friar Tuck (Cranbrook Park - Pure Warnham)

Offering will also include

- Approximately 60 13 month recorded red hinds (daughters of Maximus, Armani, Braveheart, Malcolm)
- Approximately 60 2 year old velvet stags (1.90kg-2.50kg velvet weight)

Semen

- Maximus - 8.38kg SA2 @ 5 years, Champion Open Section Wrightson's, Allcomers Trophy 2002, Son of Adonis
- Armani - 5.80kg SA2 - 1st 3 year old National Champion 2000 8.66kg SA2 velvet @ 6 years

Enquires Welcome

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QA & Tb Accredited

NZDFA Branch Chairmen's meeting: October 2003

The Westpac Stadium was the venue for the Branch Chairmen's latest 6-monthly gathering. While the Wellington rugby team made final preparations on the ground below for their ritual slaughter by the invading "Orcs" in the Division 1 final, the Chairmen were making positive progress through a busy and productive agenda. Day 1 was given over to presentations by the Deer Industry New Zealand team (see Market Report and the Chairman's Report in this issue for the latest). Deer Industry News caught up with proceedings on Day 2 – these are some of the highlights.

Financial report

Susan Gee reported that the NZDFA was on target for its forecast \$9000 surplus. Voluntary subscriptions were tracking ahead of numbers at the same time last year.

NVSB

John Spiers made a presentation on behalf of the NVSB. Key points included:

- NVSB's terms of reference are being reviewed with a view to a more proactive role in risk assessment/management.
- The NVSB is looking to formalise and extend its communication, to engage with more organisations and people with 'on the ground' skills.
- The legislated annual fee (\$61.88) for accredited velveters is due for review next year. At that level it falls well short of meeting the cost of the NVSB programme. There was animated discussion about whether the entire cost of the programme should be met by accredited velveters or cross-subsidised (as it is now) from the general velvet levy. A straw poll indicated about two-thirds of Branch Chairmen were in favour of the entire programme cost being met by accredited velveters.

However the NVSB would welcome feedback from farmers on this issue.

Johne's Research Group (JRG)

- The current research focus is on epidemiology and the search for farms (infected and clear) to take part in a study. Volunteers have so far been slow to come forward.
- The four Branches of the JRG are contributing \$10,000 each, and SCNODFA are carrying out future various fundraising activities and applications.
- There are many fundamental questions unanswered, e.g.: Why is prevalence so low in the North Island? Does it reside in the soil? Is there a genetic predisposition?
- Research will emphasise delivery of practical information to farmers.

2004 Deer Industry Conference

See p15 for full preview. Other points to emerge were:

- The Timaru conference made a profit of nearly \$7000 thanks largely to the input of Telford and those little pink slips you filled in. The aim will be to once again keep the registration fee as low as possible.
- The 'open forum' concept will be retained.
- A Timaru-style food festival on opening night, with chefs drawing straws for different parts of the carcass.

Landcare Manual

- To be launched at the 2004 conference.
- It will be in two parts: Part 1 will be farmer friendly with more technical information in Part 2.
- There will be generous use of pictures and diagrams.

Landcorp presentation

Landcorp Chief Executive Chris Kelly, accompanied by Collier Isaacs, made a keenly anticipated presentation. Key discussion points were:

- Landcorp operates at arm's length from the Government and is expected to be as successful and profitable as a non-Government owned company. It gains no preferential treatment from the Government.
- The current expansion into deer and dairying is to diversify the risks associated with sheep and beef.
- Venison's contribution to Landcorp's farm income is set to grow from 12 to 16 percent by 2007/08.
- Total hind numbers are projected to grow from 50,000 in 2003/04 to 66,000 in 2007/08, when numbers will stabilise at that level, with venison numbers rising from 39,000 to 65,000 head.
- As part of a development programme Landcorp has bought 20,000 capital hinds in 2 years.
- The breeding stag herd is set to increase from 1,300 to 1,900, but there is no formal emphasis on velvet.
- About 60% of Landcorp's deer are in the South Island, as they're better suited to their South Island properties.
- Most of Landcorp's venison (70%) is sold on 6 or 12 month fixed contract. Prices are fixed usually 6 months ahead. Weights and slaughter dates are fixed. Not all animals are committed to the contracts – this gives a buffer to meet any shortfall.
- The contracts give Landcorp stability – they don't always catch the peaks, but they also miss the lows.
- Landcorp is very aware of its size and potential impact on the industry; Kelly said the business could actually help stabilise the market through its size. He believes that there is room for steady growth in national venison production which would give access to new market segments and more stability, he said. At present the industry is 'too small to be big and too big to be small'.
- They have a well-publicised growth strategy and won't make any sudden changes.
- Landcorp will continue to be a 'good citizen' (as is required in the SOE legislation) in the deer industry in areas such as disease monitoring, development of electronic ID, hosting field days, aligning R&D budgets with other research spending in the industry, etc.
- Selection policies are neutral on velvet, while venison is the key driver. The business will remain based on Red deer, with Wapiti only featuring as terminal sires.

Human Capability in Agriculture and Horticulture Working Group

The pan-industry human capability strategy aims to help ensure New Zealand's agriculture and horticulture industries attract, retain and develop the people it needs for its future success. The deer industry, through the Producer Manager, has been invited to work alongside a number of industry leaders to develop programmes and integrate a deer industry viewpoint into the working plans to improve the recruitment and skills of new entrants to the greater industry.

Background

To date there has been little coordination between primary sectors in developing capability and coordinating access to the labour force. Recruiting, retention and upskilling of staff has been addressed at an individual organisational level but there has been no industry-wide human capability strategy aimed at securing the workforce required in the future.

Leadership was required in coordinating this cross sector-industry approach. A governance group of industry leaders was established to identify common needs. They appointed a working group in December 2002.

The working group had to provide a strategic oversight of the human capability issues. A number of base values underpinned its development:

- Recognition that agriculture and horticulture contribute to a greater proportion of New Zealand's exports and GDP each year, but that internationally their competitive advantage is eroding.
- The entire sector must increase the rate of productivity growth and expand into new and value-added products.
- The common denominator to achieving both industry and government targets is the people, education, skills and attitudes required by industry to research, develop and adopt new practices and technologies.
- Currently, human capability within the sector is not sufficient to meet the challenge. It is deteriorating through domestic competition for skilled and educated people, the perception that the sector does not offer a positive career path and the low level of technology and knowledge uptake.
- Human resource capability growth will only occur through a combination of activities. There must be a balance between attracting, developing and retaining the right people and ensuring that research, education and services infrastructures are well supported.

Key outcomes identified

- **Supply:** enough people choose to, and are available to, work in the industry
- **Transformation:** Human resources are trained, upskilled and enthused to meet industry needs
- **Return:** financial and human resources are allocated for best sustainable return.

The strategy then became the catalyst for a work programme. An initial inventory of current government and industry education, research and development projects was undertaken to identify gaps and overlaps.

Achievements to date

In the past ten months the working group has concentrated on looking at industry investment, alignment, collaboration and efficiency benefits for agriculture and horticulture.

Key features have been:

- Scoping and prioritising of projects – major priority projects identified include a careers promotion strategy including collaborative expo work
 - agriculture and horticulture careers
 - website and development of a more long term, wider strategy.
- Career pathways
- Forecasting and stocktakes on work to date
- Inventory of HR tools being developed or now available
- Programme measuring, monitoring and evaluation
- This includes the following completed activities:

Careers promotion

- Participated collaboratively in career expos in Auckland, Wellington, Christchurch and Dunedin.
- The horticulture sector has taken the lead in launching a careers website and the working group is to leverage off this initiative to develop a pan-industry website.

HR management processes and tools


- The dairy industry has launched their HR Tool Kit and the group is currently evaluating expansion of this resource across other primary sectors. Work continues on developing HR tools for employers and will be completed early next year.

