

Quarterly Report: April to June 2019



The Deer Industry Profitability Programme

Deer Tech Expo for profitable sustainable deer farming

What's new with virtual fencing? ... What's the best new feed for my finishing deer? ... How can I make the best use of EID? ...

All deer farmers, and farmers interested in deer are invited to:

**Deer Tech Expo
Manfield Stadium
Feilding
Friday 28 June 2019
From 10am to 3pm**

FREE ENTRY!

Come and talk with tech and service providers and discuss what's new. Topics include: Parasite management, DNA profiling, Ospri, developments in deer health, what's new for animal ID, precision agriculture, nutrient management, and more.

Visit www.deernz.org/techexpo for more information.

In partnership with Central Regions DFA

  

80 farmers from across the lower North Island attended a Deer Tech Expo in Feilding on 28 June 2019, run in partnership with the Central Regions branch of the Deer Farmers Association

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 meetings 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 workshop
- 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

Overview Table June 2019 Quarter

Objective	Status			Comment
	Timetable	Financials	Outcomes	
Project 1. Confirm Target Markets.				Two projects underway with venison protein bar and summer trial in Canada progressing.
Project 2. Establish Commercial Distribution				European promotion activity underway, but with a reduction in company involvement. China activities slow to implement.
Project 3. Link Market to Producer				Adoption of on-farm QA running behind expectations. Discussions with DFA and marketing companies on introduction of a 'Raised without antibiotics' standard for Cervena venison.
Project 4 Overarching Production Initiatives				Rural professionals workshops milestones met and Big Deer Tour 2019 complete.
Project 5 Engagement for Practice change				29 Advance Parties formed, providing assistance to encourage APs to evolve to meet member's needs. Work underway on integration projects.
Project 6 Technology Packaging				13 Deer Environment Groups meeting. Reduced health and feeding activity.
Project Management				

Trend Table showing last quarter performance and next quarter projection.

Objective	Status					
	Timetable		Financials		Outcomes	
	Last Quarter	Next Quarter	Last Quarter	Next Quarter	Last Quarter	Next Quarter
Project 1.						
Project 2.						
Project 3.						
Project 4						
Project 5						
Project 6						

	Project on track (Financial variance <10%)
	Slight Variation to Plan (To be completed within 3 months : Financial variance 10-25%)
	Project variation to plan (More than 3 months to complete : Financial variance >25%)
	Significant Variation (Change in programme required)

