

Quarterly Report: July to September 2021



**Passion2Profit**

## **The Deer Industry Profitability Programme**



*Selected Ag ITO students experienced a week of deer farming immersion as part of the P2P Future Deer Farmers Experience student tour in the first week of August 2021. Above is the group at Deer Park Heights in Queenstown as part of a farm visit on the NZ Deer Farmers Association's Next Generation annual conference for young farmers.*

## Quarterly Progress Summary: July to September 2021

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### Summary of progress during this quarter:

#### Marketing Premium Venison

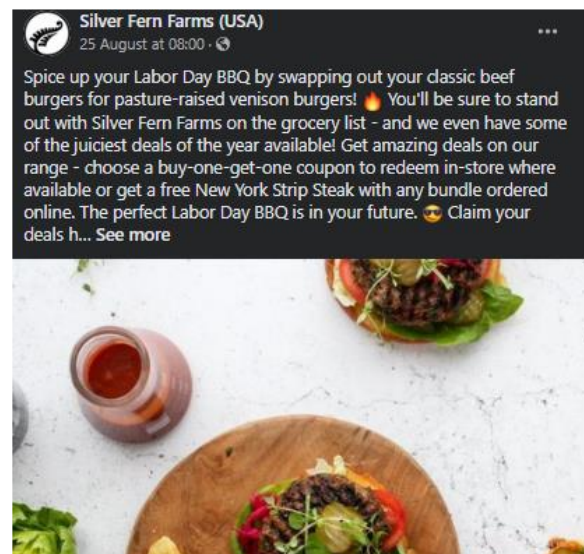
#### New Market Research – South Korea:

South Korea was selected by the Marketing Working Group as a market of potential. South Koreans have become big beef eaters, deer are known in Korean culture, and the existing trade links between NZ and Korea would facilitate the development of a trade. The P2P funded work will provide high level market research on the perception of venison in South Korea.

The Latitude agency has completed the initial desk research into uses and attitudes toward venison among Koreans. This was followed by seven stakeholder interviews which will provide the marketing companies with deeper insight into the potential of the market. The company are currently writing up the interview results and hope to have a report for the companies within the next couple of weeks, this will bring this project to a conclusion.

#### North American US retail programme company updates:

The pivot to retail in the USA in 2020 continues to gather momentum. P2P supports all venison marketing companies develop their offering through USA retail outlets - offline and on-line, to build demand for New Zealand venison in a new segment.



P2P funding is expanding the work that marketing companies are doing to promote the

availability of New Zealand venison with their respective retail outlets. Mountain River Venison's partner Force of Nature is doing a great job of promotion both through instore flyers and social media. In addition to the ground venison, they are also selling venison patties. Burgers and grilling are the focus of most promotions over the summer months. Silver Fern Farms report sales of their ground has been going well and they are about to launch their medallion product through their retail partner.

## **China**

Development of the restaurant trials has been continuing with a total of four restaurants being sought to participate in the project. Tribal Brands Asia (TBA) have been working to secure partners however Covid out breaks, national holidays, along with the bureaucratic nature of China has meant the partnerships are all behind schedule.

The furthest along is a Chengdu based restaurant chain called Xiansuiyuan. The testing phase was completed successfully, and four dishes have been chosen to go on the menu for two weeks each. The dishes have now all been photographed and videos produced for the restaurant to use in promotional material.

One other restaurant (Gaga) has had samples and a chef workshop undertaken. Changes to regional restaurant regulations have unfortunately put that partnership on hold and an alternative location in another province is being investigated.

Two further partners (Lei Garden and Yufuyuan) have both had samples sent but have not progressed further at this stage.





Work has continued on the development of sales material a new food pairing brochure being developed along with the first draft of a venison tasting notes brochure, to help provide chefs with guidance on venison so they don't have to continue to refer and compare it to beef.

## Market Led Production

### Covid-19

Once again Covid-19 lockdown disrupted end of year programme activities including

- Postponement of the scheduled environment and Advance Party facilitators training.
- The postponement of two Regional workshops and several Advance Party and

#### Environment Group meetings

- The postponement of a Rural Professional workshop for new staff at Otago Regional Council
- On the positive side several in person meetings were able to be shifted to an online forum, including
  - Training for 15 facilitators in delivery of workshops for farmers on using the B+LNZ GHG calculator and completion of a GHG management plan
  - Meetings of the core Advisory Group to further P2P2 design process in a series of facilitated Zoom workshops. An update on this progress is reported separately in these papers.