Management systems

- Transparent accountability and reporting has been put in place, including management of the \$500k from the Sustainable Farming Fund allocated to this project.
- A secretariat has been appointed, including a communications component.
- A programme manager has been appointed.

The working group has identified a number of further major priority areas for the next three months.

Significant progress has been made towards achieving the outcomes framework. This has only been possible because of the commitment and additional workload that the working group individuals have undertaken.

The working group has laid the foundations required to progress the intent of the strategy. Projects have been prioritised against the outcome framework, with the initial focus being on 'Supply'. 

Deer production management courses in strong demand

Lower schedule prices and difficult market conditions for venison and velvet have not dampened the demand for training in the deer industry.

In fact, demand has been particularly strong this past year, if the experience of Agribusiness Training Ltd is anything to go by.

The company runs deer production management courses among its range of agricultural and horticultural training programmes and, according to managing director Bill Fraser, this year has seen the highest level of interest in their deer courses so far.

The courses are for a National Certificate in Production Management/Deer, and are unit standard-based, combining practical on-the-job training with theory based training, with block courses, discussion groups and field days. Outside specialists such as Deer Industry New Zealand Producer Manager, Tony Pearse, local deer veterinarians, AgResearch scientists, forage agronomists and hands-on farmers are brought in to deliver relevant sections of the course.

Bill, who also takes parts of the course, has been a deer farmer for over 25 years and currently runs a deer finishing unit near Invercargill.

The courses attract a real cross-section of people, including current deer farmers or people thinking of introducing deer to an existing farm, young people already working on deer

farms and others who want to work on a deer farm and are getting some relevant experience to help their employment chances.

The courses cover key areas such as breeding, mating, animal health and welfare, pasture requirements, feeding, venison production, velvet production analysis of production systems, benchmarking and setting goals. Bill says people deciding to do the year-long course need a reasonable amount of maturity as they are working at National Certificate Level 4 between secondary school and university, and should have a bit of knowledge about animal handling and livestock systems.



Hands-on farm experience is a feature of the Agribusiness courses.

While Agribusiness Training Ltd is a nationwide company, Bill says most of the demand for his deer-based courses has come from the South Island. Courses are run where there is sufficient demand.

Currently there are courses underway in Balfour, Alexandra, Timaru, Christchurch, Palmerston North and Taupo. 📍

For more information about Agribusiness Training Ltd's National Certificate in Production Management/Deer course visit www.agribusiness.co.nz, or call Bill Fraser on 03 218 6391.

Arawata

SIRE STAG SALE

NOTE CHANGE OF DAY & TIME

THURSDAY 15th JANUARY, 2004 AT 1pm
on the property, Pine Bush, Southland

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- Approx. 60 performance-bred 13 month hinds & also 40 2 yr old velveting stags

PROVEN RESULTS

Lot 3, 2003 Stag Sale Sold G, Elder Partnership
Sire Brutus II Dam by Lotto

MAGNUM

9.23kg SA2 @ 6 yrs

4.00kg SA2/A2-Vel @ 2 yrs

Lot 3 (2003 sale)

TITAN

Photo 5 yrs
6.2kg SA2 336kg @ 4 yrs

Sale stag's velvet cut and on display at Sale. EBV's are being established.

ENQUIRIES TO: Brian Duggan, Wrightsons Phone 025-324 212 or John South, PGG Phone 025-357 364
VENDORS: John or Walter Somerville Phone 03-246 9803 Fax 03-246 9823
Geoff & Diane Gill Phone/Fax 03-235 2620

For catalogues or more information please contact your agent or the vendors. Light Refreshments Available

Mix of hands-on experience and tertiary training sought

New Zealand deer farms come in many sizes, but they don't come much larger than Landcorp's Rangitaiki Station situated at an elevation of around 2400 feet on the Napier – Taupo highway. This year the 9600-hectare station is carrying over 10,000 Red breeding hinds on just under a third of its area, and is expecting to wean a high 92 percent.

Two thousand hectares is deer fenced for the breeding unit, with over 1000 hectares for the separate finishing unit.

Heading the deer operation, probably the largest of its size in New Zealand on one property is Brett Ashworth, who has been in the role for nearly two years. He has spent most of his working life farming, of that about 18 years on deer farms. He started work on a 'small' unit of about 300 deer in the eastern Waikato, and since then has gradually worked his way up by completing deer farming courses including the Deer Production Management Certificate and moving farms into management positions, managing progressively larger deer farms.

Brett says it is very different for young people wanting to start work on a deer farm than when he started 18 years ago.

"Today, we look for some deer experience or a proven stock handling ability and good stockmanship skills," he says.

"We prefer someone who has completed some tertiary education, perhaps university, polytech or an AgITO course. Rangitaiki is intensive farming on a large scale, and so we would expect potential staff to have a good understanding of things like pasture management, performance targets, feed budgeting, animal husbandry and technology as it can be applied to farm businesses."

Brett acknowledges there is a ready supply of people keen to work on deer farms such as Rangitaiki, but stresses that it is usually hard to find the right people with the right combinations of practical skills and educational qualifications. "It is quite a concern for us at times," he says.

Currently he has three staff working for him in the breeding unit with two in the finishing unit. Because of the farm's

Working through the ranks


Head shepherd on Rangitaiki's deer finishing unit is 23-year-old Jo Triggs, who grew up on her parents' lifestyle block in the warmer climes of the Bay of Islands.

She had heard about the job from a family friend seeking a casual shepherd for the station, and thought it would be a good challenge. After a period as a casual staff member she worked her way up in the breeding unit until being appointed head shepherd in the finishing unit a few months ago. She enjoys working with deer, and particularly likes the contact she has in her current job with young stock.

Jo came into the job with no specific farming qualifications, but she is now setting about correcting that. Apart from general on-the-job training and working with extremely experienced managers, through Landcorp's own training programme, she has completed a number of small training programmes. She has recently started on a major course in deer production management through Agribusiness Training Ltd, which meets AgITO unit standards and is really enjoying the combination of theory and practical work the course provides.

isolation, he says young single people tend to move on after several years – but married staff often stay longer.

Landcorp, with its network of farms throughout New Zealand, offers many employment opportunities and Brett says there is plenty of scope for ambitious young people with good educational qualifications.

"The corporate farming sector today is driven by setting and achieving financial performance targets, and managers have to have their fingers on the pulse to make it work. On properties of this size and within Landcorp, there are good opportunities to graduate up through the system and into farm management." On-the-job training is provided and Brett says staff are actively encouraged to pursue their own tertiary education in relevant subjects. 

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Regional Authorities – get some of your own back!

Like it or not, the Resource Management Act (RMA) has been in place for over 10 years now. In effect it governs the future of deer farming along with all other land-use activities.

If there was a key word that represented the objectives of the RMA, it would have to be **sustainability**. Sustainability is also acknowledged as a fundamental principle of our industry, and is now being written into the DeerQA On-Farm programme.

Simply put, sustainability means that the type of activities we are using our land for today can be continued indefinitely with no negative consequences.

Probably the simplest rule of thumb is to make sure no farming effects (e.g. changed water quality) leave your property.

With the advent of the RMA, regional councils were charged with promoting and policing sustainability. Each regional council individually interprets the RMA and writes plans of performance criteria and rules that they believe the Act requires of them.

Authorities implementing the RMA must produce formal plans for everything they intend to do, to meet the requirements of the Act. Everyone (farmers and non-farmers) can have a say on these plans via written submissions and hearings. Generally speaking, land use criteria are enabling (you usually don't need consent) but water use almost always requires consent.

