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Central Selling Facility Company's Aim

The Northern Southland Selling Centre Ltd came into being 10 years ago to provide a central saleyard facility for farmers in the Northern Southland area.

Prior to 1971, Mossburn, Dipton and Lumsden saleyard companies provided selling facilities for sheep but had no facilities to cater for cattle sales. Cattle to be sold from the area had to be transported to Lorneville saleyards.

The three saleyard companies were all within approximately 11 miles of each other and, consequently drew small mobs of sheep with the relevant number of buyers attending the sales.

Stock agents found the

A delegation consisting of the chairman of the Mossburn Saleyard Co, George Northcoat, and secretary, Owen Hillis, were appointed to attend a meeting of the Dipton Saleyard Co to present an idea of erecting one centralized saleyard complex to serve the whole area.

The concept was favourably received by Dipton and in turn Lumsden was approached, again showing interest in the scheme.

Public Company

Committees were elected from each saleyard company and met to discuss the initial plan towards forming a public company to provide the means to erect a selling facility for both sheep and cattle.

The Northern Southland Selling Centre (NSSC) was born. Shares were taken up by shareholders of smaller saleyard companies in the Northern Southland area as well as stock firms servicing the region.

Mr Rubin Allen, the first chairman of NSSC, offered an 11 acre paddock on his property at Castlerock as a site for the new selling complex.

Situated opposite the Dipton-Castlerock road joining the Milford-Lumsden highway, the land was ideally located for the purpose.

In order to implement the building programme as quickly as possible, Mossburn and Dipton saleyard companies went into voluntary liquidation. The Lumsden Saleyard Co remained operative for another year and provided stock selling facilities for the area while the complex was built.

Saleyard Design

Mr Jack Drummond, now living in Invercargill, designed both the sheep and cattle saleyards. A former director of NSSC, he spent hundreds of voluntary hours working alongside the

builders ensuring that plans and specifications were workable and efficient.

Initially the whole area was uncovered and open to the weather, which did create a dust problem.

The problem was solved for the cattle yards by building them in over the following three seasons. This was done in two stages. The first stage covered the large area which were attended to first and the selling ring, containing the smaller area, last.

After exhaustive enquiries by the directors, the dust problem in the sheep yards was settled with a sprinkler system being installed.

Large Area

The selling facilities Castlerock are used by farmers, the Lands and Survey Department and companies all domiciled within the boundaries of Northern Southland which stretch to the head of Lake Wakatipu across to Te Anau Downs, down to the Blackmount area, through Benmore and over to Bluff.

A large proportion of stock passing through the complex comes from the Lands and Survey blocks situated around the Te Anau area.

Castlerock has become an exceptionally well-known sales of store stock, and attracting larger crowds. Sales has meant that public amenities have also had to be up-graded.

With the recent completion of the deer selling pavilion and the possibility that it can be utilized by goat breeders, the NSSC has provided Northern Southland with one of the most modern stock selling facilities in the South Island.

Directors of the company have always taken their responsibilities seriously and have endeavoured to provide the best selling facility possible for the region making each decision wisely taking a long-term view to development and investment.

The result of this programme has not always provided shareholders with a dividend on their investment, but the area as a whole has benefitted from the company's determined policy of keeping the saleyards complex up-to-date to cater for an increasing volume of stock.

The Northern Southland Selling Centre looks forward to a bright and profitable future.

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Cafeteria Packed On Sale Day

Each sale day the Northern Southland Selling Centre cafeteria is packed with customers.

A fact that is easy to understand considering that for \$2 "you can have what you like."

For the past 13 years the cafeteria has been run by the Castlerock Catering Committee made up of representatives of various district charitable and non-profit organizations.

The Northern Southland Selling Centre is itself the amalgamation of five smaller saleyards at Athol, Dipton, Mararoa, Mossburn and Lumsden, which for many years held their own individual stock sales.

Catering at those earlier sales had been the responsibility of the WDFP at both Lumsden and Athol, the PTA at Mararoa, plunket at Dipton and ladies of the Presbyterian church at Mossburn.

The catering committee now organizes a roster system each year according to the number of sale days.

Each participating group is responsible for providing morning and afternoon teas and lunches for the crowds of buyers, sellers and stock agents on its particular roster day and retains the proceeds either for its own funds or other non-profit district groups.



Busy preparing filled buns and sandwiches at the Northern Southland Selling centre cafeteria are Mrs R. (Tib) Menlove, left and Mrs S. McMeekan, both members of the Lumsden WDFP.



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NZ Deer Farmers Annual Conference At Queenstown



Excellent Itinerary Attracts Delegates

Queenstown has attracted an "overflow" of delegates to the Deer Farmers Conference, no doubt a reflection of the excellent programme that has been arranged.

Following the Minister of Agriculture's opening address on Sunday evening, the conference buckles down to business with a series of workshop sessions on Monday.

Industry experts in each of the respective technical areas feature as a panel at all workshops. After brief comments from panel members, the major part of each workshop has been allocated to a discussion, question and answer format.

Workshops run concurrently, with attendance at four being possible for one person.

The Earnslaw cruise on Tuesday, whilst offering brilliant scenery, will more seriously give delegates an opportunity to mix and discuss with Council members, industry leaders, and panel members from the previous day's workshop sessions.

The Earnslaw departs Queenstown 10am, concurrent with a convoy of buses. Those travelling one-way by boat return on buses

and vice versa. The buses will take in the new Remarkables ski-field road weather permitting, returning to Queenstown about 3.30pm.

Monday's programme for ladies permits attendance at the first session of the venison cooking display from 8.30 to 10.30am, before departure at 11am of the non-delegates tour. This includes a fashion parade at Skippers Lodge, and visits to the Flower Barn, and Orchid House at Speargrass Flat. During a visit to the old Mining Village on Frankton road, afternoon tea will be served.

The annual general meeting of the N.Z. Deer Farmers Association is scheduled for Wednesday.

Concurrent with Tuesday and Wednesday's programme will be an exciting trade display in the Queenstown memorial hall at which all products associated with commercial deer farming will be featured.

Programme Of Events

June 1985 — Venue Lakeland Regency

Sunday 9: 1-6pm Registrations

7-8pm Mayoral welcome and opening by Hon. C. J. Moyle, Minister of Agriculture

Monday 10: Workshops

- (i) Velvet production
- (ii) Venison production
- (iii) Breeding and importation
- (iv) Marketing
- (v) Fallow deerfarming
- (vi) Tuberculosis
- (vii) Cooking
- (viii) Management in animal health

Tuesday 11: Sightseeing excursion or free day

Wednesday 12: Annual General Meeting

Conference —

Keynote speaker, Sir James Stewart

"Direction of agricultural policy and the significance to the deer industry"

Evening — 10th anniversary conference dinner

Thursday 13:

- (i) Criffell sale — Wanaka
- (ii) View Elk crossbreeding programme and Invermay display
- (iii) Fiordland flight

Friday 14:

- (i) Invermay Research Station deer complex field day trip
- (ii) Cromwell sale



Elk cows and bulls on Mr Alistair Sutherland's property at Eastern Bush. These deer have been imported from Canada and will be used to upgrade New Zealand Wapiti-cross animals.