#### **Current P2P activity highlights**

##### 1. 2021 Annual plan

- Theme group activity largely focused on finalizing and distributing some final copies of updated materials.

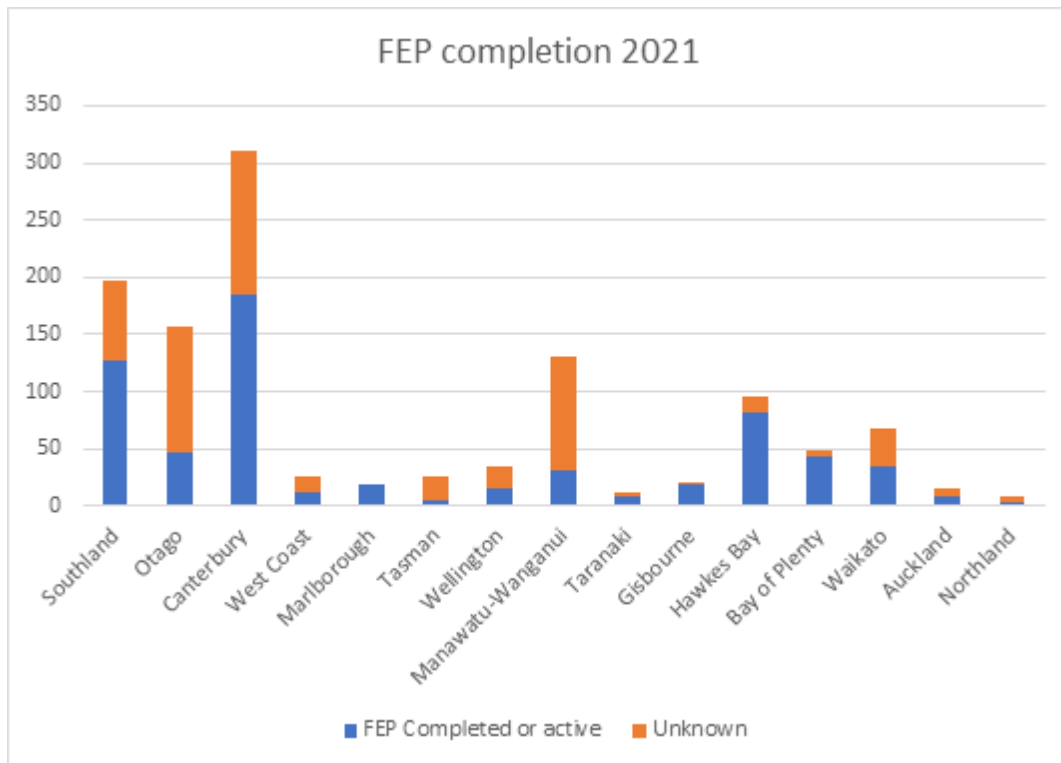
##### 2. 2022 Annual plan consultation

- A significant investment of time was made into a wide consultation process on the 2022 annual plan. With next year being the final year in the current P2P funding round it has been an opportune time to reflect on progress and look forward beyond the 2022 horizon.

##### 3. Environment update

- An environment survey has been completed of those who we know are yet to complete Farm Environment plans. This yielded an additional 51 farms who indicated they would like help with plans. We can now develop a solution that meets their needs.

