

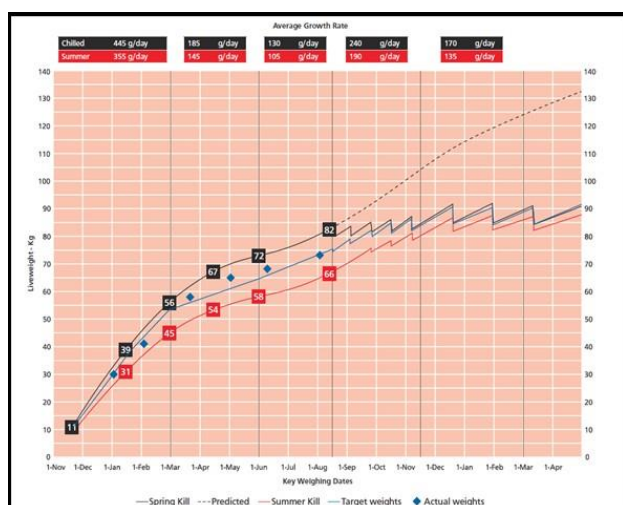


Quarterly Progress Summary: January to March 2016

Summary of progress during this quarter

Marketing Premium Venison

- The Style Guide for the deployment of the Cervena™ appellation was finalised and agreed by the marketing companies for utilisation in the 2016 collaborative promotion in the Netherlands and Belgium.
- Agreements with three importing and distributing companies were reached to stock and promote Cervena™ venison over the summer in the Netherlands and Belgium in 2016.
- Cervena venison launched in Belgium.
- Exporters met and discussed the initial results of the China consumer focus group research.
- Recommendations received for follow-up work within specific sectors of the Chinese food service sector.
- Incorporation of deer into the Red Meat Profit Partnership (RMPP) Farm Assurance Programme (FAP), and alignment of the RMPP FAP with the Deer Industry QA farm standard.
- Agreement among venison marketing and processing companies on revised Cervena standards for supply and processing of premium venison.



Market-Led Production

- Deer Health Project Manager commenced work.
- The Deer Growth Curve – a planning tool, completed and distributed to all known deer farmers and to rural professionals.
- Beta version of on-line growth planner developed and being tested.
- Continued discussions with NZVA on collaboration to improve delivery of proactive deer health management.
- Development of a forage planning tool for deer.
- Modelling of the positive impacts of using Breeding Values completed and shared with rural professionals.
- Work started on a farm systems description to assist planning for deer farmers.
- Completion of a survey of farmers' awareness of key production limiting diseases.
- Completion of a review of professional services desired by deer farmers, with recommendations to improve delivery, and demand, for services.

Key highlights and achievements

- Agreement among marketing companies of the Cervena Guidelines for non-seasonal markets.
- Launch of Cervena in Belgium.
- Workshop on China consumer attitudes to premium venison from New Zealand.
- Launch of growth planning tools for deer farmers.

Collaboration with other PGP programmes

- Incorporation of deer into RMPP Farm Assurance Programme.
- Meeting with extension managers for RMPP, FarmIQ, Firstlight and Ravensdown to discuss collaboration.

Collaboration with other Government Agencies

- Co-funding for Advance Parties from MPI's Sustainable Farming Fund now involve 15 Advance Parties in operation, capturing over 140 deer farms in regular farm improvement workshops.
- NZTE staff involved in China research workshop.

Upcoming

- Ongoing promotion of the benefits of Cervena venison in the Benelux over the summer.
- Monitor and report on the impact of Cervena promotion on targeted chef audience.
- Receive next stage of China market development research, and determine next steps for New
- Market collaborative market entry strategy.
- Production and distribution of more farm management tools like guides to farm data management systems and forage planning.
- Refinement of on-line versions of Deer Growth Curves to aid deer farming planning.
- New web display for deer breeding values.
- New Deer Facts distributed pertaining to deer management topics.

Investment Investment period	Industry contribution	MPI contribution	NZTE Contribution	Total investment
During this Quarter	\$217,371	\$196,957	\$13,609	\$427,937
Programme To Date	\$694,406	\$610,053	\$56,236	\$1,360,694