Complete Change Of Values For Deer

Farmers paying high prices these days for deer must look back ruefully to a time in New Zealand's history when deer were killed in their thousands.

Thousands of deer were shot in the 1930s before ex-

port markets had been found for venison and velvet. These two products form the basis of today's thriving industry, the development of which must have been unforeseen by the deer cullers who collected about two shillings per tail for the animals killed in the campaigns of the thirties.

In the late 1950s the era of commercial venison hunting started. This grew through the sixties and seventies into a multi-million dollar export business.

By the late seventies killing was replaced with capturing as the deer had become too valuable to kill. These operations have become so efficient that New Zealand's wild deer population has been reduced markedly in the past few years.

Deer are now prestige animals on New Zealand farms,

a drastic change from their reputation as pests just a few years ago.

There are approximately 2500 deer farmers in the country with 270,000 animals in captivity, and still lots of paddocks fenced for deer, waiting for the farmers to buy in. Behind these are lots of farmers thinking they might have a go.

"In early years, entry to deer farming was somewhat speculative, but now marketing is becoming more soundly based through the Game Industry Board.

There are several Deer Slaughter premises throughout New Zealand which can export venison and valuable deer by-products to any market in the world.

There is no over-supply situation as with sheep

meats. Indeed, if the deer farming industry has a problem, it is lack of venison product to develop new markets.

Advantages

So what are the advantages of going deer farming? Deer offer diversification to the stock farmer and can be farmed on hill country or top class flat land. As a guide, one adult deer can be carried for two breeding ewes farmed at present.

Deer are efficient grazers, and have a high conversion rate of pasture to meat.

Hinds have a long breeding life — it is known some hinds being more than 15 years age are still producing calves annually. Deer produce a fat-free meat, they are generally disease resistant and can be farmed with a very low labour input.

Given careful planning of the capital expenditure to get started, deer farming remains highly profitable.

High stock prices reflect the very rapid growth the industry is experiencing.



A fine example of a New Zealand Wapiti hybrid stag. This stag cut 0.4 kilograms of hard antler as a four year old this year, and has been placed in earlier years in the national velvet competition. Antlers from this stag of Mr Alistair Sutherland will be on display in Queenstown.

Reliable Fencing . . .

Cyclone has always been a great supporter of the deer industry and its reliable stockproof fencing has been acknowledged as a prerequisite to successful deer farming. Cyclone is justifiably proud of its Tightlock deer fence.

Tightlock blends Cyclone's immense experience in fencing with the needs of the deer farmer.

Quick and easy to erect, the stiff-stay method of construction and unique tight-grip knot maintain the fence more effectively than other types and the impact load factor of a beast in contact is immediately spread across the full height of the fence and for some distance on either side.

This greatly dissipates the impact load, which is absorbed by the double tension curves placed in all line wires at the time of the manufacture.

It is these curves and other special features which give Tightlock its elasticity, strength and its stock-proof life.

Correct tension is vital to a successful fence. The fence should be strained until the tension curves just start to flatten off to about half their original depth. Or in statistical terms, about 90kg to 110kg (200lb to 250lb) tension on each line wire.

Strained to this extent the wire will return to full crimp, retain its qualities of elasticity and resilience and give long durable life.

Southland Has Active Branch

Local deer farmers are well represented by their Southland branch committee.

Members of the committee are Doug Cooper, Chairman, Walter Somerville, Vice Chairman, and Messrs John Beer, Malcolm McCall, John Cowie, Mike Brihgans, Bruce Edwards, Eddy Geary, Mike Harbord, Colin MacNicol, George Orr, Harry Robinson, David Stevens, along with Peter Ryan, Council member and Herby Whyte, Game Industry Board. Steven Brown is Secretary.

The Southland Branch sponsors deer discussion groups in the Otautau, Winton, Hedgehope and Eastern and Northern Southland areas. The groups meet regularly to discuss practical deer farming, emphasis being on learning from others experience.

Other visible activities of the local branch have been excellent exhibits at the Invercargill A & P Shows, plus organization of the National Velvet competition.

This latter is being recognized as the country's yardstick for velvet quality. The Southland A & P show is fortunate to have this competition so well established as an on-going attraction.

Animal health and publicity are other areas where the local branch has a major input on behalf of members.

Another feature will be that at forthcoming deer sales Association members will do droving of stock — to raise funds to strengthen our local branch.

With deer farming increasing at a rapid rate, new farmers are continually entering the industry. Each should consider joining the Deer Farmers Association since only then can the interests of farmers be discussed and promoted with a majority voice.

Deer Farmers' Association Formed In 1975

In April 1975, just five years after the issue of the first deer farming licence, 29 prospective members met in Christchurch to consider the formation of a Deer Farmers' Association.

Today the Association has close to 1600 New Zealand members and 40 overseas members, maintains an office in Wellington, and employs a full-time director and a secretary.

The interests of deer farmers are looked after by a President and ten Council members who are elected annually by postal ballot of all New Zealand members of the Association. The country is divided into five regions in each island and a Council member, preferably resident there, is elected to represent each region.

Mr Peter Ryan, Bayswater, is the Southland region's councillor.

Objectives

Objectives of the Association are:

- To represent deer farmers on all matters of common interest.
- To act as an industry association in presenting the views of deer farmers to the Government and to Government departments.
- To acquire and distribute to members information on all aspects of deer farming.
- To keep members fully informed by newsletter or other methods on all matters of interest to deer farmers and potential deer farmers.

Numerous local branches regularly organize field days, seminars, meetings and social activities and are the best possible source of information for both far-deer farmers, is the major

mers and investors becoming involved in the industry.

Council

The Council meets approximately once every two months and attempts to choose different provincial centres as often as practicable in order to involve local deer farmers on each occasion.

As well as considering items of national importance, the Council receives a verbal report from each of its members on matters of particular concern in the Council member's own area.

Members receive a regular news bulletin in the form of the monthly newsletter, Stagline, which covers Council activities, carries items of general interest, reports branch happenings and includes simple advertisements for deer farming.

In-depth studies of the industry here and overseas are to be found in the quarterly magazine The Deer Farmer, published by a company in which the Association has a fifty percent share.

A subscription list in excess of 2300, including 250 overseas subscribers is indicative of the keen interest with which developments in the industry are followed.

The Association's Annual Conference, which alternates between North and South Island venues and is regularly attended by several hundred enthusiastic

event organized by the Association.

Successful

For a small organization, the Deer Farmers' Association has proved notably successful in its dealings with Ministers, Government departments, commercial interests and other organizations whose actions affect the industry.

At present, great emphasis

is being placed on achieving planned orderly marketing of deer products, in particular venison. The Association played a major role in creation of the Game Industry Board, and will continue to work with this Board for benefit of the whole industry.

Deer farming is notable for the diversity of individuals involved in it and for

the innovative vigour with which it has grown.

Despite their independent outlook the vast majority of deer farmers have been active in their support for the Deer Farmers' Association and their contribution at branch and national level ensures the continuing ability of the Association to work effectively in their interests.

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Pre-Conference Tour Of Local Farms

The Southland branch of the Deer Farmers Association has arranged a two day pre-conference tour.

A full bus load of delegates arrives in Invercargill on the evening of Friday June 7, and will be hosted by local deer farmers.

On Saturday morning the party visits John Cowie's Midlothian deer farm at Limehills.

