



Passion2Profit

Quarterly Progress Summary: July to September 2019

Summary of progress during this quarter:

Marketing Premium Venison

- Promotions complete for the Cervena® summer sales trial in Canada. Consumer feedback was positive although sales less than hoped.
- A full oven trial of the venison bar was undertaken to test thermodynamic consistency with manufacturing. A further trial is to be conducted.
- 2019 Europe Cervena promotions now complete. Three companies supplied Cervena in the Benelux and one to Germany with 65 tonnes exported.
- China venison promotional material underway including production of a Chinese language video.
- More New Zealand companies are shipping larger volumes of venison to China to explore the opportunities in this market.
- Consultation with the NZ DFA, NZ Vet Association, customers and producers on the pros and cons of a Raised Without Antibiotics standard for Cervena venison.

Market Led Production

- Two Deer Workshops for Rural Professionals held in the quarter. 35 Ag professionals attending.
- Deer Industry Environment Groups continue to progress well with 15 groups meeting regularly now.
- Four environment workshops which involved 59 farming properties were held in Southland in the past 3 months.
- 28 Advance Parties (AP) in operation currently with 38 meetings taking place over the quarter.
- One New AP formed in Southern Hawkes Bay
- A workshop with industry stakeholders to determine deer industry priorities for winter management was held at Lincoln.
- Four Regional Workshops for deer farmers were held during the quarter. Over 70 farmers attended the South Canterbury Velvet AP workshop in Albury in July.
- Innovation Workshop held in August facilitated by KPMG with 34 industry participants in attendance.
- Articles published in media on the genetics “DNA Trials” farmers capturing their experiences to date.
- Six podcasts on the importance of deer genetics to productivity and profitability has been released.

Work with other PGPs and Government Agencies

- Discussions with RMPP practice change managers on alignment of practice change groups and capability in facilitation offering.
- Inviting Regional Councils to attend farmer engagement activities, workshops for rural professionals and the Advance Party National Workshop.
- Discussions with MPI management the progress of the National Extension Services and Primary Industry Advisory Services programmes

Work with other sector groups

- B+LNZ, Dairy NZ and Agricom representatives attended the Innovation workshop in August.
- Including non-deer farmers in Deer Industry Environment Groups.
- Working with Environment Southland, MFE, B+LNZ with the Aparima Catchment group.

Upcoming

- Assess impact of Canadian trial with decision on progress Cervena trial in Canada
- Finalise production of promotional material for China marketing work.
- Review impact of 2019 Cervena in Europe programme and confirm commitment to continue
- Review format and plan for additional workshops for rural professionals for year ahead.
- Hold the second Deer Industry Innovation Workshop in November
- Hold Parasite Management workshops in early 2020
- Videos to accompany the genetics podcasts to be released in November
- Increase numbers of farmers completing and using Farm Environment Plans
- Receive recommendation on alignment of health planning activities and additional extension services for deer farmers.

Investment

| Investment period | Industry contribution | MPI Contribution | Third Party | Total investment |
|----------------------------|-----------------------|------------------|-------------|------------------|
| <i>During this Quarter</i> | \$577,479 | \$495,161 | -- | \$1,072,640 |
| <i>Programme To Date</i> | \$4,826,027 | \$4,313,936 | \$96,880 | \$9,236,843 |