



Passion2Profit

Quarterly Progress Summary: April to June 2019

Summary of progress during this quarter:

Marketing Premium Venison

- Completed planning and promotional material for the Cervena® summer sales trial which is taking place with a Canadian retail partner. Instore tastings, sessions with nutrition experts, advertising and chef visits will commence in July 2019.
- A production trial of the venison bars was undertaken with a manufacturer.
- Taste testing of the bar commenced. Marketing companies agreed to continue with the project to target NZ and Australian markets.
- 2019 Cervena in Europe promotions underway. Three companies supplying Cervena in Benelux and one to Germany. Food service remains the target, but a chilled retail programme was agreed in Belgium, which is a first for Cervena in Europe.
- Secured services of a Chinese chef to assist New Zealand Venison companies with sales into China. DINZ chef visited China to conduct chef training and promotion events with production of promotional material now underway.
- Marketing Working Group agreed to consider a 'Raised Without Antibiotics' standard for Cervena. Farmers with deer being included in NZ FAP QA audits. Number of farmers dropped behind expectations.

Market Led Production

- Deer Industry Environment Groups progressing well with thirteen groups meeting regularly with eighty five farming properties participating.
- Deer Tech Expo held on 28 June 2019 in Feilding in partnership with the Central Regions DFA, 80 farmers attended and 25 exhibitors.
- 30 Advance Party meeting took place over the quarter
- Established a farm monitoring project with 13 properties in Southland
- The 2019 'Big Deer Tour' was held in April with eight university students shown the deer farming industry.
- An approach for a Winter Feeding workshop has been agreed, a farmer user group will be convened with outside influencers to consider the key management topic.
- Two Regional Workshops for deer farmers held during the quarter.
- Four Advance Party (AP) chairs meetings were held to engage and gain feedback from them to assist with the evolution of the programme.
- DNA Trials underway.
- Convened the genetics communications group to focus on improving use of breeding values

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.
- MPI attended the Deer Tech Expo in June.
- Met with Te Uru Rakau to discuss using farmer case studies to show benefits of the right tree in the right place.

Work with other sector groups

- Including non-deer farmers in Deer Industry Environment Groups.
- Working with Environment Southland, MFE, B+LNZ with the Aparima Catchment group.

Upcoming

- Commence trial in Canada
- Finalise production of promotional material for China marketing work.
- Complete and review impact of 2019 Cervena in Europe programme.
- Submit a marketing plan for the venison bar.
- Focus on Winter Grazing as a key management topic for the deer industry
- Hold Advance Party National Workshop
- Hold the inaugural Deer Industry Innovation Workshop
- Hold a Parasite Management workshops
- Complete a review of the Deer Health Activities
- Increase numbers of farmers completing and using Farm Environment Plans

Investment

Investment period	Industry contribution	MPI Contribution	Third Party	Total investment
<i>During this Quarter</i>	\$277,531	\$274,150	--	\$551,682
<i>Programme To Date</i>	\$4,248,548	\$3,818,775	\$96,880	\$8,164,203