John farms 308 hectares as an integrated deer, sheep and cropping unit. Some 142 hectares are deer fenced. Deer being wintered include 300 red deer hinds, 250 weaners, and 40 stags. Winter feeds are silage, pasture, swedes and grain.

John has developed an elite herd of New Zealand red deer based on a pedigree and performance recording programme since 1979.

The tour's next stop will be the official opening and inaugural deer sale at the Northern Southland Selling Centre's new complex at Castlerock, followed by a visit to the Wilson Neill Deer Park at Mossburn.

Since its purchase late in 1983 this 245 hectare farm has seen rapid development from sheep to a deer unit. Present stock are 530 hinds, 100 weaner hinds, and 23 selected red stags including one from Warnham Park.

On Sunday, the tour party visits Evan Meredith's Fiordland Wapiti Park near Te Anau. This unique property has 120 hectare deer fenced, although as far as has been practical land has been left in its natural state.

The Park was initially established with selected captured Wapiti cows and bulls from Fiordland. Present stock are 150 breeding Wapiti cows and 150 red breeding hinds plus replacement stock along with 50 Wapiti bulls and seven imported Canadian Elk bulls.

On Sunday afternoon, delegates travel to Queenstown.

Venison Consumed in NZ Of Poorer Quality

QUEENSTOWN

A poorer quality venison was being consumed in New Zealand because the top quality product could receive double the return on overseas markets, New Zealand deer farmers heard yesterday.

There was a strong feeling among delegates at the New Zealand Deer Farmers' Association conference in Queenstown that the quality of venison reaching the local market was of a lower standard than that being exported.

A number of Australian delegates said the venison they had tasted in the few New Zealand restaurants' menus that it featured on had been "tough and poorly presented."

Some delegates believed

more emphasis should be placed on supplying the local market, before spending money on overseas promotion.

However, one of the main reasons why the top quality product was not reaching the local market was because producers could double their return on the United States market, the delegates heard.

The New Zealand exchange rate was such that producers were opting for

export to make a profit on their product, according to Mr Andrew Williams, of Wrightson NMA Ltd. Few companies would channel their product to New Zealand markets when they could get more overseas, he said.

Another big problem in New Zealand was that of "cowboy shooters" selling unprocessed venison to hotel chains and restaurants.

This was an illegal practice, but one which was hard

to police, Mr Williams said. A restauranter could probably buy a whole carcass for about \$150 and use the meat from it for a week.

"Do It Themselves"

New Zealanders also had an attitude that if they could "do it themselves" they would. The same piece of meat put through the correct processing and prepared for sale could be turned down in favour of this "weekend shooter" product, he said.

There was a market for venison in New Zealand but the industry was still too fragmented. Once a "united approach" could be reached within the local industry Mr Williams believed problems like these would diminish.

But the industry still had to concentrate on establishing its overseas markets first. The hospitality trade was the major target at present, but Mr Williams believed the retail market would develop as a united front was formed. At the moment it was not as economically viable, he said.

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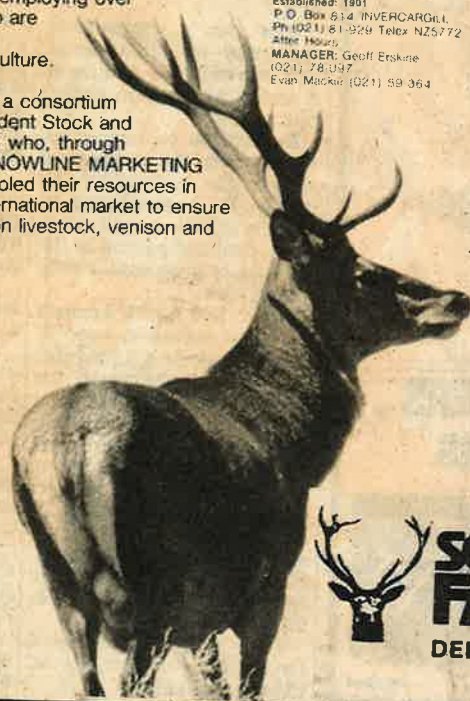
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TB in Deer Herds Increasing

QUEENSTOWN

Tuberculosis in deer herds is increasing, the tenth annual New Zealand deer farmers' conference in Queenstown heard yesterday.

The convenor of the association's subcommittee on the disease, Mr John Wilson, said there was evidence, in some circumstances, that TB would spread rapidly through some deer herds. Farmers who did not test their whole herds took a risk that TB introduced from outside sources would spread undetected before clinical cases were observed.

Handling infected deer in confined spaces also carried a potential threat of human infection.

Mr Wilson said that nationally the level of infection was still very low, but from a drop a year ago, it was now rising.

In the year to March, 1984, 85,091 animals were tested giving a national "reaction rate" (positive response) of 0.521; in the year to March, 1985, of 103,826 tested it was 1.31.

Whole herd tests should be carried out every one or two years, Mr Wilson said.

He said buyers — and auctioneers — should not take delivery of deer without a veterinarian's certificate confirming that the animals have been TB tested with a negative reaction within 30 days before a sale.

Deer Farmers' Conference

Better Promotion Needed

11/6/85

QUEENSTOWN

New Zealand should be "telling the story" about farmed venison to the traditional European markets which preferred the feral product in anticipation of an increased farmed product supply, deer farmers heard in Queenstown yesterday.

The general manager of the Game Industry Board, Mr Mike Pattison, told deer farmers at their annual conference that the New Zealand industry had a specific problem of an increased supply of farmed venison and it needed "a home" for

Countries like West Germany, the traditional European market, expected their venison to be from the animal "shot in the hills," Mr Pattison said.

He had just returned from an overseas trip, which included meetings with the industry authorities in Germany, and the preference from the "traditional sector" Germany was for the feral product.

Already Concern

There was already concern among German importers as to where the increased supply of New Zealand venison would go. Figures quoted by the Minister of Agriculture, Mr Moyle, that 30,000 tonnes of venison would be exported from New Zealand annually in less than 10 years, would reach many in a matter of years, Mr Pattison said. This was unfortunate, as he believed that figure was exaggerated.

However, New Zealand would be facing a great increase in the supply of farmed product and some market research was definitely needed. Promotion was never

cheap, but it could not be left until the industry was overwhelmed by an increased supply.

"We have to create the conditions and climate to cater for the increased product," Mr Pattison told farmers.

Co-operation was vital between parties involved in the industry. Every dollar spent must be directed to the best possible form of promotion, he said.

Geared to Markets

The promotion had to be geared to each different market, each of which had its own specific needs, Mr

Andrew Duncan, of Snowline Venison Ltd, told delegates.

Culture, language and religion were all different categories at which each market must be targeted.

The product must then be well packaged and have a "good shelf life," Mr Duncan said.

In the "chilled markets" it was difficult to reach consistency because of the state of the animal at various seasons.

Age Grade

But Mr Duncan believed an age grade should be included in the New Zealand

exporting industry as well as the existing weight range and lean to fat grading.

This way exporters could select the younger animals for the premium markets.

There was a lot of room for improvement in the ways New Zealand venison was presented for the overseas market.

It had been observed on other markets that "packaging sold the product" and New Zealand had a long way to go in this field, Mr Duncan said.

