



## **Passion2Profit**

### **The Deer Industry Profitability Programme**

#### **Quarterly Progress Summary: October to December 2019**

##### Marketing Premium Venison

- A full business case to establish the venison protein bar is in development to take the protein bar to the market.
- Marketing companies met and agreed to continue the Cervena summer promotion in the Benelux and Germany for 2020.
- Marketing companies agreed to investigate and share product development and culinary development opportunities in China.
- 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

- Deer Industry Environment Groups continue to progress well with 14 groups meeting regularly now.
- A successful Innovation Workshop was held in November facilitated by KPMG with 34 industry participants in attendance.
- 28 Advance Party (AP) meetings took place over the quarter throughout the country.
- 2 AP facilitator training days were held in December in Christchurch and Wellington with 22 facilitators out of 24 taking part.
- A stakeholder matrix of influential advisors has been completed to enable effective targeting of communications and material.
- Two farmer workshops in Southland and South Canterbury planned to determine deer industry priorities for winter management.
- A AP exchange took place where the Hawkes Bay Originals AP toured the Central Otago and the Mackenzie AP members.
- Genetics article published in Country Wide magazine showcasing the benefits of breeding planning and the importance of assessing genetic breeding values.
- Six podcasts on the importance of deer genetics to productivity and profitability have been released now as well as videos to accompany the podcasts.
- 13 Parasite management workshops confirmed throughout the country from February to April 2020 for vets and farmers. The workshops will discuss best practice and parasite management processes.

### Work with other PGPs and Government Agencies

- Work with RMPP practice change managers on alignment of practice change groups and capability in facilitation offering. RMPP were involved with AP facilitator training days in December.
- Discussions with MPI management the progress of the National Extension Services and Primary Industry Advisory Services programmes

### Work with other sector groups

- B+LNZ invited to attend and participate in Winter grazing management farmer workshops in January and February 2020.
- Including non-deer farmers in Deer Industry Environment Groups.
- Working with Environment Southland, MFE, B+LNZ with the Aparima Catchment group.

### Upcoming

- Finalise production of promotional material for China marketing work.
- Commence planning of 2020 Cervena in Europe programme with participating companies
- Review format and plan for additional workshops for rural professionals for year ahead.
- Hold another Deer Industry Innovation Workshop in May 2020
- Hold Parasite Management workshops in early 2020
- 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

<b>Investment period</b>	<b>Industry contribution</b>	<b>MPI Contribution</b>	<b>Third Party</b>	<b>Total investment</b>
<i>During this Quarter</i>	\$195,243	\$194,443	--	\$389,685
<i>Programme To Date</i>	\$5,021,270	\$4,508,379	\$96,880	\$9,626,528