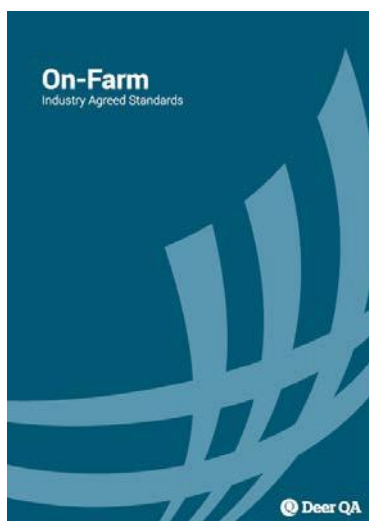


## Quarterly Progress Summary: July to September 2016

### Summary of progress during this quarter

#### Marketing Premium Venison



- Continuing promotion and sales of Cervena™ venison in Belgium and the Netherlands.
- Marketing companies agree to plan for year three of the Benelux promotion in 2017.
- Project to develop food service channel and potential retail development project agreed in principle by marketing companies. Food Service project underway.
- Marketers agreed that farm QA will be compulsory for the supply of deer for the Cervena programme from 1 October 2016, with a three year phase in period.
- Communications on single standard for farming quality assurance underway and aligned with the RMPP.
- Marketing Companies considering a second non-seasonal market for collaborative market development, seeking views of marketing partners on feasibility of new market development in a time of constrained venison supply.

#### Market-Led Production

- Commencement of Regional Workshops bringing together Advance Parties and DFA branches.
- John's Management Limited developed and trialled tailored reports to individual farmers with productivity information based on the JML database. Reports well received.
- Production and distribution of a growth chart for replacement hinds growth (see image) with a spreadsheet version now available on the Deer Hub website.
- Development and testing of an annual animal health review process for farmers. Process template trialled, with positive feedback from farmers and participating veterinarians.
- Development of the programme to assist Rural Professionals with training on deer specific topics.



#### Key highlights and achievements

- Successful Cervena™ promotion in Belgium and the Netherlands encouraging marketing companies to plan for year three in 2017. Expecting more companies to join the collaborative activity.
- Agreement on the implementation of the single standard for farm quality assurance for deer farming, integration of standard into RMPP FAP, and that compliance with standard will be a requirement to supply deer for the Cervena programme.
- Commencement of the Regional Workshop programme, with the first in Hawkes Bay in August.
- Positive review of the proposed Annual Health Review process developed by the P2P programme.

### Collaboration with other PGP programmes

- Integration of the Deer QA On-Farm standard with the RMPP Farm Assurance Programme.
- P2P Project Management discussing with extension managers of the RMPP to seek further collaboration
- Discussions with FarmIQ on data collection and analysis for the provision of benchmarking.

### Collaboration with other Government Agencies

- Co-funding for Advance Parties from MPI's Sustainable Farming Fund now involve 23 Advance Parties in operation.
- NZTE co-funding the New Market Development Project and offering assistance of Chinese based staff and resources.

### Upcoming

- Review of impact of the 2016 non-seasonal market promotion, with recommendation for implementation in 2017.
- Development of modern global application of Cervena appellation to encourage and add value to collaborative venison promotions.
- Marketing companies to agree on a second non-seasonal market for collaboration in December 2016.
- Marketing companies to agree a second new market for investigation in 2017.
- Alignment of communications activity around on farm QA with the Red Meat Profit Partnership NZFAP.
- More Regional Workshops.
- Roll out of Johnes Management Limited tailored reports to individual farmers.
- Workshops for farmers on using genetic selection tools to be run in October in Gore, Ashburton and Napier.

<b>Investment Investment period</b>	<b>Industry contribution</b>	<b>MPI contribution</b>	<b>NZTE contribution</b>	<b>Total investment</b>
During this Quarter	\$229,266	\$228,392	\$583	\$458,241
Programme To Date	\$1,115,304	\$1,025,457	\$59,899	\$2,200,659