It was stupid to "penny pinch" on packaging when the contents of each package could be worth \$600 to \$700.



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Comprising 290 Deer:

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Deer Saleyard Opened At Castlerock

10/6/85

The Northern Southland Selling Centre saleyards at Castlerock took on an almost carnival atmosphere on Saturday, with the opening of the company's new deer selling complex.

The 400-seat public gallery was packed for the official opening and inaugural sale, with an overflow of more than 100 people viewing the sale on closed circuit video in a marquee outside.

The impressive modern deer selling facility, which lays claim to be the best in the South Island, if not in New Zealand, was built by Heenan Engineering Ltd of Winton at a cost of more than \$100,000.

Saturday's sale was held to coincide with the annual conference of the New Zealand Deer Farmers' Association, which opened in Queenstown on Sunday.

In addition to the large crowd of local farmers, the sale was attended by a good number of northern buyers and farmers on their way to the conference, including a 45-strong pre-conference tour party.

Needed

The Northern Southland Selling Centre's deer complex is the end result of two years of investigation and planning by the company's directors and is a direct response by the company to the need of the province's deer farmers for an high-quality selling centre.

It has been estimated by the Ministry of Agriculture

and Fisheries that there are at least 25,000 deer being farmed in Northern Southland alone.

The complex has been designed to ensure the smooth and quick selling of large yardings of deer and this was generally the case, apart from a few selling problems which marred the otherwise efficient running of the sale.

Congratulated

The president of the New Zealand Deer Farmers' Association, Mr John Burrows, who officially opened the deer selling complex, congratulated the company's directors for providing what he described as a "magnificent" selling facility.

The offering of more than 400 deer consisted of selected lines of mainly good to top quality animals, the bulk of which were red deer and hybrid weaner hinds.

The market for red weaner hinds opened on a strong note but tended to ease towards the latter part of the offering. However, the overall demand remained at levels on a par with previous sales in the province. Hybrid weaner hinds proved more difficult to sell and failed to attract the usual premium over red hinds.

Eighteen-month-old and mixed-age hind especially

hybrids generally did not attract the same degree of interest and bidding was somewhat slower, with several lines failing to reach the vendors' reserve prices.

Elks

The highlight of the sale came right at the end of the offering when three purebred Canadian mixed-age elk cows and three mixed-age New Zealand wapiti cows were offered on account of Mr J. V. Barber, Winton.

The first of Mr Barber's Canadian elk cows was passed in at \$28,000. However the second cow was sold to Mr R. Robertson, of Foveron Deer Farm, Kurov, for \$24,500 and the top sale of the day followed, when the third elk cow was sold for \$32,000 to Mr L. M. Marshall, of Leeston.

Mr Barber's three wapiti cows sold for \$13,000, \$15,000 and \$16,000.

Other notable sales were on account of W. W. Day (Oreti) one NZ Wapiti cow at \$11,000; M. J. Briggans (Te Anau) one wapiti cow at \$7000; O. M. Miller (Winton) one wapiti cow at \$7000; R. J. Hayes Ltd (Te Anau), one mixed-age hybrid hind at \$7000; N. J. Cunningham (South Hillend), one wapiti

cow at \$7000; W. W. Day, one elk-NZ wapiti weaner hind at \$7250; N. Clayton (Te Anau) one elk wapiti weaner hind at \$5100; J. V. Barber, five hybrid weaner hinds at \$4600; H. J. Whyte, Branzholm, two elk-wapiti weaner hinds at \$4750 and one at \$4500; N. Cunningham two wapiti weaner hinds at \$3400; B. and G. Murray, (Arrowtown), five red weaner hinds at \$3550; C. Hughes, 10 hybrid weaner hinds at \$3300; P. J. and H. M. Egerton (Lora Gorge) three red weaner hinds at \$3300; Craigleigh Deer Farm (Te Anau) five hybrid weaner hinds at \$3300; T. McGarry (Te Anau) one elk cross weaner hind at \$3300.

Prices

A range of prices was:
Red Weaner hinds: Top \$3200 to \$3550, good to medium \$2800 to \$3100, small to medium \$2600 to \$2750, small to \$1750.
Hybrid weaner hinds: Top \$3300 to \$4600, medium \$2800 to \$3100, small \$2300.
Wapiti-elk weaner hinds: Best \$7250, top \$4500 to \$5100, medium \$3200 to \$3400.
Eighteen-month-old hinds: Best \$6750, top \$3800 to \$4600, medium \$3500 to \$3650.
Mixed-age wapiti cows: \$11,000 to \$16,000.
Mixed-age hybrid hinds: \$4000 to \$7000.
Mixed-age red hinds: \$3150 to \$4000.
Mixed-age elk-wapiti cross cows: \$15,000 to \$32,000.

Board to Control Industry

11/6/85

QUEENSTOWN
The Game Industry Board is to become a formal statutory authority to act as a regulator for the New Zealand deer industry.

The Minister of Agriculture, Mr Moyle, announced to deer farmers at their annual conference in Queenstown yesterday that he would be putting the necessary regulations to Parliament next week for their validation.

The regulations under the Primary Producers' Marketing Act were due for validation before the snap election last year, but the process had not been carried out by the National Government before the New Labour Government took over.

It was a case of a "technical lapse" in getting the regulations validated, the Board's general manager, Mr Mike Pattison, told the conference.

The board had continued to operate in spite of this, but the industry had previously

been without the backing of a formal authority.

The validation of the regulations would clear up the present state of uncertainty and develop a confidence in the industry that it had a regulatory authority.

The board was financed by the industry collecting levies on a compulsory basis, with which it could then put New Zealanders' marketing strategy in place.

Responsibility

The important role of product development clearly fell on the Game Industry Board, Mr Pattison said.

Exporters were investigating further processing, but the Board's responsibility was to initiate specialized research overseas to define particular qualities in the product.

Once these special qualities had been defined, money would be spent promoting these qualities in the various markets.

The industry presently referred "loosely" to venison as being a low-fat product high in polyunsaturated fats.

But the New Zealand industry needed to approach professional researchers in the United States and have the product assessed. The way facts could be established and used with confidence in concentrated overseas promotion.

Hidden qualities could be defined that the exporters may not have known existed in the product.

If venison was proved to have these low-fat qualities it could be bought as a good food for the diet-conscious, Mr Pattison said.



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Deer Industry Must Look at Promotion

10/6/85

QUEENSTOWN
The New Zealand deer farming industry has a massive promotion job ahead of it, with a 30-fold increase in export venison production predicted by 1993-1994 according to the Minister of Agriculture, Mr Moyle.

Mr Moyle told more than 800 deer farmers at the opening of the New Zealand Deer Farmers' Association conference in Queenstown last night that his department estimated that in less than a decade there would be about one million breeding hinds in New Zealand.

If the breeding stabilized at that figure, it would produce 30,000 tonnes of meat.

Mr Moyle asked the delegates who would buy 30,000 tonnes of New Zealand farmed venison a year.

The present markets — West Germany, Austria, United States, Singapore, Hong Kong and Japan — took about 1000 tonnes to 2000 tonnes of New Zealand venison a year, he said.

The deer farming industry in New Zealand had to look very closely at product development and promotion.

Venison was being exported in frozen 27kg polythene packs — the cheapest form of packaging.