4. Financial Summary of P2P Expenditure to date.

P2P Implementation to 30 June 2019	June Quart 2019			Year to Date		YTD variance to budget	Quarter Variance Notes
	Actual	Budget	Variance	Actual	Budget		
Project							
1 Confirm Market Requirements	\$ 96,834	\$ 51,892	\$ 44,942	\$ 190,767	\$ 184,675	\$ 6,092	Costs for Canadian Retail Trial to Come. Will be on budget at year end.
Cash	\$ 80,602	\$ 40,225	87%	\$ 133,551	\$ 140,675	3%	
Est. in-kind	\$ 16,231	\$ 11,667		\$ 57,217	\$ 44,000		
2 Establish Commercial Distribution	\$ 117,955	\$ 170,717	-\$ 52,762	\$ 327,870	\$ 614,150	-\$ 286,280	Have not yet received any requests for reimbursement from companies participating in the Benelux or German trial. One company has had less activity than budgeted. Less activity in China than budgeted. Likely to be underbudget year end.
Cash	\$ 86,904	\$ 130,300	-31%	\$ 194,219	\$ 485,900	-47%	
Est. in-kind	\$ 31,051	\$ 40,417		\$ 133,651	\$ 128,250		
3 Linking Market to Producer	\$ 25,076	\$ 34,467	-\$ 9,391	\$ 80,659	\$ 78,400	\$ 2,259	Awaiting invoice from contractor working on Raised Without Antibiotics standard. Expenditure will depend on extent of industry consultation, but likely to be underbudget at year end.
Cash	\$ 10,428	\$ 20,300	-27%	\$ 41,518	\$ 40,900	3%	
Est. in-kind	\$ 14,647	\$ 14,167		\$ 39,141	\$ 37,500		
4 Overarching Production Initiatives	\$ 82,745	\$ 62,217	\$ 20,529	\$ 188,012	\$ 161,650	\$ 26,362	Quarterly variance due to timing with BDT, Practice Change Review, final costs for farmers' profiles and catch-up of P2P-AG fees falling in the quarter. Will be on budget at year end.
Cash	\$ 62,384	\$ 51,550	33%	\$ 141,085	\$ 131,650	16%	
Est. in-kind	\$ 20,361	\$ 10,667		\$ 46,927	\$ 30,000		
5 Practice Change	\$ 119,222	\$ 222,967	-\$ 103,744	\$ 368,085	\$ 567,400	-\$ 199,315	Only 30 AP meetings took place during the quarter. The APNW will take place in July, not May as budgeted. Innovators day will take place in August, not June as budgeted.
Cash	\$ 86,397	\$ 167,800	-47%	\$ 275,464	\$ 439,400	-35%	
Est. in-kind	\$ 32,825	\$ 55,167		\$ 92,621	\$ 128,000		No costs for AP tours incurred during the quarter. Will be under budget at year end.
6 Technology Packaging	\$ 109,850	\$ 168,516	-\$ 58,666	\$ 342,654	\$ 443,247	-\$ 100,593	As expected, significant reduction in expenditure with reduced activity for Health and Feeding theme groups. Convening integration projects slower than expected. Likely to be underbudget at year end. Environment groups performing well, but expenditure less than budgeted per group.
Cash	\$ 73,920	\$ 134,425	-35%	\$ 251,858	\$ 349,775	-23%	
Est. in-kind	\$ 35,930	\$ 34,091		\$ 90,797	\$ 93,472		
Total	\$ 551,682	\$ 710,774	-\$ 159,092	\$ 1,498,047	\$ 2,049,522	-\$ 551,475	
Co Investors Contributions: Cash	\$ 202,008	\$ 283,550		\$ 523,681	\$ 827,900		
Co Investors Contributions: In Kind	\$ 75,523	\$ 83,087		\$ 230,176	\$ 230,611		
Co Investors Contributions: Total	\$ 277,531	\$ 366,637		\$ 753,857	\$ 1,058,511		
Sought from PGP Funding	\$ 274,150	\$ 344,137		\$ 744,190	\$ 991,011		
Total	\$ 551,682	\$ 710,774		\$ 1,498,047	\$ 2,049,522		

Recommendation:

The Programme Manager is satisfied that the above is a true and accurate record of expenditure incurred in implementing the P2P Programme and that the estimated in-kind values are an appropriate reflection of industry contributions to this programme over the period and recommends that the PSG approve this report to be forwarded to MPI for approval of payment.

Innes Moffat, 22 July 2019

Project Status Passion2Profit Programme: April-June 2019

	On Track		Major variation
	Minor variation		Project on hold
	Complete		Not yet commenced