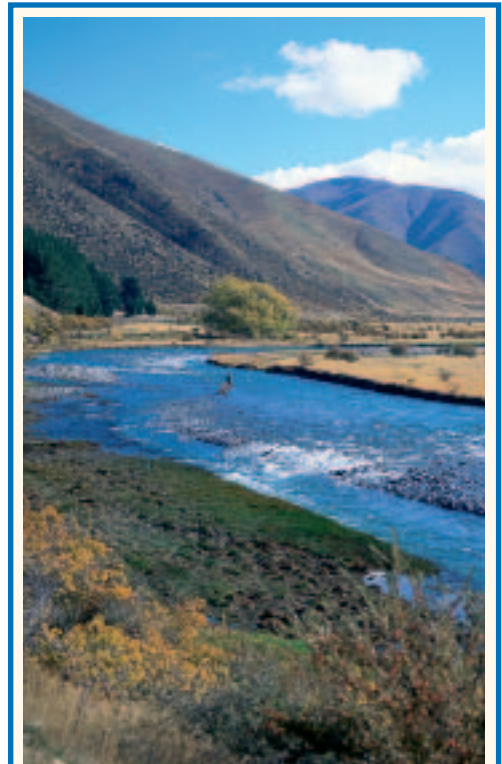
Things get more complicated when land use is perceived to alter water quality, and in turn the ability of the water to meet the expectation of other downstream users – like being clean enough to drink, useable for stock, or for recreation such as swimming, boating and fishing.

If a plan is notified for public input in your area, go to the public library and have a look and assess its implications for you. Federated Farmers has considerable expertise in defending the rights of land users on these matters and on several occasions recently our industry has liaised with them on resource rights issues through submissions and hearings processes.

Getting your own back

While the means are available to deal with occasional despoilers of the environment, regional and district authorities are generally keen to avoid the courts and put a lot of resource into education and prevention. Cynics may say these resources are paid for by their rate money anyway. Even if that's the case, why not divert some of it back onto your place?

There is a wealth of free advice available from your local authority's office and you may be pleasantly surprised to find that there are often special funds you can apply to to help pay for specific projects on your property – especially those protecting waterways and indigenous vegetation. 📄



Landcare Manual Update

- A preliminary draft (160 copies) of the manual has been released for comment.
- Non-farmer groups (mainly regional councils) were included for first time.
- Over 70 submissions were received – 50 from the past pool of contributing farmers, and 20 from regional councils and other environmental professionals.
- The committee is targeting release for early next year and the manual will be officially launched at the June 2004 Deer Industry Conference at Taupo.

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Wrightson - Brian Duggan 025-324-212**



Velvet

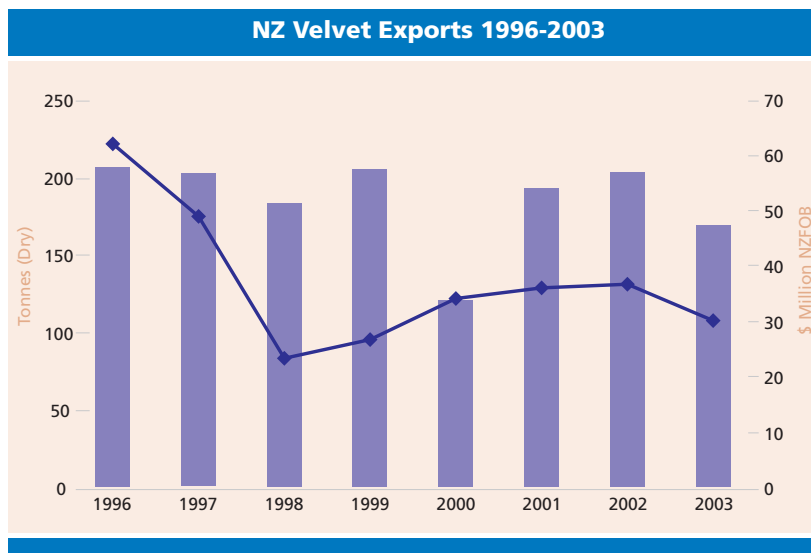
The weaker exchange rate is impacting on velvet prices, alongside alleged velvet stocks from last season. The market will be one of the things on the minds of the top velvet scientists and industry professionals from all over the world assembling at next February's International Velvet Antler Symposium, hosted by New Zealand in Queenstown.

Velvet Pools

- Velvet pools began the season back between 28% (SA) and 16% (C) in comparison to the last pool of the 2002-03 season. Buyers are citing the exchange rate, some velvet stocks remaining from last season and a large quantity of Canadian velvet ready to enter Korea as reasons for the slow start.
- Compared with the same time last year, the New Zealand dollar has appreciated 27% against the US dollar, accounting for almost all the change seen in this season's pricing.

Exports

- Velvet exports to year ended September 2003 were 168 tonnes (dried equivalent), down by 17% on the 203 tonnes exported to September 2002.
- The export value of deer velvet was approximately \$30 million (FOB) for the year ended September 2003, down 19% from \$37 million to September 2002.
- At the time of writing, exporters are commenting that the exchange rate is of particular concern. It currently takes 735 Korean Won (KRW) to buy one New Zealand dollar's worth of velvet. At this time last year, it took 595 KRW. That means that if an importer was paying \$100 for a kg of velvet last year, they would only want to be paying \$77 this year to pay the same amount in KRW.



- The Korean economy remains an important factor in velvet sales. Recently, there have been some comments that the Korean economy is showing signs of recovery. For example, a report from the Korea Times newspaper stated: "Fuelled by brisk exports, the nation's economy has been slowly turning onto the track to recovery, according to Bank of Korea Governor Park Seung. 'Most economic indicators are showing signs of improvement,' Park said. 'The economy is now being led by exports, and industrial production, by shipments and construction all are undergoing a recovery.'"

Market Talk: Fun, Science and Networking at ASPT2, Queenstown

Chair of the organising committee for next February's International Velvet Antler Symposium, Dr Jimmy Suttie, is promising a fun, exciting and interesting velvet science event that all in the industry will benefit by attending. Register quickly to get the early-bird special for full registration of \$660, which has been extended to 31 December.



About 220 delegates from around the globe, but predominantly from Asia, North America and New Zealand, are expected to attend the 2nd International Symposium on Antler Science and Product Technology (ASPT2), which is being held at the Millennium Hotel in Queenstown 24-27 February 2004. It follows the inaugural event that was held in Banff, Canada in 2000.

"The symposium will gather together thoughts and ideas on human health opportunities for velvet and galvanise science in the area," Dr Suttie, food science platform leader for AgResearch, says.

Over 30 speakers from nine countries have been attracted to participate in 13 sessions over the four days covering basic antler studies, antler removal and welfare, velvet composition, processing, clinical efficacy and market updates.

"New Zealand benefits from drawing together many of the world's top velvet scientists to focus on velvet research and development because it underscores our country as a source of quality velvet, where production is underpinned by good science."

Some of the top speakers include clinical researchers who have studied the effects of deer velvet in promoting health in areas such as liver function, arthritis and athletic performance.

Venison

Exports are up on this time last year and schedule prices remain at low levels. Venison promotion continues its busy programme, with success reported for the supermarket tasting tour of Germany.

Schedule

- At week 49, the average published schedule price was \$4.31 – 7% lower than the same week last year (\$4.59) and 29% lower than the 10-year average (\$6.06).

Production

- Venison production for the 12 months to October 2003 was 553,455 animals – a 12% (3,151 tonnes) increase on last year in volume terms.
- Average carcass weights continue to track below that of previous years – the mean for the year-ended October 2003 (53.4 kg) was 1 kg below the average for the year-ended October 2002 (54.4 kg).

Exports

- The total volume of exports for the year-ended September 2003 was 17,613 tonnes, 9% above that shipped in the year to September 2002 (16,122 tonnes).

New Promotional Materials

- New English venison recipe brochures are being distributed throughout New Zealand and other English-speaking markets. Copies can be downloaded from the www.deernz.org website or obtained from Venison Marketing Services Manager Mat Moyes - email mat.moyes@deernz.org or phone 04-381 6011.

New Zealand Promotion

- Cervena® retail promotions at Moore Wilson's, a leading gourmet retailer in Wellington, have encouraged shoppers to sample product and have had a good response.