However, trial shipments using more expensive consumer packs of just over 1kg were being made and research was being carried out into chilled exports for the United States market.

Mr Moyle emphasized that the product should not only be promoted as a quality lean red meat but also part of the New Zealand marketing ethic, highlighting the country's cleanliness, freshness and healthy pollution-free environment.

Venison, Velvet

The future of the deer industry lay with venison production and with velvet largely as a by-product, Mr Moyle told farmers.

The world's velvet trade was only 55 tonnes to 60 tonnes a year, and New Zealand was already supplying up to 20 tonnes of that.

Mr Moyle believed China had the ability to supply the whole market at low prices if it chose.

Export statistics showed stock was being withheld from slaughter for venison and income was being maintained from sales of velvet and progeny.

Herd Expanding

The New Zealand deer herd was expanding rapidly but the increase was not for production processing and export, but for herd building.

The national herd had more than doubled in four years, from 104,000 in 1980 to 259,000 in 1984.

The number of stags had increased from 14,800 to 95,800, and the number of hinds had risen from 63,000 to 163,000, Mr Moyle said.

New Venison Venture

12/6/85

Crown Corporation has formed a new company to market venison and deer byproducts world-wide.

The new company — Crown Venison Limited — is a subsidiary of Crown Corporation Limited, the parent company of stock and station firm Dalgety Crown Limited, Aotearoa Meats Limited (meat export), C. B. Norwood Limited (agricultural machinery) and Crown Finance Limited.

Crown Corporation has acquired the venison and game meat export division of Maddren Brothers, Christchurch, which pioneered overseas market development for venison more than 30 years ago.

In addition the venison

activities of another Crown Corporation subsidiary, Farm Export Limited, will be incorporated in Crown Venison Limited. Mr James Maddren, a Crown Corporation director, will be chairman of the new company while Mr Spencer Hagen, the managing director of Aotearoa Meats and also a Crown Corporation director, will be on the board.

The new company will kill at deer slaughter houses throughout the country and arrange for further processing to buyer requirements. Based in Hastings, Crown Venison will strengthen the Crown Group's already substantial involvement in the servicing of deer farming. Dalgety Crown operates this country's major velvet pool.



THE AUSTRALIAN Deer Breeders' Federation immediate past president, Mrs Elaine Hart, visited several Southland deer farms before attending the annual conference of the New Zealand Deer Farmers' Association in Queenstown this week.

Mrs Hart and her husband Ian, from Queensland's Mary valley, have attended all six of the association's annual conferences and on Saturday they visited Mr John Cowie's Midlothian deer farm at Limehills before attending the official opening and inaugural deer sale at the Northern Southland Selling Centre's new complex at Castle Rock.

After visiting the Wilson Neill deer park at Mossburn they visited Evan Meredith's Fiordland Wapiti Park near Te Anau.

PICTURED: At the park Mrs Kath Meredith (left) and Mr Meredith (right) explain some of the characteristics of the Fiordland wapiti to the Harts.



Head chef Alain Doisneaux (left) and sou chef Bernhard Aigens demonstrating the preparation and cooking of venison at Queenstown's Travelodge, venue of this week's deerfarming conference.

Select Velvetting Stags On Performance

The liveweight of stags at three to 15 months of age can be used as an indicator of liveweight at 27 months, which in turn is related to velvet antler production.

Dr G. Moore, an Invermay scientist who has been involved in the Invermay breeding and deer research programme since 1975, told deer farmers at this week's New Zealand Deer Farmers Conference in Queenstown, that as a general rule research had shown that the heavier stags on average produced the heavier velvet.

Beam circumference of the velvet was a most important selection criteria, he said. This should be measured on two-year-old stags to give a good indication of the future velvetting potential of those stags.

Velvet antler shape, as well as weight, was another important consideration when considering which stags to keep as velvetting animals.

Temperament also had to be considered. "It's no use hanging on to stags with temperament problems that could cause damage to other stags over the velvetting period."

Dr Moore said it was important that deer stags were held separately from non-breeding stags after mating and in the early part of the winter and to feed them well during this period.

After breeding, such stags would be in poorer condition than the younger animals and it was unwise to subject the breeding animals to possible trauma or damage by putting them back with non-breeding stags.

Decision

Farmers had to make their decision early in the year, based on velvet prices offered, whether they would harvest velvet for the Taiwanese market or leave it to grow longer for the Korean market, he said.

T grade velvet should be cut about 45 days after casting, Dr Moore suggested. This would produce between

55 and 60 per cent of the weight of velvet, had it been left to harvest later.

Cutting velvet earlier might also mean greater regrowth than after a later cut.

From Invermay experience, Dr Moore recommended that farmers should select velvetting stags on performance, rather than on breed or type of deer.

SPCA To Step Up Campaign

(PA) WELLINGTON

The SPCA will step up its campaign to stop inhumane farm practices, national director Mr Neil Wells said yesterday.

The society was concerned about the lack of requirements to use anaesthetics when removing deer velvet, dehorning cattle, cutting tails off dairy cows and castrating stock.

"At the moment there is no requirement to use anaesthetics during dehorning of cattle under 20 months, or castration of cattle, sheep, goats or pigs under nine months. It is time for these age limits to be reviewed," Mr Wells said.

There should be a law against velvetting without pain killers too, he said.

The society would be talking to the Veterinary Association, the Deer Farmers' Association and the Ministry of Agriculture and Fisheries before drafting suggested law changes for the Government, Mr Wells said.

Interesting Ways With Venison

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FOREST PARK DEER SALE

THURSDAY, JUNE 27, 1985
at 12 noon

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OFF STATE HIGHWAY 1
ATIAMURI, TAUPO

Comprising 290 Deer:

40 NZ Wapiti Cows (mated to Canadian Elk sires, certified in calf)

50 F1 Female Progeny Elk Red Cross Weaners

200 Red 7-8 year Hinds (mated to Elk Wapiti cross Bulls. These hinds have calved 2 years at Forest Park to Wapiti Bulls, proven Breeders and will be certified in calf)

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QUEENSTOWN

It was off to the conference room to discuss production for deerfarmers, while their wives headed for the kitchen and the preparation of the product in Queenstown this week.

Two one and a-half hour venison cooking demonstrations were held as part of the workshop day at the New Zealand Deer Farmers' Association conference.

Some 80 women packed into a dining room at Travelodge for each of the sessions and were keen to try the chef's venison specialities.

The head chef at

Travelodge, Mr Alain Doisneau, a French expert on the preparation of venison, tantalized the taste buds with his simple, no waste, gourmet recipes.

Marinade

The secret was in the marinade and the length of time the meat was marinated. The same marinade recipe should be used for all the different cuts of venison and is always used again in the cooking.

The chef's standard marinade recipe includes white wine, white vinegar, cooking oil, onions and carrots (diced thinly) and garlic.

The meat always became so much more tender after being marinated and should be left for 48 hours for the best results in making stew.

The best way to serve a venison fillet steak was medium rare, according to the chef.

The stock from the bones should not be wasted and was an important ingredient in any accompanying sauces, he said.

The frypan must be very hot when cooking venison steaks to hold the flavour.

Shoulder meat was the most tender for stews.

