



## Quarterly Progress Summary: April to June 2016

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### Summary of progress during this quarter

#### Marketing Premium Venison

- Marketing managers and an invited speaker provided detailed information on collaborative promotions at the Deer Industry Conference in May 2016.
- Non-Seasonal promotion of Venison continues in Europe with activities such as in-store, direct mail, on-line, and sales events being used to promote Cervena™.
- Marketing companies Silver Fern Farms, Alliance and Firstlight Foods report sales of Cervena™ venison progressed satisfactorily over the European spring and summer months.
- Research report on chef attitudes to venison in China received and discussed by venison marketing companies. Agreed not to progress with a consumer focussed brand –led market development strategy, and to examine alternative options.
- Marketing companies Alliance and Mountain River Venison have agreed in principle to work with NZTE resources in China to explore product development opportunities, and share the results with the MWG.
- The RMPP Farm Assurance Programme standard for farm quality assurance was trialled on 41 farms byASURE-Quality in June with 6 deer farms in the sample.
- The Cervena™ standard was updated and circulated to all Cervena™ licensees and Cervena™ approved processors for application.
- A work plan proposed for a campaign to increase farmer awareness and uptake of on-farm quality assurance.

#### Market-Led Production

- Production and distribution of pregnant hind management and best practice pregnancy scanning Deer Facts.
- Agreement in principle with Johnes's Management Limited (JML) to deliver tailored reports to individual farmers with productivity information based on the JML database, to motivate farmers to seek more information on productivity improvement.
- New Zealand Veterinary Association (NZVA) Deer Branch conference (Cervetec) held in May aligned with the P2P theme of proactive health planning.
- NZVA committed to production of a deer-specific module as a component of the NZVA Continuing Professional Development framework, with work starting at Cervetec.
- Modelling of the benefits of using high growth estimated breeding value stags completed and results presented at DINZ Conference.
- Refinement and dissemination of an on-line version of the growth planner.

#### Key highlights and achievements

- Ongoing promotion and sales of Cervena™ venison in Belgium and the Netherlands.
- Marketing companies Silver Fern Farms, Alliance and Firstlight Foods report that sales of Cervena™ Venison progressed satisfactorily over the European spring and summer.

- Marketing companies and a key overseas buyer working on the seasonal sales trial present together at deer industry conference.
- The collaboration of Advance Parties working with DFA branches to introduce single topic farmer meetings with the working name of 'Regional Workshops'.
- New website display for deer breeding values designed and launched on [www.deernz.org](http://www.deernz.org).
- Adoption of the deer growth curve among deer farmers.
- Modelling on the positive impact of high growth breeding values completed and presented at Deer industry Conference.

#### **Collaboration with other PGP programmes**

- Integration of the Deer QA On-Farm standard with the RMPP Farm Assurance Programme Advisory Group.
- Meeting of extension managers for RMPP, FarmIQ, Firstlight, Ravensdown to discuss collaboration opportunities.

#### **Collaboration with other Government Agencies**

- Co-funding for Advance Parties from MPI's Sustainable Farming Fund now involve 19 Advance Parties in operation.
- NZTE co-funding the New Market Development Project and offering assistance of Chinese based staff and resources.

#### **Upcoming**

- Cervena™ venison promotions to continue in the Benelux through to the end of August 2016.
- Programme management to propose the format and content of the training for rural professionals and share with theme groups and the New Zealand Institute for Primary Management.
- Deer Fact sheets on the topics of: Protecting Waterways from Feed Pads; Systems to Support Decision Making; and Copper, are currently in production.
- Tools for vets to use in the process of Health Review Consultations to be developed.
- Delivery of the growth curve for replacement hinds.
- The further development of both the farm systems description and the forage planner in a print medium.

<b>Investment Investment period</b>	<b>Industry contribution</b>	<b>MPI contribution</b>	<b>NZTE Contribution</b>	<b>Total investment</b>
During this Quarter	\$192,087	\$184,738	\$3,080	\$379,905
Programme To Date	\$886,493	\$794,790	\$59,316	\$1,740,599