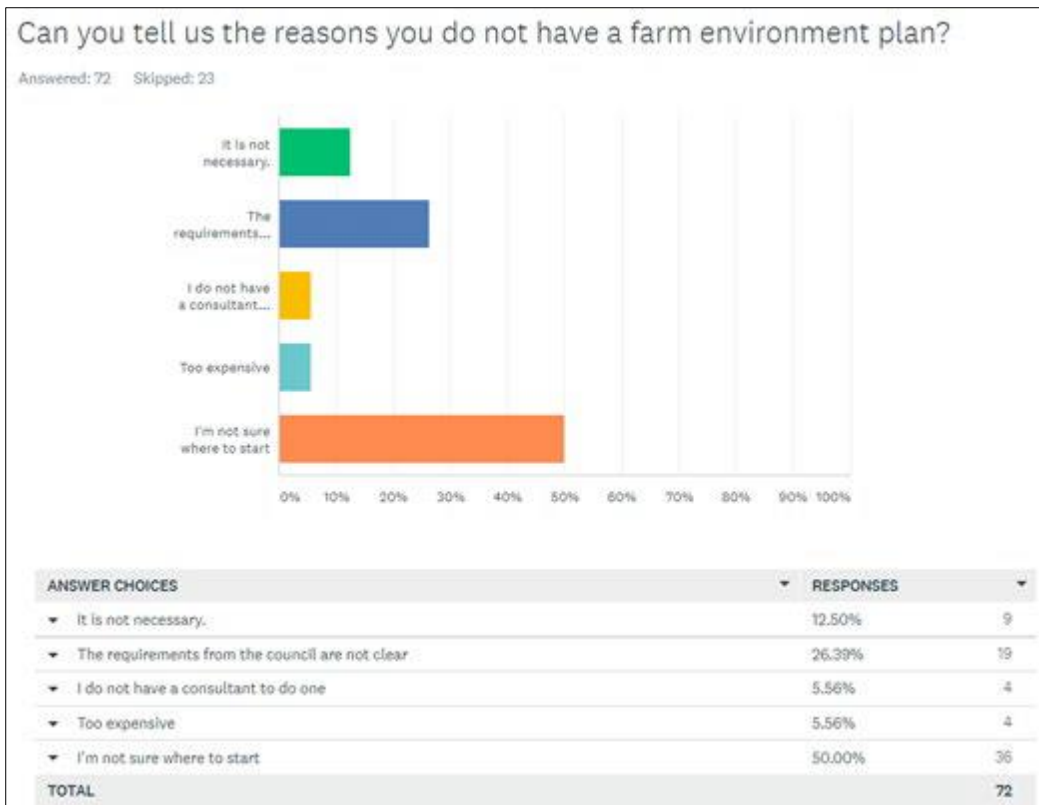
We are now able to develop a total of farms we know have completed plans, and those who we are still unknown. We are developing greater granularity in our data as we work towards our target of 100% of deer farms with an active FEP.



In the same survey we also asked why people did not yet have a plan and the reasons holding them back. This also yielded a valuable 72 responses from farmers. While a small percentage thought a plan was not necessary, the two most common responses were that

- The requirements are too uncertain yet, and
- I'm not sure where to start.

These responses are a valuable opportunity to dig deeper with this group of farmers and find a solution.



We sent out a second survey to capture feedback from Deer Industry Environment Groups (DIEGs) to evaluate progress on

- o what their challenges are,
- o what they enjoyed most,
- o and what they will do in future.

All respondents selected they felt DIEGs were a valuable use of their time and most respondents had identified actions on farm and undertaken them through the group's support. All respondents said they would continue within their group to plan and discuss the upcoming and current regulations.

We asked what their biggest challenges are, they selected sediment loss and fence pacing, closely followed by winter grazing. This could act as an opportunity to push workshops in these directions.

More discussions around riparian strips, limited stock access to waterways, sediment traps and winter plans were identified as areas that need to be explored more in their groups. These outcomes will help shape topics and locations of future workshops and what needs to be focused on in the new environment modules that are being created.

### Greenhouse gas (GHG) update – Project 'Know your number'

A current key focus area for the P2P environment programme is on delivering the agreed industry objective under He waka eke noa (HWEN). This objective is to have every deer

farmer know their Greenhouse gas numbers (GHG) together with a management plan by 31 December 2022, with 25% of farmers achieving that target by December 2021.

To date progress has focused on

1. Training facilitators who can deliver know your number workshops using the B+L GHG online calculator, and help farmers complete a management plan (17 have been trained).
2. Offering workshops prior to Christmas to existing Advance Party and DIEG groups
3. Working with the DFA on a plan for further workshops in the new year
4. Collaborating with B+L NZ on workshops to ensure we meet the needs of sheep, beef and deer farmers and record the numbers of attendees appropriately. There is significant cross over in the number of farmers that farm deer, beef and sheep.

We are on track to have 180 farmers with their GHG numbers and a plan completed by 31 December, which is a very credible number considering the timing of these workshops at one of the busiest times of the deer farming calendar.

Most seem happy to know what their number is in relation to their peers, and while the exact pricing and sequestration options are still to be consulted on and decided, there are limited options for deer farmers beyond reducing the numbers of deer farmed.

#### 4. Advance Party Update

Advance Parties (APs) continue to operate and receive great support from their members. The number of groups remains stable. Of the groups that returned their survey on the future of APs, there was a unanimous desire to continue with the groups with most wishing to stay as close as possible to the current funding and meeting structure.