Marketing Premium Venison

1.2 Niche Market Feasibility Studies	
Objective: MWG members explore two niche market opportunities for collaborative development.	Status: MWG supporting two projects.
<p>Recent activity</p> <ol style="list-style-type: none"> Venison Protein Bar: Work to explore and identify a suitable production facility in New Zealand to manufacture the venison product for the Australasian market led to contact with Texas BBQ Foods based in New Plymouth. A successful manufacturing trial was undertaken which provided costs of the manufacturing process. Basic consumer taste tests were completed in June with results appearing to be what you would expect with no particular outliers in terms of flavour. Canadian Research Trial: Promotional material has now been produced to support the retail trial and to seek consumer feedback. Chef visited in April and advertising booked for commencement in July. <p>Next Steps:</p> <ol style="list-style-type: none"> The MWG have requested some additional information on the Australasian market potential for the product with further investigation into the category of meat that can be used for the bar to be undertaken with one of the processors. Undertake a full oven trial with Texas BBQ Foods to ensure the thermodynamics are the same in manufacturing. Commence trial in Canada in July. DINZ to continue to offer support during the trial where necessary. Gather feedback and data on the trial to put together report. 	
1.6 Appellation Development	
Objective: Unified approach to using the Cervena Appellation to optimise returns to New Zealand.	Status: Completion behind schedule.
<p>Recent activity</p> <p>Continuing work on Cervena website with third party company to resolve issues which have proven difficult to rectify.</p> <p>Next Steps:</p> <p>Completion of website working with website company to get new site live.</p>	
2.3 Non-Seasonal Promotion	
Objective: 150 mt of chilled venison exported as Cervena™ from Jan to August in the Benelux and Germany in 2019.	Status: Promotions underway with 3 companies across 3 markets. Volumes unlikely to reach target.
<p>Recent activity</p> <p>Summer promotional activities underway and will continue through end of the Northern summer season. Activities undertaken include work with MasterCooks chef demonstrations, work at Food Pairing</p>	

events, a feature in prominent Ambiance magazine as well as an increased social media programme. Confirmed sales through a Belgian retailer which is a first for Cervena in Europe.

Next Steps:

Continue working with companies and importers to ensure activities are undertaken successfully.
Promote via retail in July/August.
Review of awareness among BeNeLux chefs at completion of 2019 programme.

2.3b New Markets - Marketing Pilot (China)

Objective: Marketing companies sell 500 mt of venison through collaborative ventures in new market segments by 2022.

Status: Only one company really active in China. Volumes unlikely to reach target

Recent activity

Secured services of a Chinese chef Jo Zhao who assisted with demonstration event in Shanghai. Zhao has excellent western cooking experience and is available to work with all New Zealand venison companies. DINZ Chef Graham Brown visited China in April and conducted chef training and promotion events with Mountain River Venison importer and customers. Working with video production companies to obtain quotes for production of promotional material.

Next Steps:

Continuing work to produce a new Chinese language promotion video for use by all companies in promotions.
Confirm MWG commitment to continue to support activity.

3.1 Industry Agreed Standards

Objectives: 50% of farmers are enrolled in on-farm QA programmes at the end of 30 September 2019.

Status: Audits delayed, unlikely to reach target

Recent activity

1. **NZ Farm Assurance Programme (NZ FAP):** Discussions with individual venison processors on the progress toward achieving supplier registration with the NZ FAP and equivalent QA programme. Feedback that registration is running behind expectations, in part due to AssureQuality commitments to biosecurity incursion activity.
2. **Potential 'Raised Without Antibiotics' standard for Cervena venison:** A verification process for a Raised Without Antibiotics standard was prepared and considered by the MWG in June. Cervena licensees agreed to proceed with a consultation with producers on the introduction of a 'Raised Without Antibiotics' standard for Cervena venison. Meetings with DFA are scheduled to align understanding of the practical implications of the introduction of the standard before any widespread consultation is undertaken.
3. Implementation of the 'Not Fed feed derived from GMOs'. DINZ received an impassioned objection to the No-GMO standard for Cervena, identifying a lack of traceability of non-GMO feedstuffs and questioning marketing companies understanding of the demand for such products.

Next Steps:

