



Quarterly Progress Summary: October to December 2017

Summary of progress during this quarter

Marketing Premium Venison

- Marketing companies agreed to investigate the development of new consumer protein supplements.
- Venison marketing companies agreed to identify areas of venison co-product research.
- Received research on the hierarchy of purchase motivators among Chinese chefs working in western restaurants in Shanghai. The results will inform the development of promotional support material.
- Marketing companies agreed to continue with Cervena as a summer option in the Benelux and Germany in 2018. Plans for the 2018 summer promotion in preparation over the period.
- All venison marketing companies are now operating on-farm quality assurance programmes for deer farming to the equivalent of the DeerQA on-farm standard.

Market Led Production

- A survey of deer farmers was commissioned and completed during the quarter. 586 farmers were interviewed over the telephone.
- One new Advance Party formed.
- 26 Advance Parties (APs) in operation over the quarter.
- Three Regional Workshops were held over the quarter.
- Distribution of Deer Facts on 'Fodder crops for winter feed' and 'Feeding tables' distributed to all known deer farmers and stakeholders.
- A genetics 'Hinds to Terminal Sire' mate allocation calculator is now live on the deer industry website. Greater media coverage to encourage the uptake of breeding values as well as videos to showcase farmer benefits.
- The growth curves for replacement hinds chart was sent to all known deer farmers
- Continuing roll out of the Deer Annual Health Review with ongoing discussions with key regional vets.
- Further work to test the Environmental Code of Practice took place in the quarter with the code set to be approved by the NZDFA Exec Committee and the DINZ Board in February 2018.
- An online Feed Cost Comparer tool released.

Key highlights and achievements

- Developing new Cervena and Summer Cervena promotional material for 2018.
- Continued commitment to market Cervena venison in Germany in 2018.
- Promotion of the Regional Workshops amongst APs and the NZ Deer Farmers Association as well as continued media coverage in rural outlets.
- 31 Deer Facts have now been produced and continue to be well received by farmers with deer and others with interests in the deer industry.
- Greater emphasis to communicate the genetic benefits of uptake of breeding values with farmers.
- 26 Advance Parties in operation

Collaboration with other PGP programmes

- Discussions with RMPP on joint Action Groups/Advance Parties.
- Inclusion of deer KPIs on RMPP benchmark recording website.
- Discussions with RMPP on the New Zealand Red Meat Story project.
- Inclusion of venison processors in the E-ASD project.

Collaboration with other Government Agencies

- Discussion with officials from MPI on means of providing a New Zealand government endorsement of standard farming practises to support marketing claims.

Upcoming

- MWG decide on the next steps for the China Market Development project
- Completion of planning and production of promotion material for 2018 Summer Venison campaign in Europe.
- Production of material to support the Cervena Pure Freedom positioning.
- Advertise and select participants for the 2018 'Big Deer Tour' for ag students.
- Continue to support and establish new Advance Parties.
- Continuing roll out of media coverage to encourage the uptake of breeding values as well as videos to showcase farmer benefits.
- Distribution of a 2018 Venison Growth Curve poster to all known deer farmers
- P2P Progress Review to commence.

Investment

<i>Investment period</i>	<i>Industry contribution</i>	<i>MPI contribution</i>	<i>NZTE contribution</i>	<i>Total investment</i>
During this Quarter	\$224,352	\$221,232	-	\$445,585
Programme To Date	\$2,527,548	\$2,197,218	\$96,880	\$4,821,646