There has been considerable disruption to AP meetings over the past 18 months and this is reflected in a large drop in the number of meetings held compared to 3 years ago (87 in the past 12 months compared to 137 in the 12 months to September 2018). Much of this is due to Covid-19, the current venison markets and challenging weather events around the country. In addition, mature APs that have been around the farms several times tend to elect for fewer meeting dates per year.

The formation of DIEGs in Gisborne, Wairarapa and Central Otago halted AP activity in those regions. There have been some anecdotal reports of strain on mental health and stretching people too far which has also impacted on AP meetings to a lesser degree. Several groups and individual members have commented on the value of having a support network of like-minded people that are going through the same challenges in the current circumstances.

There have been a few changes to membership and facilitation but the great majority of groups have changed very little in terms of membership. The introduction of annual planning saw a renewed commitment to the Advance Parties with members seeing



purpose, having buy-in and knowing what is coming up and when. Covid disruptions have made the current round of Annual Planning challenging. Most groups do have current annual plans but a few facilitators have not fully engaged with the group in this process.

Groups are starting to look for some certainty about their future funding and requirements.

AP Management maintains casual contact with all the groups and undertakes formal calls to each group chair approximately 6 monthly. The intention is to reschedule facilitator training for a date late November 2021.

#### Work with other PGPs and Government Agencies

- P2P programme management is involved with the delivery group for He Waka Eke Noa. The delivery group is responsible for the extension, innovation and adoption, and farm planning workstreams. It works alongside the Policy Group, responsible for pricing, reporting and sequestration.
- P2P programme management is in discussions with Agresearch, Lincoln University and Manaaki Whenua – Landcare Research on the analysis of qualitative data to track progress and actions towards practice change and sustainability.
- The P2P programme management is exploring synergistic opportunities with the MPI Natural Knowledge project

#### Work with other sector groups

- P2P programme management is a member of the B+LNZ advisory group for the transition of RMPP action groups to the suite of extension programmes for sheep and beef farmers.
- Discussions are ongoing with several catchment groups and umbrella organisations to explore collaborative opportunities to meet the needs of deer and other farmers in those catchments.
  - An example of these discussions was P2P programme management attendance at the Barkers Creek catchment group in South Canterbury to help co-facilitate their inaugural meeting. The majority of farmers in this catchment farm deer and are already an active Deer Industry Environment group (DIEG). Having gained experience working together as a DIEG they are looking to formalise their relationship in a Trust arrangement to enable them to seek funding for further works. This will be a collaborative effort with the newly formed South Canterbury catchment collective which aims to act as an umbrella organisation for 10 catchment groups, plus industry organisations.

This form of collaboration is a way ensuring the needs of deer farmers in any specific catchment are met, as well as combining and sharing resources.

- P2P programme management are involved with DINZ's science innovation steering group committees.
- A meeting will be held in November with the NZ Veterinarian Association special interest deer branch to discuss and plan P2P activities.

### Upcoming

- Complete high level South Korea market scoping research
- Companies to review the marketing North American retail programmes and begin planning/continue in the new year.
- Continue with work in the China marketing work programme, confirm additional Chinese restaurants and chains to be added to the programme
- Re-book the events and workshops disrupted by the recent covid-19 restrictions including the;
  - Deer workshops for Rural Professionals for the Environment Southland and Otago Regional Councils.
  - Regional Workshop in Southland.
  - Parasite Management Workshops throughout the country.
- Part of the above includes holding the two-day workshop for the Advance Party and Environment facilitators in late November.
  - The first day is a training day for facilitators who are new to facilitation, and experienced facilitators who would like to 'sharpen' their facilitation skills. This will be facilitated by Michelle Rush and Helen Ritchie from Technology of Participation.
  - The second day has a focus on three key areas
    - A discussion with Tony Watson, Safer Farms NZ, on how we can help health, safety and wellness become more part of normal conversation and activity.
    - A discussion and workshop on how we can as facilitators record the progress at group and farm level that farms have made as part of being involved in the P2P programme.
    - A discussion and workshop on what might be possible for a successor P2P programme building on the strengths and methodologies developed and tested to extend into new areas for the benefit of farmers and those that support them.