Recipes

Back in the conference room delegates heard that Alison Holst was working in with the New Zealand Game Industry Board to develop venison recipes, suitable for promotion both overseas and locally.

A series of coloured promotional photos of her first two efforts, venison schnitzels and stir-fried venison were being distributed at the conference. These were simple recipes aimed at the everyday housewife, as a tasty and quick way to prepare venison.

The board had suggested that Alison Holst investigate making use of the less desired cuts of the meat.

Recipe development was a big part of the Game Industry Board's work, but different recipes needed to be developed and geared to suit the various markets.

It was hoped that Alison Holst could use her talents further to the benefit of the industry in recipe development.

Here are a selection of

recipes demonstrated by Alain Doisneau and Bernhard Aigens.

MARINADE FOR VENISON

Proportions for 2 litres:

Ingredients:

100 g carrots finely sliced

100 g onions finely sliced

30 g celery finely sliced

2 cloves garlic

1 tbsp parsley

1 tsp thyme

1 bay leaf

6 pepper corns

2 cloves

1 1/2 lt white wine

1 1/2 c vinegar (white)

1/2 c oil

Method:

Season venison meat with salt and pepper, put half of vegetables in a pot to hold the meat and marinade, cover with the rest of the vegetables and pour over the wine, vinegar and oil. Keep in fridge for about two to six days.

SAUCE POIVRADE

Ingredients:

100 g diced carrots

80 g diced onions

parsley stalks

1 tsp thyme

1 bay leaf

8 pepper corns

1 kg venison trimmings

1/2 c white vinegar

1 c marinade

1 lit beef stock

50 g butter.

Method:

Roast for a few minutes the diced vegetables and the venison trimmings. Add the vinegar and 1/2 the marinade. Reduce to 1/2 and pour in the beef stock and cook for 1/2 hour. Ten min before straining sauce, put in pepper corns. Strain sauce through a sieve and add the other half marinade. Cook for another 30 min and keep taking off all fat from sauce. Strain sauce through sieve again and add 50 g butter.

CIVET DE CERF VENISON STEW

(6 persons)

Ingredients:

2 kg diced venison (shoulder, shank, neck slices)

1/2 lt marinade

150 g diced bacon

250 g mushrooms

20 spring onions

1/2 c cream

2 tsp brandy

70 g flour

Cooking time = 1 hour 30 minutes.

Method:

Marinade meat for 48 hours then drain and sponge meat with a cloth. Saute meat very quickly, add flour and stir occasionally. Pour in the brandy — and flambe, add marinade. Cover and cook for 1 hour. Take out all pieces of meat and put them in a second pot. Retain sauce in first pot. Add diced bacon and mushrooms to meat. Pour cream into sauce — do not boil sauce any more. Sieve sauce on top of meat and simmer very gently for 1/2 an hour before serving.

Serve with boiled rice or fresh noodles. You can add a few prunes to stew if desired.

MEDALLIONS AU POIVRE VERT

(4 people)

(Venison steak with green pepper sauce)

Ingredients:

12 small steaks from the saddle

1 glass Brandy

1 cup Poivrade sauce

1 cup cream

1 juice of lemon

1 tbsp green pepper corns

Method:

Fry medallions of steak quickly in pan (a couple of minutes on each side). Flambe with brandy. Put the steaks on serving dish and keep warm. Pour in pan poivrade sauce, the pepper corns and cream. Boil for a couple of minutes and add the lemon juice. Pour the sauce over the medallions. Serve boiled or puree chestnuts with the steaks.

VENISON TERRINE

1 venison fillet

2 kg venison

1 kg port neck or shoulder

1 onion

1 sprig of thyme

1/2 bay leaf

1/2 tsp marjoram

3 tbsp parsley

1 garlic clove

50 whole hazelnuts shelled

2 eggs

salt and pepper

2 fl oz brandy

Method:

Pass the venison and meat through the mince blade of a mincer. Use wooden spoon work to the mince meat, onion, herbs and season to taste. Line terrine with fine sliced bacon. Put in 1/2 of meats in terrine. Arrange the hazelnuts so that will look attractive when terrine is sliced. Add other 1/2 of the mince. Lay the venison fillet in the centre of the terrine another layer of meats — spread over hazelnuts and fill the terrine with the remaining meats. Cover with slices.

Cook terrine in oven C-425 F for 55 min.

Good Prospects For Velvet

The market prospects for New Zealand velvet antler this season, were as firm as those for last season, the deputy chairman of the Game Industry Board, Mr John Scandrett, told those attending the New Zealand Deer Farmers' Association annual conference in Queenstown this week.

Velvet antler was a unique product and almost entirely foreign to Western cultures, he said. "However, in the past it has a long standing and established place in oriental medicines."

In the East, velvet antler ranked as number two in the extensive list of more than 1500 oriental medicines.

The main markets for velvet antler were South Korea, Hong Kong, Taiwan and Singapore, Mr Scandrett said. South Korea dominated the market, taking more than 85 per cent of the total New Zealand product.

The Korean market accounted for approximately 45 tonnes of velvet a year, on a dry weight basis. The main supplying countries were Russia, China and New Zealand with smaller quantities coming from the US and Europe, Mr Scandrett said.

Although there were moves in the west away from synthetic medicines,

Mr Scandrett considered Korea would remain the major world velvet antler market for many years in the future.

Prices

The main factors influencing international velvet prices were listed by Mr Scandrett as:

- World oversupply.
- Quality.
- Timing of supply on to markets.
- Marketing strength of wholesalers and their degree of market penetration.
- Importing government regulations.
- Currency fluctuations.

"In my opinion, product quality is the key ingredient," he said. New Zealand could improve its position as a marketer of velvet antler by improving the quality of the product at the farm gate; by improving the quality of processing; and continuing to assess the effectiveness of

marketing in Korea.

Since the velvet colouring scandal in Korea two years ago, when chicken blood had been used to increase the blood content and colour of imported Chinese velvet, the Chinese share of the market had decreased to New Zealand's advantage, Mr Scandrett said.

"Good market penetration has improved New Zealand's position," he said, adding that New Zealand now held a prominent position in the Korean market.

The world oversupply problem could, however, not be discarded lightly, Mr Scandrett said.

"However, the mainland Chinese are experiencing a new era of economic enlightenment and there are signs of a new wealth in that country that may result in a greater home use of their export product. This could be to New Zealand's advantage."



SOUTHLAND FARMERS

DEER DIVISION

SPECIAL ENTRY

ROSEDALE DEER AUCTION

THURSDAY, JUNE 27, 1985

The SOUTHLAND FARMERS' CO-OP ASSN LTD will offer on account of THE APEX EURODEER BREEDING GROUP

1 — 18 Mth Red HIND

1 Rising 4th Calver Red HIND

(Both the above are bred by a Mesopotamia Stag)

1 — 18 Mth Red Hind (By Son Of Big Dad)

1 — 18 Mth Red Hind (Local Bred Waikato Stock)

All the above hinds have been running with a Warnham Park stag.

Further particulars will be available on the day of sale.

Agent: Evan Mackie: Phone 59-364 Invercargill.