Delegates and their partners also will find ample networking opportunities over the supporting poster sessions, trade displays, industry exhibitions and planned social events, including the conference dinner on the Thursday evening. Sponsorship opportunities are also available for interested parties.

New Zealand deer research will be in the scientific spotlight next February as ASPT2 takes place immediately after the inaugural World Veterinary Deer Congress which is being held at Queenstown from 22-24 February.

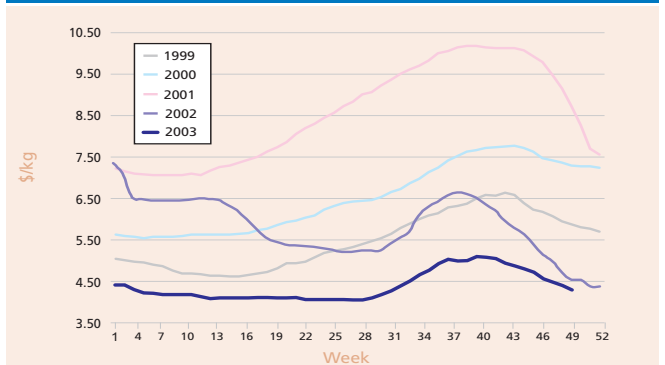
ASPT2 will interest researchers, nutraceutical marketers, producers, regulators, processors and consumers of antler products. Registration forms are available from Linda Murray, AgResearch on 03-489 9011 or linda.murray@agresearch.co.nz or see www.aspt2.co.nz

MARKET INDICATOR PRICES (BONE IN HAUNCH)



Source: PPCS

WEEKLY AVERAGE SCHEDULE - 60KG AP STAG



Source: Agrifax

- Visitors to the Toast Martinborough festival were offered Cervena® at the Ata Rangi winery, where it could be enjoyed accompanied by their pinot noir.
- Venison was promoted by a number of companies at the Christchurch A&P show in mid-November, with chefs preparing mouth-watering samples for the visitors. Duncan Cervena® also scooped the Best Small Exhibitor prize at the show (see Industry News).

Kiwi's Angels

- Three chefs from Los Angeles, appointed as Kiwi produce ambassadors in the US, are in New Zealand and have experienced a Graham Brown on-farm Cervena barbecue as part of their intensive educational itinerary. The ambassadors' programme involves 14 US chefs and sommeliers and is part of a two- to three-year campaign launched in May by New Zealand Trade and Enterprise.

New Market Development

- Market development work continues with venison being promoted at a trade show in China. China holds good opportunities for premium products, is the world's fastest growing economy and the Boston Consulting Group estimates there are 270,600 households in China holding net investment assets worth over US\$1 million.
- Venison promotional materials have been developed in co-operation with a company targeting selected new markets in Eastern Europe.

Consumer and chef ready venison rolls out

Venison, ready prepared for consumers and chefs to use quickly in fast and easy meals, is starting to appear in Danish and New Zealand supermarkets, with the recent roll-out of new retail products from PPCS and Duncan & Company.

While visitors to Anuga were being given a preview of the new PPCS range (as featured exclusively in the last issue of Deer Industry News), two new PPCS chilled venison products – Silver Fern Venison Medallions and Venison Stir Fry – were simultaneously launched in the stores of a Danish supermarket group, CO-OP. PPCS Venison Marketing Manager Glenn Tyrrell says this was a first for both PPCS and CO-OP, and followed a visit to New Zealand by a buyer from the group in April this year.



The 400g packs of PPCS' Silver Fern Venison Stir-Fry and Venison Medallions feature a partially transparent over-wrap enveloping the vacuum-packed product. The New Zealand Venison logo is also used to differentiate venison of New Zealand origin. Zooming in on convenience, the packaging includes nutritional information and simple cooking instructions for consumers on the back of the bags, giving a simple marinade for the stir-fry and suggesting a delicious Chasseur Sauce to serve with the medallions. Each pack has a three-week shelf life, aided by farmed venison's stability.

“CO-OP were looking for a special item to launch at a new store opening in the wealthy city of Århus and we worked together on the concept,” he says, adding that New Zealand chef, Graham Brown, went straight from the Anuga fair to do some in-store cooking demonstrations for the three days.

“The promotion was a great success. It was interesting to watch the reaction of the shoppers and the high purchase rate which followed each tasting. Significantly, many returned the following day to buy more.

“The attractive packaging and simple recipe instructions give new buyers the confidence to try the new product.”

Denmark is a relatively high returning market for New Zealand venison. The higher-value cuts such as tenderloins and striploins go into both foodservice and retail sectors in the market, Glenn explains.



FD portions: just one of Duncan & Company's three new retail Cervena products. Together with the company's PR Medallions and PR Slices, all are from Cervena® animals that fit Duncan Cervena's stringent quality criteria. The PR Slices and Medallions come in handy consumer packs for the immediate 'take-home' meal, while the larger FD Portions allow for a more varied catering option.

Although New Zealand is the world's largest producer of farm raised venison, it has - until now - been relatively scarce at retail but that is starting to change as new products are developed to meet the needs of New Zealand consumers and chefs.

Supermarket co-operative Foodstuffs (South Island) Ltd has linked with PPCS in what the marketer describes as ‘a first’ for New Zealand shoppers: a regular, quality supply of venison available to all South Island stores of New World and Pak N’ Save through Foodstuffs’ regular distribution network. It is hoped that supply will extend to the North Island soon. New Zealand shoppers will be paying \$9.95 for the Silver Fern pack of six medallions and \$8.95 for the stir-fry.

In time for the barbecue season, Duncan & Company launched its three new Cervena® products at the start of November into speciality outlets and the main Countdown and Woolworths stores throughout the South Island. In the North Island, Duncan Cervena® has been available through selected Foodtown, Countdown and Woolworths supermarkets since August and New World and Pak ‘N Save since October, as well as through speciality retail stores, such as Wellington’s Moore Wilson’s and butcheries.

“The initial response to a premium, branded venison product being available at retail has been very positive from both Islands,” says Vinnie Duncan, adding that the company’s ongoing promotional programme involving individual store tastings with Duncan Cervena’s premium portion-controlled, ready to cook retail range is proving a success.

“First time tasters are becoming regular buyers.”

Deer Industry New Zealand Venison Marketing Services Manager, Mat Moyes, says it’s encouraging to see new, innovative consumer products launched at retail in New Zealand and overseas. “Deer Industry New Zealand will look to work alongside suppliers and distributors to assist and support the introduction and uptake of these products through retail promotions,” he says. 📄

Toasting young chefs

Two young chefs have won the opportunity to work for six weeks in the other's country in the first NZ-UK Link Foundation Toast New Zealand culinary competition launched earlier this year.

Edward Raines, *demi chef de partie* at the Castle House Hotel in Hereford, is heading towards New Zealand as the winner of the British competition, supported by the UK Craft Guild of Chefs, Deer Industry New Zealand and Richmond. He beat five other finalists, all aged under 21, in a cook off and interview assessed by a panel of top chefs and food writers. Competitors were required to prepare a meal for four people in less than two hours using produce donated by various New Zealand companies. Edward used Richmond Venison loin in his main course, Sweet Peppered Venison Served with Smoked Cherry Jus.

His New Zealand exchange partner, Craig Crocombe of Wellington's Duxton Hotel, was chosen in Auckland in late-July in conjunction with the New Zealand Hospitality Standards Institute. He has already taken up his prize of six weeks experience in the UK and has worked with several high profile chefs including Peter Gordon and a stint in the large brigade of chefs at The Savoy Hotel.



New Zealand winner Craig Crocombe of the Duxton Hotel (left) has spent six weeks in the UK, working with top British chefs.

Extending tasting in Germany

Five times the usual quantity of New Zealand venison was sold at two Cologne supermarkets during the supermarket tasting tour. The Supermarket Manager is keen to extend the activity up to Christmas and Deer Industry New Zealand is currently revising plans with the supplier to accommodate his wish.