### Investment

Investment period	Industry contribution	MPI Contribution	Third Party	Total investment
<i>During this Quarter</i>	\$331,287	\$270,144	--	\$601,432
<i>Programme To Date</i>	\$6,633,897	\$6,051,763	\$96,880	\$12,782,540

## Overview Table September 2021 Quarter

Objective	Status			Comment
	Timetable	Financials	Outcomes	
Project 1. Confirm Target Markets.				South Korea market scoping research underway and to be completed in November 2021. Timing issue with costs incurred this quarter.
Project 2. Establish Commercial Distribution				Promotions made positive progress in North American retail programmes, companies to review programme. China research continuing to develop.
Project 3. Link Market to Producer				Recently appointed DINZ QA Manager meant a delay in roll out of activities and expenditure. Work plan in place now to continue promoting on-farm QA.
Project 4 Overarching Production Initiatives				Rural professionals workshops re-booked to the next quarter due to Covid-19 restrictions. Ongoing scoping of industry certification.
Project 5 Engagement for Practice change				Advance parties meetings affected by Covid-19 with less meetings than expected. Workshops re-scheduled to a later date as a result of the pandemic.
Project 6 Technology Packaging				Less environment group meetings took place due to pandemic.
Project Management				P2P-AG membership confirmed to the end of the programme. Work now underway on the next phase of the P2P programme.

## 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)

## 5. Financial Summary of P2P Expenditure to date.

P2P Implementation to 30 Sept 2021	Sept Quarter 2021				Year to Date		YTD variance to budget		End of Year Variance Notes
	Actual	Budget	Variance		Actual	Budget			
Project									
1 <b>Confirm Market Requirements</b>	\$ 40,578	\$ 26,229	\$ 14,349	55%	\$ 141,096	\$ 132,933	\$ 8,163	6%	Activities close to budget.
Cash	\$ 35,075	\$ 14,812			\$ 87,630	\$ 83,267			
Est. in-kind	\$ 5,503	\$ 11,417			\$ 53,466	\$ 49,667			
2 <b>Establish Commercial Distribution</b>	\$ 305,925	\$ 377,746	-\$ 71,821	-19%	\$ 621,025	\$ 952,583	-\$ 331,559	-35%	Inkind time was agreed in advance last year with an allocation for international travel which has not occurred. There has also been a reduction in activity (including one company not undertaking promotion activities) reducing the expected reimbursement for industry activity.
Cash	\$ 292,431	\$ 290,979			\$ 532,441	\$ 735,917			
Est. in-kind	\$ 13,494	\$ 86,767			\$ 88,583	\$ 216,667			
3 <b>Linking Market to Producer</b>	\$ 7,834	\$ 23,396	-\$ 15,562	-67%	\$ 78,986	\$ 102,583	-\$ 23,597	-23%	Overall project inkind time for QA Manager significantly reduced due to non-P2P work taking priority, company QA representative inkind time also less than expected.
Cash	\$ 5,889	\$ 14,479			\$ 35,258	\$ 47,917			
Est. in-kind	\$ 1,945	\$ 8,917			\$ 43,728	\$ 54,667			
4 <b>Overarching Production Initiatives</b>	\$ 23,532	\$ 46,046	-\$ 22,514	-49%	\$ 182,863	\$ 192,583	-\$ 9,720	-5%	Activities close to budget.
Cash	\$ 19,316	\$ 32,879			\$ 117,218	\$ 137,917			
Est. in-kind	\$ 4,216	\$ 13,167			\$ 65,645	\$ 54,667			
5 <b>Practice Change</b>	\$ 144,947	\$ 214,896	-\$ 69,949	-33%	\$ 499,663	\$ 704,283	-\$ 204,621	-29%	Variances due to AP facilitator and chairs training not taking place due to Covid-19 restrictions as well as not as many AP meetings and events as expected overall.
Cash	\$ 130,840	\$ 171,479			\$ 349,082	\$ 497,917			
Est. in-kind	\$ 14,107	\$ 43,417			\$ 150,580	\$ 206,367			
6 <b>Technology Packaging</b>	\$ 78,616	\$ 139,771	-\$ 61,155	-44%	\$ 252,583	\$ 420,083	-\$ 167,501	-40%	Reduced expenditure in environment projects with Deer Industry Environment Groups meeting less due to Covid-19, and farmer reluctance to change before regulations known.
Cash	\$ 67,876	\$ 114,104			\$ 172,616	\$ 322,917			
Est. in-kind	\$ 10,740	\$ 25,667			\$ 79,967	\$ 97,167			
<b>Total</b>	<b>\$ 601,432</b>	<b>\$ 828,083</b>	<b>-\$ 226,651</b>	<b>-27%</b>	<b>\$ 1,776,215</b>	<b>\$ 2,505,050</b>	<b>-\$ 728,835</b>	<b>-29%</b>	
Co Investors Contributions: Cash	\$ 306,285	\$ 324,367			\$ 681,344	\$ 932,925			
Co Investors Contributions: In Kind	\$ 25,003	\$ 94,675			\$ 240,985	\$ 339,600			
<b>Co Investors Contributions: Total</b>	<b>\$ 331,287</b>	<b>\$ 419,042</b>			<b>\$ 922,329</b>	<b>\$ 1,272,525</b>			
Sought from PGP Funding	\$ 270,144	\$ 409,042			\$ 853,887	\$ 1,232,525			
<b>Total</b>	<b>\$ 601,432</b>	<b>\$ 828,083</b>			<b>\$ 1,776,215</b>	<b>\$ 2,505,050</b>			