1. Continue to encourage implementation of ON-Farm QA.
2. Consult 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

4.1 MLP Project Governance	
Objective: That the P2P programme funders feel the programme is well managed and successfully implementing actions in order to achieve the programme goals.	Status: On Track
Recent activity The P2P engaged Mark Paine to review the Advance Parties and to recommend actions to ensure longevity of the programme.	
Next Steps Review and implement Paine Report recommendations, with implications for other aspects of the programme.	
4.2.1 Workshops For Rural Professionals	
Objective: To hold at least three workshops for up to sixty rural professionals in total before 30 September 2019.	Status: Complete
Recent activity An introductory workshop held on 22 May in Waipawa was attended by 18 Ag professionals and a Nutrition workshop on the 29 May at the same venue was attended by 16 professionals. Planning underway for vet students Workshop on 17 August 2019 in the Manawatu.	
Next Steps: Review format and contact RMPP to look to build capability in facilitation services. Assess demand for additional workshops before the end of the year. Seek additional facilitators for the workshops.	
4.2.2 Influential Advisors	
Objective: 10 Influential individuals provided material to encourage appropriate advice among organizational advisors	Status: Underway
Activity in Quarter: Presentation of information on the deer industry to 40 Wellington types at a 'Business Breakfast' in May.	
Next Steps: Presentation to and attendance at the 2019 NZIPIM conference.	
4.3 Big Deer Tour	
Objective: 8 Farm management students enjoy an introduction to the deer industry.	Status: Complete
Recent activity 2019 Big Deer Tour held in Mid-April with 8 students from both Massey and Lincoln universities. Four of the students also attended the Deer Industry Conference. Of note, 2017 Big Deer Tour participant James Robertson won the NZ Young Farmer of the year 2019 contest.	
Next Steps: Confirm a means of ensuring the participants in Big Deer Tours remain linked to the deer industry.	
4.4.1 Integration-Communications	
Objective: Presenting information to farmers that will encourage practice change.	Status: Underway
Communications: The 2018/19 communications focus will be on;	

1. Increasing awareness of DINZ Tools through advertising and direct mail
2. Putting recommended actions in the context of specific farms through case study approach.

Activity in Quarter:

Six farm profiles now complete. Farm information, photography and video of the feeding systems, observations on animal health, the impact of genetics and environmental management have all been collected and can now be used as case studies to support farm information material. A video using the farmers discussions of the importance of genetics planning was completed and used at the Deer Tech Expo.

Next Steps:

Continue to use the material as case studies in communications outputs.

4.4.2 Farmers User Groups

Objective: Two workshops per annum to improve utility of P2P outputs

Status: Underway

Activity in Quarter:

Reviewed outcomes of February user group and followed up with attendees.

Next Steps:

Hold the Winter Grazing Workshop with a date still to be confirmed.

4.4.3 Integration Projects

Objective: P2P Project Managers working on projects that cross the theme groups.

Status: Underway

Activity in Quarter:

Agreed scope and project management for the Winter Feeding and Parasite Management projects.

1. **Winter Feeding:** An approach for the topic has been proposed and a detailed description now agreed –
 - 1.1 convening a farmers group with outside influencers to consider the application of current practice. Intention is to create an appetite for change, not to produce more material.
 - 1.2 A workshop for project managers and members of the feeding, health and environment theme groups to agree on a deer industry approach to the topic of winter feeding is being planned.
2. **Parasite management:** Agreed a format and the timeframe for the initial workshops.

Next steps:

Confirm dates and attendees for the winter feeding project. Host a winter feeding theme group meeting combining attendees from feeding, environment stewardship and health. Parasite management working group meeting in August to agree the plan for the parasite management workshop.

5.1 Advance Parties

Objective: To have 30 Advance Parties (AP) formed by end of September 2019 and meeting regularly. APs will demonstrate gains to their wider community which encourages wider adoption.

Status: Minor variation – 29 APs operating.

Activity in Quarter:

Bay of Plenty and Kaipara groups now underway with regular meetings, work on a new AP in Waikato slow going. A 'Southland AP Data Project' has now been initiated with crossover from two APs and non-AP farmers. Four AP chairs meetings were completed to engage and listen to their ideas on

evolution of the project.

Next Steps:

Continue to work with APs that are looking to transition to a different format; identify and assist APs as well as support new APs.

Re-establish the Southland AP.

Establish a 'Southern Hawkes Bay' AP

Document a guide for AP evolution

5.1 Advance Party National Workshop

Objective: Advance Party members gain value from attendance, stakeholders benefit from listening to AP members farming issues.

