



P2P Passion2Profit – The Deer Industry Profitability Programme

Quarterly Progress Summary: July to September 2015

Summary of progress during this quarter

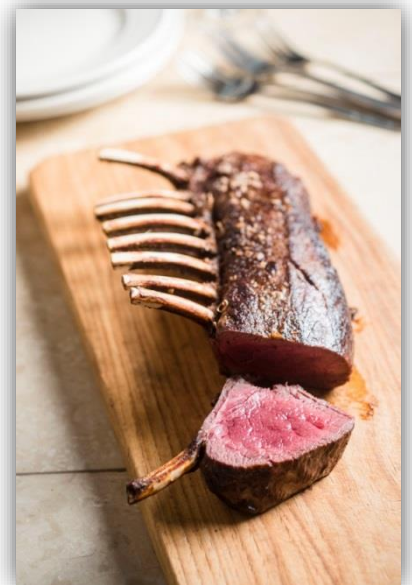
Marketing Premium Venison

- Cervena™ venison promotion trial in the Netherlands completed.
- Reports on activities and chef attitudes received by Venison Marketing Companies.
- Work started on the development of the components of the Cervena Appellation story that will be used to support the sale of premium venison in new and non-seasonal markets.
- NZ Venison Marketing Companies agreed to implement research project in China.
- New Zealand Trade and Enterprise approved participation in the New Market Development project (China).
- New Market Development (China) market research brief agreed among exporting companies.
- NZ Venison Marketing Companies agreed to incorporate Deer Industry On-farm Quality Assurance programme into the Red Meat Profit Partnership (RMPP) farm assurance programme.



Market-Led Production

- Deer Facts folder and first set of fact sheets completed ready for mail-out to 2,200 deer farmers.
- Animal Health Group, Genetics Reference Group and Feeding Group met over the period and progressed plans for the coming year.
- Feeding Group working on setting targets for optimal deer growth with key intervention dates.
- Animal Health Group working on the role of the Animal Health Officer and seeking an industry agreed approach to animal health planning.
- Genetics Group working on impediments to adoption of breeding values in stag selection.
- Work on incorporation of standardized deer industry performance measures with commercial recording companies.



Key highlights and achievements

- 1,200 Dutch and Belgian chefs bought Cervena™ venison over the course of the northern summer.
- New Zealand Marketing Companies committed to developing the commonly owned Cervena™ Appellation for extension into new markets.
- New Zealand Marketing Companies committed to undertake research into the opportunities for premium positioning New Zealand venison in mainland China.
- Deer growth curves as a guide for optimal deer feeding were produced and trialed with farmers.
- Development of industry standard measurement and performance tables to allow progress on industry KPIs.

Collaboration with other PGP programmes

- Discuss with FarmIQ possibility of incorporation of deer industry performance KPIs into farm management software system.
- Regular discussions with RMPP over deer industry involvement with 'Data-linker' project.
- Discussions with RMPP on integration of deer farming quality assurance standards into red meat sector farm assurance programme.

Collaboration with other Government Agencies

- Agreement in principle with NZTE to co-fund China market research, and to explore opportunities to utilize NZTE China based personnel and advice on the development of the market development programme.
- Co-funding for Advance Parties from MPI's Sustainable Farming Fund.

Upcoming

- Agreements with European companies to launch a bigger Cervena promotion in 2016.
- Development of promotion plan for Cervena in Benelux for 2016.
- Sign contract with NZTE to co-fund project 1.2, 1.3, and 1.4 for New Market Development.
- Initial findings of China Market Research to inform selection of target market in Mainland China.
- Agreement on and development of key positioning criteria for the Cervena Appellation.
- Agreement on process for implementation of Industry Agreed Standards.
- Appointment of Animal Health Officer.
- Development of Farm Systems descriptions to enable integration of differing tools emanating from technology packaging work.
- Development of on-line versions of Deer Growth Curves to aid deer farming planning.

Investment

<i>Investment period</i>	<i>Industry contribution</i>	<i>MPI contribution</i>	<i>Total investment</i>
During this Quarter	\$125,789	\$125,789	\$251,578
Programme To Date	\$229,304	\$229,304	\$458,608