

## Summary of progress during this quarter

### Marketing Premium Venison

- The venison market development pilot project into selected Food Services channels in China was completed and a report detailing the outcomes presented to the MWG for their review and consideration. The project confirmed there is a niche market opportunity for venison in China.
- The refreshed Cervena appellation is now nearing completion. The MWG have agreed the visual identity and packaging principles.
- A small research project looking at the opportunity for venison in the on-line health and wellness segment in selected geographies in the US was started.
- Introduction of Cervena into Germany by Silver Fern Farms and their partners.
- On-Farm Quality Assurance implementation is underway. The venison marketing companies are working with AsureQuality on the adoption of the New Zealand Farm Assurance Programme.

### Market Led Production

- 36 rural professionals attended Deer Workshops held on June 15 and 16 at Fairlight Station, Garston, Southland.
- The 'Big Deer Tour 2017' programme held promotional events with farm management students at Massey and Lincoln Universities in May. 14 applications were received with 6 to be selected.
- Most Advance Parties (APs) met during the quarter, Regional Workshops and the AP National Conference substituted for AP meetings in this period. Two new APs were established this quarter, one in Central Otago with an environmental focus and the other in the Central NI with a velvet focus.
- Finalised the scaling and genetic parameters to be used in a new meat module which is to be based on the Deer Progeny Test outputs. A 'Hinds to Terminal Sire' calculator has now gone to test audience including the Deer Select reference group and some breeder groups for further testing.
- The Deer Health Review Workbook was completed and presented to the Advance Party Facilitators on 24th May and also presented at the Deer Industry Conference on 26th May. The workbook will be made available in electronic form initially.
- Trials of the health review process have been well received by those farmers and veterinarians involved to date.
- The Environmental Stewardship Reference Group met on 27 June 2017 to develop a Code of Practice (CoP) for environmental good management.



*Attendees of the Deer Workshop for rural professionals at Fairlight Station, Southland*

### Key highlights and achievements

- All venison companies committed to the introduction of Quality Assurance, but not all applying the NZ Farm Assurance Programme.
- Attendees of the Deer Workshops for rural professionals indicated the workshop had increased their deer knowledge and increased their confidence offering advice to deer farmers. There is interest in further specialized single topic days on deer nutrition and finances.
- National Advance Party Conference held on May 25 in Wellington.
- P2P programme highlighted at the Deer Industry Conference in Wellington
- The Big Deer Tour attracted high calibre applications from agriculture students.

### Collaboration with other PGP programmes

- Supply the Red Meat Profit Partnership (RMPP) deer KPI's for the RMPP benchmark recording website.
- Agreement to support RMPP E-ASD project to ensure inclusion of venison processors. Discussions with OSPRI on mandatory year of birth information in NAIT.
- Discussions with RMPP on the New Zealand Red Meat Story project.

### Collaboration with other Government Agencies

- Completion of the involvement of New Zealand Trade and Enterprise in the China development project.
- Discussion with officials from MPI on means of providing a New Zealand government endorsement of standard farming practises to support marketing claims.

### Upcoming

- Continue the execution of introducing Cervena into Germany by Silver Fern Farms and their partners.
- Individual venison processors to integrate farm quality assurance schemes into their operations in September.
- The next deer workshop for rural professionals is to be held on August 10 at Waihi Pukawa Station in Turangi. More one day workshops to be offered in the future.
- The 'Big Deer Tour 2017' will select participants and finalise the itinerary and will take place from August 27 to September 03.
- Action the roll out phase of the Deer Health Review Workbook.

### Investment

<i><b>Investment period</b></i>	<i><b>Industry contribution</b></i>	<i><b>MPI contribution</b></i>	<i><b>NZTE contribution</b></i>	<i><b>Total investment</b></i>
During this Quarter	\$289,893	\$283,065	\$4,338	\$577,296
Programme To Date	\$2,234,918	\$2,074,993	\$101,035	\$4,410,946