



Quarterly Progress Summary: April to June 2018

Summary of progress during this quarter:

Marketing Premium Venison

- Workshops held with sales staff with participating food service distribution companies in Belgium and the Netherlands.
- 'Food Pairing' – an aroma based analysis of complementary food types, was used to promote the Summer application of Cervena venison in Benelux.
- Received Michelin star chef endorsement for Cervena Venison in Germany.
- Ongoing work among participating importers and distributors to promote Cervena venison as a summer protein in the Benelux and Germany.
- A formulation for a venison snack bar has now been developed
- A proposal for market development activity in China developed utilising a prominent Chinese chef.
- Consultation with farmers, feed manufacturers and processors to seek industry views on the introduction of a standard for Cervena that would exclude GM feedstuffs.
- Agreement that an Animal Health Plan is a compulsory requirement of the Deer QA On-Farm Standard.
- Venison processing companies continue to roll-out on-farm quality assurance with their suppliers.

Market Led Production

- Over 80 rural professionals attended deer days in Fairlie and Mossburn.
- 8 university students enjoyed the 2018 'Big Deer Tour' in April. The ag. students spent a week learning about the deer industry from farmers, consultants, scientists, marketers and chefs. Seven of eight then attended the Deer Industry Conference in Timaru in May.
- A summary of the results of the 2017 practice change survey were presented at the Deer Industry Conference in May. The survey indicated substantial improvement in deer farmers' confidence in the future of deer farming, compared to 2011.
- The Advance Party (AP) National Workshop was held on 11 and 12 June 2018 in Methven. Over 60 industry participants worked through farming case studies to provide AP members with improved knowledge of deer farming practices.
- Regional Workshops were held in South Otago and South Canterbury focused on Feed Budgeting. Regional Workshops in Tasman/Marlborough and North Canterbury concentrated on environmental management. Approximately 200 farmers attended these 4 days.
- Around 100 farmers and industry representatives participated in the Southland Tech Expo. A day looking at farming technology held in Gore on 20 June
- The Environmental Management Code of Practice is now complete and was launched at the Deer Industry Conference in Timaru in May.
- 27 Advance Party meetings over the quarter.

Key highlights and achievements

- Launch of the Environmental Management Code of Practice at the Deer Industry Conference 2018 in May.
- Agreement that an Animal Health Plan is a compulsory requirement of the Deer QA On-Farm Standard.
- Receipt of the P2P PGP Progress Review.

Collaboration with other PGP programmes

- Inclusion of deer KPIs on Red Meat Profit Partnership benchmark recording website and booklet.

Collaboration with other Government Agencies

- Representatives from MFE attended the Environmental Stewardship Group meetings
- Staff from Environment Southland working with the Southland Environmental Advance Party.

Upcoming

- Convene the Marketing Working Group to review the impact of the 2018 non-seasonal promotion programme.
- Decision on progression of a possible GMO free standard for certain deer products.
- More deer workshops for rural professionals in Hawke's Bay and for Massey vet students in August.
- Development of the Deer Farm Systems Description.

Investment

Investment period	Industry contribution	MPI Contribution	Third Party	Total investment
<i>During this Quarter</i>	\$297,934	\$297,934	--	\$595,867
<i>Programme To Date</i>	\$3,076,087	\$2,744,401	\$96,880	\$5,917,367