### Recommendation:

Programme Management 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.

P McKenzie, N Taylor, 05/11/2021

## P2P Programme: Project Status Update

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

## Marketing Premium Venison

<b>1.2 Niche Market Feasibility Studies</b>	
<b>Objective:</b> Provide the MWG market scoping for a potential new market.	<b>Status:</b> Scoping now underway.
<p><b>Recent activity</b> DINZ has commissioned agency Latitude to begin developing phase one of the research into South Korea, this will be a desk research into uses and attitudes toward venison among Koreans. This initial research will be followed by stakeholder interviews which will provide the marketing companies with deeper insight into the potential of the market. The project is scheduled for completion by the end of November.</p> <p><b>Next Steps:</b> Phase one to be completed for companies to review.</p>	
<b>2.3 Non-Seasonal Promotion</b>	
<b>Objective:</b> Increase amount of New Zealand venison being sold to consumers through online and retail channels in the US.	<b>Status:</b> Project underway.
<p><b>Recent activity</b> Promotions are making good progress and continue to gather momentum in retail outlets both offline and on-line. Companies indicated a goal of 450 to 500 tonnes being sold through retail in the first year and companies indicate they are on track to hit this target.</p> <p>DINZ also recently undertook a product sampling programme with chefs, with over 40 recipes submitted by US chefs. DINZ is reviewing these and will pick a winner of the competition.</p> <p><b>Next Steps:</b> Companies to report individual sales and review programme as well as next steps.</p>	
<b>2.3b New Markets - Marketing Pilot (China)</b>	
<b>Objective:</b> Marketing companies sell 500 mt of venison through collaborative venture in new market segments.	<b>Status:</b> Three companies active in China.
<p><b>Recent activity</b> Following recipe development work completed earlier in year, restaurant groups are now using venison on their menus and feedback and sales data will be collated to better understand how Chinese consumers accept/view venison in Chinese cuisine. From this information, case studies will be developed for use as promotional tools in future.</p> <p>DINZ held a workshop for restaurant chefs who are now working with NZ venison importers to confirm cuts and supply for the promotions.</p> <p><b>Next Steps:</b> Companies to review customer feedback on recipes and sales data.</p>	



### 3.1 Industry Agreed Standards

**Objectives:** 50% of farmers assessed with On-Farm QA by 30 September 2021.

**Status:** Ongoing currently at 25% of target

#### **Recent activity**

DINZ has appointed a new QA Manager who will take over this project working with all venison marketing companies as members of the NZ Farm Assurance Programme to increase farmer uptake of on-farm QA. The P2P programme will continue to promote and encourage adoption of on-farm QA where possible. As well as work with the companies, work will continue with AsureQuality on data resolution to provide a clear picture of the current status of farmer uptake of on-farm assurance.

#### **Next Steps:**

Continue to work with the Meat Industry Association and venison processors to push adoption of NZ FAP and NZ FAP Plus and to complete GHG calculations.

## 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:** Underway

**Recent activity**

The final Annual Plan for the P2P programme term was approved in September to take effect from 01 October 2021 until 30 September 2022.

Design workshops for a successor P2P programme commenced in August and are ongoing to determine the next phase of the programme and funding requirements.

### 4.2.1 Workshops for Rural Professionals

**Objective:** At least 40 rural professionals attend a deer training course.

**Status:** 42 attended a workshop

**Recent activity**

Two workshops for new Regional Council staff did not go ahead due to recent covid-19 restrictions, these have both been re-scheduled for Environment Southland staff on 28 October and Otago Regional Council on 26 November 2021. The Environment Southland day will also involve the 'Thriving Southland' catchment co-ordinators.

Planning is underway also for more dates in the Waikato and the Hawkes Bay for later in the year.

**Next Steps:**

Hold the workshops for the regional council staff.