Status: Planning underway

Activity in Quarter:

Registrations now open for the 2019 edition with workshops to take place on farm at three properties in Te Awamutu with 50-60 farmers expected to attend. All three farms are members of the Waipa AP; Wellington Farms, Hunter Deer and Raroa Deer stud, Cambridge. 16 Facilitators and Subject Matter Experts are now booked in to attend.

Next Steps:

Host the workshop and undertake review of event.

5.2 Deer Farming Regional Workshops

Objective: To encourage Advance Parties to motivate a wider farmer and rural professional audience to make positive changes. Run 15 Regional Workshops between 1 October 2018 and 30 September 2019.

Status: 8 RWs held YTD, 5 planned.

Activity in Quarter:

Change in Project Manager with DINZ Producer Manager T Pearse providing maternity cover from 01 June 2019 for A Wills.

Two Regional Workshops held recently: Otago AP on 10 April in Ranfurly, and the Central North Island Velvet AP held a workshop on 19 June in Hunterville which attracted 17 farmers. Key speaker for this event was Geoff Asher from AgResearch.

Next steps:

Continuing communication with AP facilitators to promote workshops as well as discussions with NZ DFA on better utilisation of DFA branch networks to encourage farmer participation.

Planning underway for workshops for South Canterbury Velvet on 23 July and the Hawkes Bay Originals and the Progressive combined workshop on 24 July. The Hawkes Bay Fast Finishers and Central Otago Environment groups are still determining dates.

5.3.3 Decision support

Objectives: All farmers to be aware that good management relies on appropriate information. To have access to helpful guides to decision support tools. Industry accepted performance indicators for productivity and profit established.

Status: Revised project scope.

Activity in Quarter:

Mark Paine was engaged to review practice change methods for the programme.

Prepared an analysis of returns from deer farming with a sample profitability report produced. A velvet version has been requested.

Definition of deer farmers' business planning needs and a role for DINZ following conversations with stakeholders. Discussions with consultant on developing a programme of work.

Next Steps:

Confirm a role for DINZ in the definition of deer farming business planning and assign the project.

5.4 Deer Facts

Objective: To distribute 6 Deer Facts per annum.

Status: On track 4 completed YTD. 3 in preparation.

Activity in Quarter:

Venison Finishing Systems deer facts on hold. Commissioned three Deer Facts on Biodiversity: Trees, wetlands and fauna. Reprint underway of Deer Facts folders.

Next Steps:

Complete the biodiversity set and consider the finishing systems descriptions set.

5.5 Practice Change Activities

Objectives: Engagement opportunities between farmers and advisors that encourage change.

Status: On track

Activity in Quarter:

- **Deer Tech Expo:** A successful Deer Tech Expo was held on 28 June 2019 in Feilding in partnership with the Central Regions DFA. Over 80 farmer attendees and 25 companies/advisors participated.
- Guidance to AP facilitators and chairs for AP exchanges and encourage more interaction between farmers groups. Three APs proposing inter-island exchanges.
- Agreed the form and purpose of the Deer Innovators Day – Engaged KPMG to facilitate a session on July 28/29 for a small group of young deer farmers. Confirmation of the 2019 Deer Industry Innovation Workshop – 28/29 August facilitated by KPMG.

Next Steps:

- Review Tech Expo and work with DFA branches to implement further farmer-led activities.
- Encourage more AP exchanges.
- Select and confirm attendees to Innovation workshop. Hold workshop and agree follow-up plans as well as put action plans in place and review.

6.1 Market Led Genetics

Objectives: Increase the rate of genetic gain in the deer industry to improve profitability and to pick up research outputs and package them up in ways which make it easy for producers to put them into practice.

Status: September stag average Carcass weight = 59kgs.

Activity in Quarter:

- Presentations at the NZ Vet Association conference and workshops focusing on selecting sires in index and Breeding Values. 60 vets in attendance.
- Attendance at the Deer Tech expo in Feilding with a presentation on breeding objectives and which BVs to use. 80 plus farmers in attendance at the event.
- Formation of a genetics communications group with focus on improving farmers adoption of breeding planning.
- One genetics article published in Deer Industry News Magazine in the quarter.
- “DNA Proofs” with three farmers underway with mating and pregnancy scanning now complete. DNA samples for sires without a GBs profile taken and at Laboratory.

