



Quarterly Progress Summary: January to March 2017

Summary of progress during this quarter

The P2P programme achieved two key milestones over the summer 2017. The marketing companies agreed to support the introduction of Cervena venison into Germany to target food service channels with a summer dining message.

Secondly, the P2P programme rolled out the Regional Workshops as a means of encouraging practice change among farmers. After being trialled in 2016 six Advance Parties worked with their local NZ Deer Farmers Association (NZDFA) Branch to conduct practical workshops for local deer farmers. These workshops take lessons learnt from the Advance Parties and apply them to a wider farmer audience.

Good summer growing conditions have assisted farmers' objectives of adding more weight to animals and improving fawning rates. Prices for replacement stock have reached multi-year highs indicating strong demand for herd rebuilding.

Marketing Premium Venison

- Venison marketing companies agreed on increased volume targets for the 2017 Summer Cervena programme for developing non-seasonal markets.
- Addition of a fourth New Zealand exporter to the Benelux programme in 2017.
- Venison marketing companies agree to introduce Cervena to Germany to boost summer promotion and further establish New Zealand venison as a non-seasonal meat.
- Development of the framework to use Cervena™ as a modern appellation that augments individual company brands which companies want to use in a wider variety of markets.
- Chef workshops in Shanghai in conjunction with New Zealand Trade and Enterprise. Preparation of training materials for using venison in Chinese cuisine.

Market-Led Production

- 24 Advance Parties in operation with over 240 farmers involved.
- 6 Passion2Profit Regional Workshops conducted for NZDFA branches.
- Trials with vets and farmer clients confirm effectiveness of the Annual Health Review.
- Agreement to proceed with co-funding NZ Veterinary Association training modules.
- Inclusion of Environmental Stewardship as a core component of the P2P programme will involve creation of guide to operate within code of compliance for environmental management, case studies of practical environmental management and guidance for industry needs on environmental compliance and management.

Key highlights and achievements

- Cervena to Germany confirmed as the second non-seasonal market.
- Four companies confirmed for the promotion of Cervena in the Benelux in 2017.
- 6 Regional Workshops completed and well received.
- Inclusion of Environmental Stewardship in the P2P Programme.

Collaboration with other PGP programmes

- Agree to include deer industry key performance indicators in RMPP Red meat guides to farm performance and profitability.
- Working on specifications for on-line Advance Party project records to allow utilisation of Farm-IQ software.
- Attended MPI PGP extension workshop with other PGP extension managers.

Collaboration with other Government Agencies

- New Zealand Trade and Enterprise used venison at a chef workshop at the New Zealand facility in Shanghai. A report was provided on the dishes the New Zealand chef cooked, with some examples of dishes prepared by Chinese chefs after the event.

Upcoming

- Implementation of year three of the Cervena 'Now in Season' promotion in the Benelux.
- Company agreement on new market development - examining on-line distribution to health food niches in the USA.
- Completion of the Cervena redevelopment project.
- Production of new venison production calculators for farmers.
- The 2017 Advance Party National Workshop on 25 May.
- Deer Industry Conference May 26.

Investment Investment period	Industry contribution	MPI contribution	NZTE contribution	Total investment
During this Quarter	\$217,038	\$210,584	\$4,302	\$431,925
Programme To Date	\$1,945,025	\$1,791,928	\$96,697	\$3,833,650