### 4.2.3 Influential Advisors

**Objective:** Develop and implement a micro credential (or equivalent) deer systems qualification to align with industry certification.

**Status:** Underway

**Activity in Quarter:**

Meetings held with individual P2P theme groups and the P2P Practice Change managers to canvass thoughts on industry certification for an appropriate deer qualification. A project to review what is currently available for industry training and a possible avenue for a deer micro-credential underway.

**Next Steps:**

Continue to evaluate industry certification for an appropriate deer qualification.

### 4.3 Big Deer Tour

**Objective:** Up to 10 University students enjoy an introduction to the New Zealand deer industry.

**Status:** Complete.

**Recent activity**

The university student tour took place in April 2021 in the South Island. A tour for Ag ITO farm level students called the Future Deer Farmers Experience took place the first week of August in Southland. Students on both tours experienced a full immersion into deer farming over the course of a week

**Next Steps:**

Commence planning for 2021-22 tours based on feedback received from both tours, continue to keep relationships with the students involved.

<b>5.1 Advance Parties</b>	
<b>Objective:</b> Up to 30 APs operating with Advance Party members demonstrating gains to their wider community which encourage adoption. Opportunities may differ between group members.	<b>Status:</b> 26 APs currently meeting actively.
<p><b>Activity in Quarter:</b> An planned AP facilitator training session was postponed in August due to covid-19 with new dates now set for 29 and 30 November, the AP chairs will come together in online forums on 08 December.</p> <p>87 AP meetings were held in the 2020-21 year. A project is underway to ensure we capture the individual farmer achievements and progress made as a result of their AP membership. This will be undertaken by the facilitator for each group.</p> <p><b>Next Steps:</b> Hold the AP facilitator training and AP chairs forum. Continue to follow up with those APs still to complete an annual plan for their AP.</p>	
<b>5.2 Deer Farming Regional Workshops</b>	
<b>Objective:</b> To expand the farmer centric learnings from Advance Parties to a wider farmer and rural professional audience by using the DFA branch network to connect with non-AP members. Run up to 10 Regional Workshops between 1 October 2020 and 30 September 2021.	<b>Status:</b> 9 workshops held in 2020-21, covid-19 disruptions meant target unattained.
<p><b>Activity in Quarter:</b> 9 Regional Workshops held in 2020-21 with a total of 259 farmer attendees. 3 workshops are scheduled before the end of 2021, the Central NI Analysis AP will hold a summer seminar in Turangi, the Southland Next Gen AP are planning a day and also the re-scheduled Southland Environment AP after covid-19 restrictions meant a postponement to a .</p> <p>The most successful topic in the last year were the workshops with ruminant nutritionist Trish Lewis who went on a roadshow around the country visiting 4 APs and opening up the days to other non AP deer farmers.</p> <p><b>Next steps:</b> Plan more dates into the end of 2021 and into next year.</p>	
<b>5.3 Business Management and decision support</b>	
<b>Objectives:</b> 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 as well as terminology for profit and productivity KPIs in use.	<b>Status:</b> Underway.
<p><b>Activity in Quarter:</b> The focus of this project will be reframed moving forward in the new annual plan to projects that meet the broad needs of farmer engagement and support, of which business management and decision support are one component of those needs.</p> <p><b>Next Steps:</b> Scoping of the re-focus of this project.</p>	

