



Quarterly Progress Summary: October to December 2016

Summary of progress during this quarter

Marketing Premium Venison

- The review of the 2016 Cervena promotion in 2016 indicated changing attitudes toward venison among chefs, potential for extra venison sales over summer and satisfied distribution partners.
- Marketing companies have agreed to progress to year three of the Benelux promotion and non- seasonal trial, exporters will present their preliminary plans for year three of the trial in early 2017.
- Marketing companies agreed to support product development work in China, using contacts of Mountain River Venison. Chef workshops, menu development work and market development activities conducted over the quarter.
- Marketing companies are considered additional non-seasonal markets for collaborative market development.
- Launch of the Red Meat Profit Partnership (RMPP) Farm Assurance Programme including deer, and incorporating venison processing companies.

Market-Led Production

- Twenty four Advance Parties now in operation with over 240 farmers involved.
- Four deer farming Regional Workshops completed in the quarter with 80 people attending the first workshop in the Hawkes Bay.
- The 'Breeding, Feeding, Healthy Deer' monthly e-newsletter introduced in October.
- Three Fact Sheets were completed and distributed in the quarter, topics being Copper, Growing Weaners Faster with Better Autumn Feeding and Exotic Diseases
- Replacement hind growth curve web-based tool produced and distributed to allow farmers to plan and monitor growth rates to achieve desired pregnancy rates.
- Trials of Annual Health Reviews well received by participating farmers and vets. Programme for the production of support material and roll-out agreed.



- Elk Sire breeding values added to the DeerSelect sire reference lists.
- Farm Systems Description presented, to guide decision making for differing farm types.
- First animated video on deer management topic produced and distributed to farmers.

Key highlights and achievements

- Report on Cervena trial in Belgium in 2016 indicates change in targeted chefs' attitudes to venison in the summer and satisfaction with the programme among distribution partners.
- Marketing companies agree to progress to year three of the non- seasonal promotion in the Benelux.
- Launch of the Red Meat Profit Partnership Farm Assurance Programme including deer.
- Distribution of the 'Breeding, Feeding, Healthy Deer' e-newsletter achieving 38% open rates and 10% click rates, versus industry averages of 21% and 3% (see image).
- Good exposure of QA and Cervena marketing story in rural media reinforcing deer industry's willingness to embrace collaborative change.

Collaboration with other PGP programmes

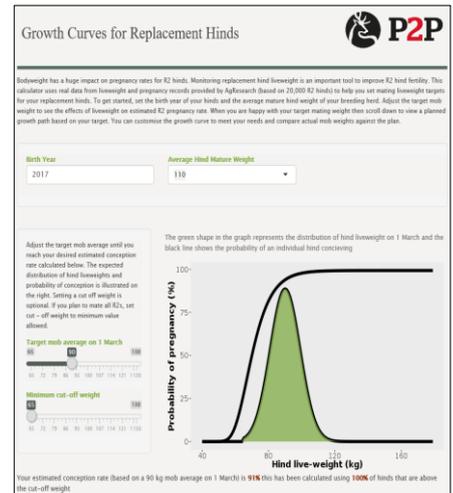
- Integration of the Deer QA On-Farm standard with the RMPP Farm Assurance Programme.
- Discussions on data requirements for monitoring Advance Party farm data with FarmIQ.

Collaboration with other Government Agencies

- Co-funding for Advance Parties from the MPI Sustainable Farming Fund for 24 Advance Parties.
- NZTE co-funding the New Market Development Project and offering assistance of Chinese based staff and resources.

Upcoming

- Exporters to present their plans for year three of the current non-seasonal trial in early 2017.
- Implementation of year three of the Benelux Promotion.
- Marketing companies to agree a second non-seasonal market for collaborative market development.
- Roll out of tailored reports to individual farmers by Johne's Management Limited.
- 9 Advance Parties have confirmed topics and dates for upcoming regional workshops.



Investment Investment period	Industry contribution	MPI contribution	NZTE contribution	Total investment
During this Quarter	\$191,766	\$166,595	\$14,097	\$372,458
Programme To Date	\$1,307,070	\$1,192,052	\$73,996	\$2,573,117