105318v2



NEW ZEALAND FOREST SERVICE
BLUE MOUNTAIN
RECREATIONAL HUNTING AREA

The Wild Animal Control Plan (December 1980) for the Blue Mountains Recreational Hunting Area is due for review. This will be undertaken by staff of the Southland Conservancy and submissions are invited from members of the public. Submissions will be received by:

The Conservator,
NZ Forest Service,
Private Bag,
Invercargill,
until August 31, 1985.
Officer for enquiries K. A. Mawhinney.

K. W. Prior
Conservator of Forests

5/6/85

107441v3



DEER DIVISION

ROSEDALE 6th ANNUAL SELECTED DEER SALE

To be held at the
**ROSEDALE SELLING CENTRE,
TUSOCK CREEK, INVERCARGILL**
ON THURSDAY, JUNE 27, 1985
Commencing at 1pm.

The SOUTHLAND FARMERS' CO-OPERATIVE ASSOCIATION LIMITED will offer, on account of clients, deer selected from top South Island deer properties, comprising

- 130 RED WEANER HINDS
- 40 HYBRID WEANER HINDS
- 120 18 MONTH RED HINDS
- 30 MIXED AGE RED HINDS
- Including
- 5 18 MONTH RED HINDS
(Mated To German Stag)
- 4 18 MONTH RED HINDS
(Mated To English Stag)

Inquiries To

GEOFF ERSKINE, INVERCARGILL 78-097
EVAN MACKIE, INVERCARGILL 59-364
JOHN DUNCAN, INVERCARGILL 358-563

106064V3

SOUTH CANTERBURY STOCK AGENTS TEMUKA OPEN DEER SALE TUESDAY, JUNE 25, 1985 Commencing at 1.00pm

We will offer on account of various clients:

- 5 18 month Red Hinds
 - 102 MA Red Hinds
 - 120 Adult Red Hinds
 - Special entries include:
 - Mr R. J. Swann (Glenfiddich Deer Farm)
 - 2 1st calving Hinds mated to 'Jimmy'
 - Both hinds are progeny from his top stag 'Bernie'. 'Bernie' has been placed 2nd and 2 3rds at the Invercargill Velvet Competition.
 - M/s Papamoa Deer Farms
 - 50 Adult Red Hinds RWRS
 - M/s Haldon Station
 - 45 Adult Hinds (have been running with hybrid stag)
 - M/s Craigmare Farming Co
 - 3 Adult Hybrid Wapiti Cows (running with Canadian Elk Wapiti x Bulls)
 - 3 Yearling NZ Wapiti Cows (have been running with NZ Hybrid Wapiti Bull)
 - 6 18 month Elk Wapiti x Stags (sire is by pure imported Canadian Elk)
 - 1 2 1/5 year NZ Wapiti Stag
- WRIGHTSON NMA
DALGETY CROWN
PYNE GOULD GUINNESS
TIMARU

110895V3

Velvet Quality Farmers Can Do Much To Influence Prices

Understanding market requirements was the key to the successful marketing of velvet, Mr Chris Taylor, told this week's annual conference of the New Zealand Deer Farmers' Association.

Speaking during the session on velvet production and marketing, Mr Taylor, a principal in the Christchurch exporting company, Taimex Trading, explained that, traditionally, the South Korean market had been supplied from China and Russia where deer lived at high altitudes eating natural plants and herbs.

"This perception typified deer as virile, strong, bold and healthy, with the survival of the fittest."

So the best tonic came from those animals judged by the physical form of their antlers, Mr Taylor said.

"So top quality antler implied a large size, generally the larger the better, heavy or solid, good shape and line,

rounded not pointed and correct conformation."

Mr Taylor said that because buyers bought frozen velvet off farmers and sold it in a dried form, there was a difference in buying and selling grades. However, both grades were inter-related.

Difference

The major difference, he said, was that after drying,

the velvet had to be trimmed to the shape and form expected by the market.

"The top cut is what is readily presentable. The bottom portion is worth less than 15 per cent of the top cut, when saleable."

The saleable weight return of velvet could vary anywhere from 18 to 22 per cent according to colour or up to \$40 difference in revenue per kilogram, he said.

Approximately two-thirds of the weight of velvet was lost in the drying process and after that, 40 per cent of the remaining weight might have to be cut off.

As an example of how grading affected price, Mr Taylor said velvet antlers with two bottom tines had to have the two tines cut off after drying to meet market requirements thus reducing buyers' returns. Such antlers therefore had to be bought at a lower grade than similar size of shaped velvet with only one bottom tine.

Influence

Also, if velvet had a heavy degree of calcification, the bottom cut had to be made at the point where that calcification ended, resulting in further downgrading of the product.

Mr Taylor said farmers could influence the grading and ultimate price they received for their velvet by:

- Avoiding calcification.
- Taking care to avoid blood loss during the velvetting process or in handling after velvetting.
- Avoiding damage to velvet, either by poor handling or through other animals which might cause bruising and ultimately rotting of the velvet.

Blood loss and bruising were the two main factors which concerned velvet buyers, Mr Taylor said. This damage did not become evident until after processing and freezing. Rotting velvet had to be discarded as a total loss.

"A buyer must therefore allow a percentage of his prices to cover such unseen loss and all farmers carry the cost of poor handling."

Compulsory Tb Testing Sought for Deer

New Zealand deer farmers have called for compulsory tuberculosis testing of all deer herds throughout the country.

The New Zealand Deer Farmers' Association conference agreed in Queenstown yesterday to seek a compulsory testing scheme incorporating the comparative cervical test, which is under trial at present.

This comparative test would be under evaluation for at least another six

months and delegates agreed it should be completed before a compulsory testing scheme was implemented.

Best Means

This was the best technical means developed so far to deal with the present problem of "false positive reactors," the association president, Mr John Burrows, said last night.

These were deer which showed positive reactions to Tb testing but were actually found not to be affected.

Delegates had made it clear to the association council and the animal health division of the Ministry of Agriculture and Fisheries that once this "area of uncertainty" had been tackled, they wanted to see all farmers testing their herds, Mr Burrows said.

There was a clear preference at the conference that the best way to control the problem was for each farmer to test each member of his herd equally.

Many were also concerned that a farmer could make significant efforts to herd test voluntarily on his own property but to no avail if a neighbouring herd or others around the country were infected with Tb.

Continue Liaison

Delegates authorized their council to continue liaison with the division to establish details of an eventual compulsory scheme.

It would be based on the revamped version of the existing voluntary scheme recently made known to deer farmers, Mr Burrows said.

Proposals under this scheme would probably form the basis of a new compulsory scheme when it was introduced, he said.

The farmers would pay for their own testing to be carried out by private veterinarians.

In a separate remit, the delegates called for the stock and station industry to drop the charging of fixed commission rates.

Deer farmers will ask stock and station agents to recognize that escalating values of stock require a significant reduction in commission rates for all operators, big or small.

Waiting 'Has Put Industry Back'

QUEENSTOWN

Government failure to validate Game Industry Board regulations had cost the deer farming industry valuable time on the international market, deer farmers heard yesterday at their annual conference in Queenstown.

The regulations had not been formerly validated by the National Government before last year's snap election and delegates were told earlier this week by the Minister of Agriculture, Mr Hoyle, that they would not come before Parliament next week.

But a board member, Mr Alastair Porter, said this waiting had cost the industry time it could not afford to lose on the overseas market. It had "put the industry back."

The Government must recognize the need for this industry to become a formal authority.