Bookings have been brisk and the tour has already been extended through to 8th December in Munich, Mat Moyes explains, expressing delight at the strong retailer demand to extend the programme. "We're especially pleased at the response we're receiving from retailers. With retail managers asking for the mobile kitchen to return, and the industry committed to retail tasting, we are working towards broadening the programme as wide as possible," he says. Negotiations are underway with exporters and their market partners to keep the mobile kitchen active in the busy pre-Christmas period and through 2004.



New Zealand Venison is on the road in Germany.



Young British chef Edward Raines (centre) receiving his award from Peter Gordon (right). Also pictured (left to right) are: Pat Alston, Robert Alston, Chair of the UK Trustees of the NZ-UK Link Foundation, David Mulcahy, Chairman British Craft Guild of Chefs, Robyn Wilson owner of the Bleeding Heart Restaurant and Trinity Hill Wines and John Retallick of the Craft Guild of Chefs.



British winner, Edward Haines, preparing New Zealand venison loin for his award-winning menu.

Duncan Cervena®: Best Small Exhibitor



A real North and South Island effort won a top exhibitors prize at the Christchurch A&P show in mid-November. Staff from Otago Venison, Mosgiel, and Duncan & Company, Auckland took the Duncan Cervena® roadshow to the show and were rewarded with 'Best Small Exhibitor', coming first out of 360 exhibitors with their Duncan Cervena® booth in the Taste of Canterbury marquee. Vinnie Duncan says that, as with the Auckland and Wellington Foodshow, Chefs' Conference, National Hospitality and Katrina Gordon Shows, the emphasis was on promoting Duncan Cervena® as a healthy protein option, with consistent tenderness and flavour being guaranteed by Duncan Cervena® quality standards. The new retail product lines were available for tasting and purchase by eager consumers.

World Deer Veterinary Conference

Queenstown, 22-24 February 2004


The Deer Branch of the New Zealand Veterinary Association invites you to attend the World Deer Veterinary Conference in Queenstown, 22-24 February 2004.

The conference boasts 30 expert speakers from all over the world. This is your chance to rub shoulders with, and ask questions of, some of the most distinguished names in the world wide deer industry. The programme format involves short overview sessions with discussion periods interspersed throughout.

There will be a field day on 22 February, touring the Wanaka Deer museum, a tour of Criffel Station (owned by Jerry and Mandy Bell of Wanaka), followed by a dinner at the Cardrona Hotel. There will also be an optional (not covered by full conference registration), dinner on 23 February where we will sail on the historic steamer Earnslaw to Walter Peak Station for dinner.

The programme is jam packed with information that is relevant to you as deer farmers in the ever changing world market. Do you want to know what effect Chronic Wasting Disease has had on the North American deer market? What's the scoop on Tb in Canada, UK, and Europe? What's new in reproduction in deer in North America? How about White tailed deer, or Reindeer? Latest disease updates and reviews from all over the globe? Relevant welfare issues in North America, Australia and New Zealand?

You don't have to have a veterinary degree to get great value from this event. This conference directly precedes the Antler Science and Product Technology Symposium in Queenstown on 24-27 February 2004. Queenstown is full of great things to do for you and your family. From adventure sports to vineyards, there's fun for everyone. Come and join the fun in Queenstown!

Full 3 day and single day registration available. 

For more information contact: Lori Linney, Conference Chairman, 03-203-9220, lori@gorevets.co.nz

or visit: www.vets.org.nz/NZVA/SIBs/Deer/deer.htm for registration form and accommodation booking form.



PROGRAMME

Sunday 22

8.00am	Registration
9.00am	Announcements
9.10am	International deer veterinary issues
12.00 noon	Field visits/ BBQ lunch/dinner

Monday 23

8.00am	Diseases
10.45am	Chronic Wasting Disease
11.50am	Wildlife
2.00pm	Reproduction
5.00pm	Close
6.00pm	Deer Branch NZVA AGM
7.30pm	Conference dinner

Tuesday 24

8.30am	Mycobacterial diseases
10.30am	Mycobacterial and general diseases
1.30pm	Welfare
3.30pm	Drugs
4.20pm	Deer vets and deer products
4.45pm	Open forum
5.30pm	Close

Scans give first results for Monitor Farm

Scanning results have placed the first stake in the ground for the aspirations of the Little River MWI Monitor Farm's deer unit, near Akaroa.

Over 530 deer, 7.22 stock units per hectare (su/ha), were fenced into 105 ha of Bill and Matthew Latham's 760 ha mixed sheep, cattle and deer farm, when it opened earlier this year to four years of scrutiny by a group of local agribusiness people. In July, a second community field day allowed a peep at progress to date.

Previously, fawning had been less than satisfactory with between 50-80 percent survival to sale with pre-fawning issues – insufficient weight in first fawners, 'lazy' stags and mating issues – identified as the culprits rather than fawn survival after birth.

The scanning report this year shows that all of the Latham hinds took the stag quickly: 96 percent scanning in mixed-aged hinds. However, Monitor Farm facilitator Phil Everest says a very disappointing scanning of 50 percent in the R2yr hinds is well below the industry standard of 70 percent and other results the scanners encountered this year for R2yr hinds. This is possibly because only 25 percent this year

were above 80kg when they went to the stag due to the dry summer conditions.

However, Phil says the group is chasing 90 percent fawning across all age groups by 2006, so he's pleased with progress.

"Attention to pasture quality, through fertiliser application and oversowing of new species, means that we can also raise the quality of summer feed supply. We hope this will result in heavier fawns at weaning," he says, adding that the weaning date has already been set at 10th March 2004.

Results are eagerly awaited. 

*Our April 2004 edition of **Deer Industry News** will feature the first full year's results after weaning at the Little River MWI Monitor Farm. For further information contact Philip Everest, telephone 03 302 6823.*



Collier Isaacs, Chairman,
DEEResearch Ltd



CHAIRMAN'S REPORT

DEEResearch Objectives and Achievements

DEEResearch was incorporated in 2001 to:

- co-ordinate and provide efficient management of industry-good research in the deer industry
- enable broad input into the establishment of research priorities and the direction of the industry's research programme to ensure alignment with the industry's short term needs and long term strategic goals
- illustrate the deer industry's commitment to research to leverage other funding sources, including government funding.

I am pleased to report the following achievements against these objectives:

- administration costs represent 5% of DEEResearch's total budget. These costs are kept to a minimum although research consortia structures have imposed an additional administrative requirement due to the need for separate accounts and auditing thereof.
- DEEResearch consulted widely with DFA Branches and formed a working group of venison processors/exporters to establish research priorities and assess proposals for research. Summaries of DEEResearch Board Meeting minutes are made available to stakeholder groups to assist communication and facilitate involvement. DEEResearch's communication activities (see below) are another important way that DEEResearch engages with industry participants.
- For the 2002/03 year, as well as the \$1.3 million in FRST funding contributed from FRST via AgResearch for deer research projects within the DEEResearch programme, projects which DEEResearch is involved in are supported with more than \$5 million in funding from other funding organisations and research providers. Opportunities to leverage other research investment are expressly taken into account in assessing research proposals.
- DEEResearch has funded a programme of science which is in line with the priorities and needs communicated to DEEResearch by industry participants (see section below).