Next Steps:

- Confirm project plans for the genetics comms group activities and assign tasks to relevant

<p>personnel.</p> <ul style="list-style-type: none"> • Feature the DNA trials in communications with farmers. On-going communications with the farmers involved. 	
<p>6.2 Strategic Feeding</p>	
<p>Objective: To create measurable change in farmers' awareness and application of proactive feed management in order to provide optimal feeding for deer production.</p>	<p>Status: Underway</p>
<p>Recent activity</p> <p>Involvement in an integrated workshop on Winter Feeding coming up with a date to finalized, with a detailed description now agreed where a group of farmers will come together with outside influencers to consider the application of current practice.</p> <p>Attendance at the Deer Tech Expo to present on 'Calculating Feed Requirements' showcasing the various tools available to farmers to make decisions.</p> <p>Next Steps:</p> <ul style="list-style-type: none"> • Bring the Venison Finishing Systems Description to a close. • Attendance and participation in the winter feeding theme workshop with review to take place. • Produce and distribute a 'Guide to Seasonal Hind Body Condition' tool for farmers to use. 	
<p>6.3 Improve Deer Health</p>	
<p>Objective: 10% of deer farmers after 3 years have an appropriate, individually tailored, annually reviewed, formally constructed animal health plan based on a risk assessment process including surveillance; rising to 50% of deer farmers after 5 years.</p>	<p>Status: Under Review</p>
<p>Recent activity</p> <ul style="list-style-type: none"> • Promoted Deer Health planning with a presentation to a North Island Vet group, also a presentation to Cervetec – NZ VA deer conference with the offer to contact candidates for health reviews. Booth to promote health planning at the Deer Tech Expo in June also. • A reminder was also given to AP Chairs and facilitators that health planning is a useful evolution for APs. • Further discussions withASUREQuality on the DINZ portal for observation on deer farming QA metrics and satisfying the NZ Farm Assurance Programme (FAP) requirement to have a documented Annual Health Plan. • DINZ commissioned a review of deer health activity. After a false start a reviewer has been appointed and will commence in July. <p>Next steps:</p> <ul style="list-style-type: none"> • Include Health Planning as a topic in guide for AP evolution. • Confirm plan and format for parasite management workshops. • Consider activities and resources following outcome of the DINZ Health Strategy Review. 	
<p>6.4 Environmental Stewardship</p>	
<p>Objective: To find and encourage adoption of solutions to the environmental constraints on deer farming. 100% of deer farmers have an FEP by the end of 2020.</p>	<p>Status: Underway</p>

Activity in Quarter:

- 13 Deer Industry Environment Groups have now been formed with facilitators in place. These groups encompass 85 farms throughout the country.
- 4 Southland environment workshops (59 farms involved) have been held.
- 2 Advance Parties are now focusing on completing Farm Environment Plans these being the Waipa and Gisborne APs. The local Deer Farmer Association (DFA) branches have been essential components in the engagement and formation of these groups who will now meet regularly.
- Planning is underway to prototype a Deer Industry Environment Group online for those who are remote from other deer farms, or otherwise are not available to meet on farms

Next Steps:

- Form more Deer Industry Environment Groups and support planning workshops with deer farmers and other agencies. Finalise the formation of a group in Central Otago.
- Developing the on-line Environment Planning resource to assist remote farmers unable or unwilling to join Environment Groups.
- Consider additional resources to encourage and assist good planning among deer farmers. Potentially on a regional basis.

7. Programme Management**Activity in Quarter:**

P2P PSG meeting 10 May
Deer Industry conference 16 & 17 May 2019
P2P-AG met on 06 June 2019
MWG met 19 June 2019
Deer Tech Expo on 28 June 2019

Upcoming:

MWG to meet on 04 September 2019
P2P-AG to meet on 16 September 2019.

I Moffat/R Aloe 18/07/2019