<b>5.4 Deer Facts</b>	
<b>Objective:</b> To distribute one new deer fact in 2020-21	<b>Status:</b> Complete.
<p><b>Activity in Quarter:</b> A comprehensive suite of fact sheets have now been developed as the one source of agreed knowledge. Assess the need for delivery of further fact sheets on a case by case situation. A Deer Fact on utilizing terminal sires is in development.</p> <p><b>Next Steps:</b> Develop and publish the terminal sires deer fact sheet.</p>	
<b>5.5 Practice Change Activities</b>	
<b>Objectives:</b> Engagement opportunities between farmers and advisors that encourage change. Farmers adopt new technology or information which assists their productivity.	<b>Status:</b> Complete
<p><b>Activity in Quarter:</b> Review of 2021 events both the National Technical Workshop in Invercargill and the Deer Tech Expo in Palmerston North. Review of both the events above has led to only one event being built into the 2021-22 annual plan.</p> <p><b>Next Steps:</b></p> <ul style="list-style-type: none"> <li>• Book in date in the coming year for a National Technical Workshop. Work alongside the NZ DFA who have yet to commit and decide on a format and date for the deer industry conference in 2022.</li> </ul>	
<b>5.6 Integration Projects</b>	
<b>Objective:</b> Projects which give farmers and rural professionals the confidence to make positive changes to their farming operations. Opportunities to deliver deer specific knowledge within existing groups e.g. input and output supply groups and catchment groups.	<b>Status:</b> Complete
<p><b>Activity in Quarter:</b> <b>Parasite management workshops:</b> Coinciding with the recent approval, manufacture and rollout of a new drench for deer Cervidae Oral, farmer and vet workshops have been held in Southland - Otautau, Waikiwi and Northern Southland. Further to be determined dates will be held in Winton &amp; Gore due to recent covid-19 restrictions. A workshop has been confirmed in Gisborne on 19 November 2021.</p> <p><b>Next steps:</b> Plan and book in the next rollout of parasite management workshops.</p>	
<b>6.1 Improved Breeding Planning</b>	
<b>Objectives:</b> 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.	<b>Status:</b> Ongoing
<p><b>Activity in Quarter:</b> <b>Promotion of Breeding Planning:</b> A new updated Deer Select index is currently being worked on which will provide across breed evaluation, a draft version has been completed with release in June. Communications roll out thereafter prior to selling season.</p> <p>Coming up to stag sale season, a number of media pieces to promote breeding planning and Deer Select have been booked in print and online media.</p>	

<p><b>Next Steps:</b> Planning to launch and promote of the across breed evaluation.</p>	
<p><b>6.2 Strategic Feeding</b></p>	
<p><b>Objective:</b> To create measurable change in farmers' awareness and application of proactive feed management in order to provide optimal feeding for deer production.</p>	<p><b>Status:</b> Ongoing</p>
<p><b>Recent activity</b> Following on from a meeting in May, the Feed theme group will look to integrate feed and across boundary collaboration with other industry themes. Planning underway for the coming year to review material already created and still relevant to farmers and present it in other formats.</p> <p><b>Next steps:</b> Complete a body condition score chart for hinds as a Guide to Seasonal Hind Body Condition.</p>	
<p><b>6.3 Improve Deer Health</b></p>	
<p><b>Objective:</b> To support the work of veterinarians both practicing and in training with information and farmer engagement activities. By the end of 2021 to have developed a programme of integrating animal health planning and awareness into the whole farm system and plan.</p>	<p><b>Status:</b> Ongoing</p>
<p><b>Recent activity</b> Ongoing investigation into a facilitation service as a value proposition after surveying farmer needs as a result of a recommendation from the DINZ health strategy review in 2019. This investigation is part of ongoing work in project 5.3 Business planning and decision support.</p> <p>A meeting is planned with the NZVA special interest deer branch to discuss and plan P2P activities in November.</p> <p><b>Next steps:</b> Hold meeting with the NZVA special interest deer branch.</p>	
<p><b>6.4 Environmental Stewardship</b></p>	
<p><b>Objective:</b> To find and encourage adoption of solutions to the environmental constraints on deer farming. 100% of deer farmers have a written farm environment plan by end 2025.</p>	<p><b>Status:</b> Underway</p>
<p><b>Activity in Quarter:</b></p> <ul style="list-style-type: none"> <li>• 15 Deer Industry Environment Groups (DIEG) are in place</li> <li>• The P2P programme has assumed responsibility for helping all deer farmers know their Greenhouse gas numbers and to develop management plans</li> <li>• As part of the above point, surveys have been completed, one for farmers still needing help with plans, and one seeking feedback from those in DIEGs.</li> </ul> <p><b>Next Steps:</b></p> <ul style="list-style-type: none"> <li>• Further refine and resource the online development of a hybrid programmes to assist farmers develop their FEP including further development and testing of the DIEGO approach</li> <li>• Meet with Thriving Southland catchment co-ordinators as part of a workshop for rural professionals</li> <li>• Continue development of an FEP handbook for deer farmers.</li> </ul>	



## **7. Programme Management**

### **Activity in Quarter:**

MLP programme Core Design team for P2P successor programme met 18 August  
P2P Advisory Group met 15 September  
MWG met 17 September to discuss business as usual and also a P2P successor programme  
DINZ Board approved P2P final budget for 2021-22 on 21 September  
New financial year commences 01 October

### **Upcoming:**

Concept for a P2P successor programme to be presented to DINZ Board 24 November  
AP and environment group facilitator to be held 29 and 30 November  
P2P Advisory Group to meet 06 December  
AP Chairs forum to be held 08 December.

*R Aloe, 27/10/2021*