2002/03 Year's Research

In the 2002/03 year, the deer industry funded \$439,000 in research projects -funded by Deer Industry New Zealand and the New Zealand Deer Farmers' Association as agreed (more details are available at www.DEEResearch.org):

- **Johne's Disease:** Developing an effective and practical vaccine against Johne's Disease and an effective diagnostic test.
- **TB:** Assessing the heritability of resistance to Tb and the development of an improved Tb test.
- **Leptospirosis:** Assessing the regional prevalence of different strains of leptospirosis, assessing commercial vaccines for their efficacy and developing effective vaccination programmes for deer.
- **Reproduction:** Assessing the impact of genotype on reproductive performance.
- **Nutrition:** Assessing the impact of spring feeding of roughage to improve growth and assessing the impact of brassica crops on trace mineral status of deer.
- **Consortia:** Participation in research consortia with other industry groups and organisations looking at ways to reduce greenhouse gas emissions from livestock (Pastoral Greenhouse Gas Research Consortium Ltd) and ways to improve clover species for livestock product through an understanding of the clover genome using non-GM means (Pastoral Genomics Ltd).
- **Processing Review:** reviewing and summarising research available in the area of processing identifying future research opportunities to assist DEEResearch's research investment decisions.
- **Processing Quality:** development of a test to identify the suitability of products for the chilled market to avoid blown-pack spoilage.
- **Labour and Workforce:** Review of the industry's labour and workforce needs and issues.
- **Environment:** contributing to the DFA Landcare Manual project and the pan-industry Sustainable Agricultural Management Network (SAMSN) project developing generic Environmental Management System templates.

AgResearch funded an additional \$1,309,000 in projects covering deer reproduction, breeding, applied nutrition, vaccine evaluation and meat science as part of the DEEResearch programme, through the FRST "Deer Programme".

Communication

As well as managing the research programme DEEResearch has made considerable efforts to ensure that details of the work underway and research results are effectively communicated to industry stakeholders. As well as articles in industry publications such as *The Deer Farmer*, *Deer Notes* and *Deer Industry News*, DEEResearch was proud to once more support the Technical Session at the Deer Industry Annual Conference.

The DEEResearch website is also a valuable and well-used resource (more than 100 visitors a day). While the electronic database of research papers and articles is the core feature of the website, reports on current projects and their status are also available as well as information about DEEResearch's activities and contact details for Directors.

In addition to this general communication, there is a considerable amount of targeted communication to DFA Branch Chairmen and venison processing/exporting companies.

Future Challenges

Two challenges which must be addressed to ensure an effective and credible deer research programme I believe deserve mention.

I believe DEEResearch is an excellent and efficient vehicle to identify the industry's research needs and to deliver research outcomes for the industry's benefit. However, funding for research from the industry needs to take account of changes taking place at FRST. As public funding of science in traditional production is reviewed and efficiency research reorganised, there is an increasing need for the industry to step-up its investment in research to reduce costs in the supply chain, improve productivity and address issues currently facing the industry or appearing on the horizon. DEEResearch must also identify effective ways to restructure its funding to ensure maximum leverage of funds available.

Secondly, the ability of DEEResearch to deliver outcomes of value to the deer industry requires input from industry participants and stakeholder groups. DEEResearch Board Members are working to assist this consultative process, but without a real commitment from industry participants, DEEResearch will not be able to perform to its full potential. The Board would like to thank those that have provided feedback and input, but generally responses have been disappointing.

Acknowledgements

I thank all of my fellow directors for their time, dedication and support in ensuring DEEResearch continues to deliver its objectives for the industry's benefit. I would also like to recognise the contributions of John Cusdin and Grant Guilford who were founding members of the Board representing the DFA and Universities respectively and who retired by rotation during the year. I would like to welcome Noel Beatson and Graham Barrell who replaced John and Grant respectively.

For more information on DEEResearch and the programmes underway please see www.DEEResearch.org.nz.

DIRECTORS

The Board of DEEResearch Ltd. comprises:

An independent Chairperson appointed by the other directors

- Collier Isaacs; Strategic Planning Manager, Landcorp Ltd; isaacsc@landcorp.co.nz

Two directors appointed by AgResearch

- Bridgit Hawkins; Business Development Manager, Celentis; bridgit.hawkins@celentis.com
- Warren Parker; Chief Operating Officer, AgResearch; warren.parker@agresearch.co.nz

One director appointed by the Deer Farmers' Association

- Noel Beatson; Director of Rural Veterinary Services South Island Ltd, Director of Deer Records NZ Ltd, Director of Deer Reproduction Services Ltd, Member of John's Research Group management committee, Veterinary Surgeon with Rural Veterinary Services, Deer Farmer, nbeatson@mail.es.co.nz

One director appointed by Deer Industry New Zealand

- MJ Loza; CEO, Deer Industry New Zealand, Director of VARNZ Ltd, Group Research Holdings Ltd, DEEResearch Emissions Mitigation Company Ltd, DEEResearch Pastoral Genomics Company Ltd; mj.loza@deernz.org

One director appointed to represent venison processors and exporters

- Graeme Keeley; Technical Manager PPCS Ltd; g.keeley@ppcs.co.nz

One director appointed to represent Universities

- Graham Barrell, Lincoln University, Cattle and Deer farmer, barrell@lincoln.ac.nz

Further contact details for DEEResearch Board Members are available on the DEEResearch website.

ACCOUNTS

An extract from the financial statements of DEEResearch Limited for the period to 30 June 2003 is set out below for general information purposes only. A full set of audited financial statements is available on request from info@DEEResearch.org.nz

The consolidated accounts include DEEResearch Limited's share of the net assets of the research consortia that it participates in through its subsidiary entities. These show a negative net asset position as at 30 June 2003 due to timing of funding contributions and research payments.

DEEResearch Limited
Statement of Financial Performance
For the year ended 30 June 2003

	Year ended 30 June 2003	Year ended 30 June 2003	Period ended 30 June 2002
	Consolidated	Parent	Parent
	\$	\$	\$
Research Income			
Group Research Holdings Limited	241,879	241,879	54,182
NZ Deer Farmers' Association	197,129	197,129	54,182
AgResearch Limited	1,309,000	1,309,000	1,151,307
Other Income - Administration Funding			
Group Research Holdings Limited	9,869	9,869	6,299
NZ Deer Farmers' Association	3,131	3,131	6,299
AgResearch Limited	8,140	8,140	9,569
Total Income	1,769,148	1,769,148	1,281,838
Less Expenditure			
Research Expenditure			
Funded by FRST through AgResearch	1,309,000	1,309,000	1,151,307
Funded by GRH/NZDFA	439,008	439,008	108,365
Total Research Expenditure	1,748,008	1,748,008	1,259,672
Interests in joint ventures			
Share of Net Expenses of Unincorporated Joint Ventures	19,337	—	—
Administration Expenditure			
Chairman's Fees and Travel	6,000	6,000	6,033
Audit Fees	6,875	6,875	4,000
Accounting Fees	2,175	2,175	—
Legal Fees	2,313	2,313	—
Website Depreciation	4,352	4,352	—
Sundry Expenses	777	777	29
Total Administration Expenditure	22,492	22,492	10,062
Communication Expenditure			
Annual Report	2,000	2,000	2,000
Deer Industry Conference Sponsorship	1,000	1,000	3,000
Publicity and Banners	—	—	3,238
Brochures and Logo	—	—	3,866
Total Communication Expenditure	3,000	3,000	12,104
Total Expenditure	1,792,837	1,773,500	1,281,838
Net Result Before Taxation	(23,689)	(4,352)	—
Taxation	—	—	—
Net Result After Taxation	(23,689)	(4,352)	—

DEEResearch Limited
Research Expenditure by Project
For the year ended 30 June 2003

Project	Funded by GRH/NZDFA	Funded by FRST through AgResearch
	Year ended 30 June 2003	
	\$k	\$k
NEW TECHNOLOGIES FOR WEALTH CREATION		
Pastoral Genomics	30	
DEER HEALTH AND WELFARE		
Leptospirosis	33	
Diagnosis, epidemiology and control of Johne's in deer	75	
SUSTAINABLE PRODUCTION AND THE ENVIRONMENT		
Methane Mitigation	25	
PRODUCTIVITY GAINS		
Review: Deer Workforce demand and supply	10	
Review: Deer Processing	10	
Improving the reproductive performance of young red hinds - influence of genotype on puberty and weight thresholds for mating	50	
Improving spring growth potential using supplemental roughage	38	
MARKET ACCESS AND DEVELOPMENT		
Heritable resistance to Tb in deer	75	
Development of rapid PCR kit for detection of blown-pack-causing clostridia	52	
New Tb Test Development	23	
SUPPORT FOR POST-GRAD OPERATING COSTS		
Methane production by red deer and impact of forage herbs	13	
Forage Herbs for natural minerals - impact on growth and venison composition	5	
DEER REPRODUCTION		494
DEER BREEDING AND MANAGEMENT		432
DEER APPLIED NUTRITION		197
DEER HEALTH		140
LAND MANAGEMENT		46
TOTAL SPEND	439	1,309

Vaccine for lungworm under investigation

Controlling lungworm in New Zealand Red deer with a vaccine is closer to reality, thanks to research being done at AgResearch, Invermay.

AgResearch scientist Dr Marion Johnson has found that a cattle lungworm vaccine from Europe, *Huskvac*, reduced lungworm (*Dictyocaulus* sp.) infections in New Zealand Red deer. While the protection it provided wasn't good enough to recommend the vaccine for Red deer in New Zealand, the trial is opening the way for further vaccination development work.

Dr Johnson will now trial another vaccine produced in the same manner as *Huskvac*, but which uses deer-origin *Dictyocaulus* larvae. Working with counterparts at the University of Utrecht in the Netherlands, Dr Johnson will try to identify antibodies to *Dictyocaulus* to develop an effective recombinant lungworm vaccine for deer.

Before they could investigate the European cattle lungworm vaccine as a long-term control option, Dr Johnson and her colleagues had to discover whether Red deer were infected by the cattle lungworm or by a different species.

They ascertained that deer are in fact infected by a separate species, *D. eckerti*, but that they may also host the cattle lungworm, *D. viviparus*.

A cross infection study using hand-reared cattle and Red deer showed healthy cattle eliminated *D. eckerti* infections very quickly

with no obvious clinical signs. It is therefore unlikely that deer-origin lungworm will be a problem to the cattle industry, nor are cattle likely to spread or augment *D. eckerti* on deer pastures.

However, the study showed that Red deer can host *D. viviparus* (cattle lungworm) for a reasonable period, and there may be some subclinical effects. Therefore, Dr Johnson advises against exposure of young deer to pastures contaminated with *D. viviparus*.

No.1 parasite

Lungworm is the most important parasite of Red deer in New Zealand. Deer show few early symptoms of infection, so an outbreak in a herd is usually characterised by sudden deaths, with the animals asphyxiated by a mass of worms in the airways. Lighter infections reduce animal productivity.

Lungworm can be controlled with anthelmintics, but breakdowns in drench programmes do occur, and of course anthelmintic resistance may develop.

Much New Zealand venison is traded into sophisticated northern hemisphere markets where consumers demand 'clean green' product, produced in an environmentally friendly and sustainable manner, with a minimal chemical input. An alternative method of lungworm control is therefore desirable.

Huskvac provided complete protection against challenge in New Zealand cattle, but only partial protection in the deer, irrespective of which lungworm species was used as a challenge. The protection was not good enough to recommend the use of *Huskvac* in Red deer in New Zealand.

Along the way, Dr Johnson in conjunction with Prof. Gasser at the University of Melbourne Veterinary School, also developed a unique method of identifying the separate species of lungworm using DNA technology. Correct identification of different species is crucial for vaccine work and will also pave the way for the development of larval identification kits for diagnostic and epidemiological studies.


For further information, contact Dr Marion Johnson, phone 03 489-9224, email marion.johnson@agresearch.co.nz

Winning heads on show

The 2nd International Antler Science and Product Technology Symposium (ASPT2), in conjunction with Wrightson, plans to display winning heads from the 2003 national velvet competition.

The Symposium takes place in Queenstown from 24-27 February 2004. With the goodwill of the entrants, it is planned to display the three placed heads from all classes from the Southland NZDFA National competition, the Elk and Wapiti Society Nationals and the National 2 year-old competition to the world's leading velvet farmers, researchers and antler product technologists.

Stags and their breeder/owners will be credited in the displays, with the usual care, insurance, transportation and storage support provided by Wrightson.

Organisers of ASPT2 are also considering their own version of the feature hard antler wall of champion heads that was such an attraction at the Timaru conference. 

For further details please contact:

Tony Pearce, Producer Manager, Deer Industry New Zealand, ph 021 719 038; or Philip Irwin, Wrightson, ph 029 918 3398 or your competition organisers.

FARM to LEASE by TENDER

LOCATION:

Ngakuru, 20 miles south of Rotorua.

AREA:

567 acres, of which 500 acres (200 ha) effective.

FACILITIES:

2 Deer Sheds, one with Heenan crush, 3-stand woolshed, 12-a-side Herringbone Dairy Shed, 2-bedroomed farm cottage.

WATER SUPPLY:

Excellent. Free-flowing spring, water mostly gravity fed.

CONTACT:

Ph. 07 333 2720.
email: teanfarmstay@xtra.co.nz

Coming events

2004


- 24 January Elk & Wapiti Society – National EW Competition, Croydon Lodge Gore (ph 03 208 9029 for accommodation); tour of Elk/Wapiti farm on Sat or Sunday. Contact Tom May, tom@mayfieldeik.com Book your discounted airfares now!
- 31 January Fiordland Branch Velvet Antler Competition – 2yr old Plus MA Red & Wapiti/Elk Velvet
- 1 February Manawatu and Horowhenua/Wellington Branch spiker, 2yo & 3yo Velvet competition
- 7 February Wairarapa Branch Velvet Antler Competition: National 2yo Competitions and 2yo Hard Antler Competition. West Bush Stud, Masterton.
- 21-24 February Inaugural World Veterinary Deer Congress. Contact Sue Bastiaansen, 03 756 9002, bastiaansans@maf.govt.nz

Sire stag sale dates 2003/2004				
December 2003				
Tuesday	16th	4.00 pm	Te Puke	Te Puke
Wednesday	17th	1.30 pm	Taihape Red Deer	Taihape
Thursday	18th	1.30 pm	Maranoa	Takapau
Friday	19th	12.30 pm	Egmont	New Plymouth
Friday	19th	3.00 pm	Rockvale	New Plymouth
January 2004				
Monday	5th	11.30 am	Rodway Park Ltd	Rotorua
Monday	5th	4:00 pm	Rarua	Cambridge
Tuesday	6th	12 noon	Windermere	Hamilton
Tuesday	6th	5:00 pm	Tower Farms	Cambridge
Tuesday	6th	11.30 am	Ingor Deer Farm	Waimatua
Tuesday	6th	4:00 pm	Netherdale Deer Stud	Balfour
Wednesday	7th	11.00 am	Deer Genetics	Rotorua
Wednesday	7th	am/pm	Hurunui Red Deer Stud	Hurunui
Wednesday	7th	1.30 pm	Pampas Heights	Rotorua
Wednesday	7th	later pm	Harry Waghorn Red Sire	Location TBC
Wednesday	7th	5.00 pm	Beaufort	Rotorua
Thursday	8th	2:00 pm	Doncaster Deer	Waipahi
Thursday	8th	1:00 pm	Westbush	Masterton
Thursday	8th	12 noon	Cloudy Bay	Insignis
Friday	9th	11:00 am	Canterbury Red Deer	Tai Tapu
Friday	9th	3:00 pm	Harwood Deer Farm	Ashburton
Friday	9th	6:00 pm	Pelorus Red Deer	Ashburton
Saturday	10th	12 noon	Southern Elite Wapiti	Lorneville
Saturday	10th	6:00 pm	Colin Smith Wapiti	Oreti
Sunday	11th	12 noon	Carran Family Fiordland Wapiti	Te Anau
Sunday	11th	6:00 pm	Mayfield Farm NZ Wapiti	Lochiel Winton
Monday	12th	11:00 am	Foveran (Trophies)	Kurow
		11:00 am	Peel Forest Estate	Geraldine
		4:00 pm	Foveran (Elite Sires)	Kurow
Tuesday	13th	1.30 pm	Stanfield's Bushey Park (Warnham)	Palmerston
		6:00 pm	Stanfield's Bushey Park (Eastern)	Palmerston
Wednesday	14th	1.00 pm	Black Forest Park	Outram
Thursday	15th	1.00 pm	Arawata Partnership	Waimahaka
Friday	16th	12 noon	Remarkables Park Deer Stud	Queenstown
Saturday	17th	11:00 am	Marylans Partnership NZ Wapiti	Tarras
Monday	19th	1.30 pm	Edendale NZ Wapiti	Ashburton
Tuesday	20th	pm	S J Mitchell – Don J Greig	Insignis
Wednesday	21st	1.00 pm	Gloriavale	Insignis
Tuesday	27th	1.30pm	Steinvale Wapiti	Taupo
Thursday	29th	5.30 pm	Pinewood/ Brock	Merino Downs Gore
February 2004				
Tuesday	3rd	pm	J Barber NZ Wapiti	Location TBC

This table is based on information volunteered by vendors, advertisers and agents. Deer Industry News accepts no liability for errors or omissions in the above table.

ALL OVER TICK CONTROL

Because it only takes a couple of ticks to lay a thousand eggs



Talk it over with your local manager -

Coming events

- 24-27 February 2nd Antler Science and Product Technology Symposium – Millennium Hotel, Queenstown; register at www.aspt2.co.nz or email Linda.Murray@agresearch.co.nz, ph 03 489 9011
- 16-18 April Deer Industry Association of Australia, 2004 Biennial Conference, Mt Gambier, South Australia
- 16-19 June Mystery Creek Field Days – Hamilton
- 21 June NZDFA Branch Chairmen’s meeting, Wairakei.
- 22-23 June 2004 Deer Industry Conference and NZDFA AGM, Wairakei (timed to link with Mystery Creek Field Days, above)
- 28 June – 1 July NZ Society of Animal Production Annual Conference Hamilton. At LIC/Dexcel campus in Newstead. Contact eric.kolver@dexcel.co.nz

Bayticol Pour-on spreads to both ends of animal attacking ticks where they hide.

Partial treatments may allow ticks to survive, breed and lay eggs, increasing the overall tick burden on the farm and the animal.

Bayticol causes ticks to die, with any surviving adults normally rendered sterile, important as it only takes a couple of ticks to lay a thousand eggs.

Bayticol Value Pack
10% extra FREE plus FREE Applicator.

Available now at participating outlets.
FOR A LIMITED TIME ONLY.



Bayticol
 ALWAYS WORKS

Trusted tick control for over 15 years.



Licensed Animal Remedy No. 5335

it's free Ph. 0800 927733

WRIGHTSON LIVESTOCK MARKET

		November 2003	
		North Island (\$/kg)	South Island (\$/kg)
Weaner Hybrid Stags	Top	2.00	2.00
	Medium	1.50	1.60
	Small Med	-	-
Weaner Red Stags	Top	2.00	2.00
	Medium	1.40	1.30
	Small Med	-	-
Weaner Hybrid Hinds	Top	1.70	2.00
	Medium	1.40	1.70
	Small Med	1.20	1.30
Weaner Red Hinds	Top	1.70	2.20
	Medium	1.40	1.70
	Small Med	1.20	1.20
		North Island (\$/hd)	South Island (\$/hd)
Rising 2yr Stags Velvet potential	Top	375	400
	Medium	300	300
Rising 2yr Hinds Hybrid	Top	280	350
	Medium	250	300
Rising 2yr Hinds Red	Top	260	330
	Medium	220	270
	Smaller	180	240
Mixed Age Stags Velveters	Top	580	700
	Medium	430	550
Mixed Age Hinds Hybrid	Top	300	400
	Medium	250	320
Mixed Age Hinds Red	Top	280	350
	Medium	220	300
	Smaller	180	260

Seasonal Comments:

Reduced venison and velvet returns are limiting factors for new and existing deer farmers from expanding their operations. The rising dollar is impacting heavily on decision making.

North Island Velvet & Hard Antler Competition 2003

Philip Irwin of Wrightson says that the numbers were well down this year but the quality was very high. Kevin Edge from Geraldine and John Spiers from Takapau were the judges.

CHAMPION RED VELVET

1st	Kevin Ramsey	Tuakau	Donta	8.74kg
2nd	B & A Simmonds	Rotorua	G265	6.91kg
3rd	Love Red Deer Stud	Rotorua	7028	6.33kg

MAIDEN RED VELVET

1st	Love Red Deer Stud	Rotorua	7028	6.33kg
2nd	Taihape Red Deer Stud	Taihape	Merlin	7.96kg
3rd	Tumunui Deer	Rotorua	90	6.82kg

3YR RED DEER

1st	Sarnia Deer/West Bush Deer Stud	Masterton	Atlas	7.04kg
2nd	Tower Farms	Hamilton	Watson	6.47kg
3rd	Sheerwater	Helensville	037	4.84kg

4YR RED DEER

1st	Windermere Red Deer Stud	Hamilton	James 2	6.89kg
2nd	West Bush Deer Stud	Masterton	Lugar	6.54kg
3rd	Windermere Red Deer Stud	Hamilton	Travis	6.55kg

COMMERCIAL RED 5 HEADS OVER 25KG

1st	Sarnia Deer	Hamilton		37.22kg
2nd	B & A Simmonds	Rotorua		26.12kg

COMMERCIAL RED 5 HEADS UNDER 25KG

1st	G W Blackmore	Wanganui		24.46kg
2nd	Raroa Red Deer	Hamilton		24.90kg
3rd	Nigel Baker	Wanganui		22.00kg

ELK/WAPITI SUPREME VELVET

1st	Max Winders NPG Elk	Rotorua	Elvis	15.19kg
2nd	Kiwitea Wapiti	Feilding	B166 Toby	13.12kg
3rd	D & N Wilkinson	Masterton	Goldie	11.18kg

CHAMPION ELK/WAPITI

1st	Cotswold Hills – Wilton Turner	Feilding	010	8.54kg
2nd	D & N Wilkinson	Masterton	Rock	7.55kg

RED HARD ANTLER (Scored by certified SCI Measurer, Hub Hall)

1st	JW & JM Ruiterman	Pokeno	Rundell	513 7/8
2nd	Love Red Deer Stud	Rotorua	Carbine	469 7/8
3rd	Rockvale Deer Stud	New Plymouth	Y172 Rolls	420 1/8

Deer Calendar 2004!

It's not too late to get your orders in for the 2004 deer industry calendar.

Through the generosity of the sponsors and the many deer farmers who have already ordered extra copies we've already raised nearly \$3000 towards the John's Research Group's programme. We still have spare copies for sale so don't hold back – they're great gifts for family and friends.

YOU CAN:
download an order form from
www.wordpict.co.nz/calendar OR
call us on 04 384-4688 and
we'll take your details.

HANDY HINT: Introducing the new stag

While there is plenty of advice around for introducing your new and presumably expensive sire stag to his new herdmates, one factor not considered is the importance of a deer's olfactory sense.

A spectacularly effective way to quickly and easily integrate a small number of newcomers into a herd is to take advantage of the deer's keen sense of smell.

Run a number of deer from the mob you intend to introduce the new stag to into the shed before he arrives (presumably it will be a mob of spikers or yearling hinds, not older stags).

Put him directly in with them in the shed on arrival then use a small handjetter to spray the animals over the back and rump with the familiarising fragrance.

Use a water-based scent or flavour additive such as aniseed (try your local health shop) and lightly spray a number of deer, including the newcomer/s. Also spray a few over the head and nostrils.

When they are released into the paddock, the whole group smell unusual – not just the one new deer. There should be virtually no chasing and persistent inquisitive sniffing and the newcomers will settle in easily.

We've tried this on probably a dozen individual animals and on a few small groups of deer – it definitely works.

**Richard Hilson, Vet Services (HB) Ltd,
Waipukurau, Phone 06 858 9060**