The New Zealand Deer Farmers' Association president, Mr John Burrows, told delegates that these regulations must be formally ratified by Parliament.

"Utmost Priority"

It was of the "utmost priority" that the Game Industry Board be properly constituted as soon as possible. Its regulations must contain sufficient "teeth" to enable it to properly carry out its functions in the control and licensing of exporters, Mr Burrows said.

New Zealand was a small country and the deer farming industry was in its "formative years." The industry must look to a "co-ordinated national approach" to world markets, he told delegates.

Waikato Couple Top Farmers

QUEENSTOWN

A Waikato couple were presented with the deer farming industry's top award, the Deer Farmer of the Year Award, in Queenstown yesterday.

Mr and Mrs Harry Van Hoppe were presented with the Golden Stag Trophy at the New Zealand Deer Farmers' Association conference.

The couple were chosen by an association panel of Mr Trevor Walton, the editor of the Deerfarmer, the association president, Mr John Burrows, and Mr Peter Elworthy, an association life member.

It was the first year the award had been made, and the Van Hoppes were chosen for their outstanding contribution to the deer farming industry in 1984, conference delegates were told.

Tribute was paid to the Van Hoppes by the association for making deer farming more widely known as an

established mainstream financial industry.

"Mammoth Task"

They had undertaken "a mammoth task" or organizing a special deer farmers court at last year's national agricultural field days, the panel chairman, Mr Walton, said in announcing the award.

The court entailed some 30 commercial companies exhibiting their products and wares. It had been the biggest commercial and educational display mounted in the deer farming industry.

The Van Hoppes run a 160-hectare deer breeding unit in the Waikato.

Pioneers of the deer farming industry were also paid tribute to by the conference yesterday. Delegates were told how an original handful of deer farmers, predominantly from the South Island, had formed the association 10 years ago in Christchurch.

Some 30 prospective members had attended that inaugural meeting. The industry had come a long way since then.

Mr Bernard Pinney, of Mossburn, Mr Bob Swann, of Fairlie, and Mr Bob Brookes, of Queenstown, were all presented with a special award as founding members of the industry.

Each received a set of cuff links in recognition of their efforts.

Local Deer Farmers Act Responsibly

7/6/85

Southland deer farmers have a responsible attitude to velvet removal unlike the Bay of Plenty, where it seems a large number of deer may be being velveted by their owners without veterinary assistance and possibly without drugs.

Concern that this may be occurring was recently expressed by members of the Bay of Plenty branch of the New Zealand Veterinary Association.

Velvetting requires cutting off the deer's antlers, a process which is normally supervised by a veterinarian.

As velvet is a growing and extremely sensitive tissue, MAF recommends that the operation be performed under anaesthetic. In certain circumstances the removal of velvet without anaesthetics may constitute an offence under the Animals Protection Act 1960.

There could be several reasons for the deer farmers doing their own velvetting, a spokesman for the branch said.

- Economic reasons such as the cost of the veterinarian and the drugs. The average cost for velvetting is between \$18 and \$20 per head including labour and drugs.

- Farmers with large herds not wanting to waste the veterinarian's time.

- Some farmers may have lost deer in the past due to drugs and may feel that the deer show less stress without drugs.

Responsible

The Ministry of Agriculture and Fisheries veterinarian in Invercargill, Mr Gavin Struthers, said he had no knowledge that a similar situation existed in Southland.

He described Southland deer farmers' attitude to velvetting as "pretty responsible."

Farmed deer were humanely velvetted under veterinarian supervision with the appropriate tranquillizing and pain alleviating drugs, he added.

However, if the MAF was to discover cases where deer velvet was being removed without veterinarian supervision, the ministry would view the situation very seriously and legal action against the owners under the Animals Protection Act would be considered, Mr Struthers said.

The president of the Southland branch of the New Zealand Deer Farmers' Association, Mr Doug Cooper, said in general he believed Southland deer farmers were a responsible group of people.

As far as he was aware no Southland farmers were removing deer velvet

far as we are concerned here in Southland," Mr Cooper said.

Velvet removal is a skilled operation requiring the supervision of a veterinarian.

The whole operation should be carried out with a minimum of disturbance and stress to the animals.

There is no standard recommended velvetting procedure. The system and choice of drugs depends on the circumstances and on the experience and preference of the farmer and the veterinarian.

Deer antlers are formed as living tissue covered by skin with fine hairs — the velvet. The growing antler is well supplied with blood and nerves via the velvet.

Critical

Velvetting is performed at a critical stage before the antler calcifies or hardens.

The deer are normally tranquillized using a drug known as xylazine (Rompun) once they have been herded

into yards in small groups.

After the tranquillizer has taken effect a local anaesthetic is given.

Before removing the velvet a tourniquet is applied to the stag's antlers. The deer may be restrained in a device known as a crush.

The antlers are cut off about one centimetre above the pedicle using a medium toothed saw such as a meat saw.

Once the velvet antler is removed it is held upside down to prevent blood loss from the cut end and put on a rack to cool.

Deer recovery from this process, if done under anaesthetic, takes about half an hour.

Stags are velvetted annually sometime between October and January.

The financial return from velvet depends on weight and quality, with the price for top grade velvet being about \$120 a kilogram.

Only about one in 10 stags produce high levels of top grade velvet.



28/6/85

"MARAROA" DEER AUCTION

WEDNESDAY JUNE 26, 1985

INSPECTION 11:00 AM

STARTING TIME 1:00 PM

TO BE HELD ON THE PROPERTY 20KM SOUTH OF TE ANAU

ORDER OF SALE:

- 60 — Weaner HINDS (NZ Wapiti Red x)
- 80 — M.A. Red HINDS (Mated NZ Wapiti, Selected Sires, Ratio 1-10)
- 100 — Weaner STAGS (NZ Wapiti Red x)

AUCTIONEERS NOTE:

All animals have been drenched twice and weaned 1 month. Weaners "Top Selection of Mararoa Progeny. This is a yarding of Top quality stock and the result of a careful breeding programme followed at Mararoa. DC3 Air Strip 500 metres west of Deer Complex.

Tb STATUS:

Criffel and Mararoa Properties: For many years it has been the group's policy to Tb test all deer on to and off the Criffel and Mararoa properties.

Mararoa — Early in 1984 Tb reactors were found confined to a mob of stags. Complete herd tests of all deer and cattle on this property has been effected with the following results: Deer Herd — The completion of the second clear herd test.

Cattle Herd: The completion of the first clear herd test.

LIGHT LUNCHEON AVAILABLE FROM 11:30am. — TE ANAU LIONS

R. Steel, WNMA, Te Anau

G. Erskine, S.F. Co-op, Invercargill

Bus Telephone 81-929. A/H 78-097



Deer Farmers Urged To Support Deerplan

Farmers can recoupe much of the large capital outlay needed to stock deer farms by taking every practical step possible to improve the quality, and ultimately the market value of their deer.

Deer specialist farm advisory officer with the Ministry of Agriculture and Fisheries in Invercargill, Mr Mike Harbord, believes one such step is for farmers to support the New Zealand Deer Farmers Association's herd recording scheme, Deerplan. Deerplan is the national performance recording scheme that seeks to analyse and assemble deer farm breeding records in such a way that maximum benefits will be offered to individual breeders and the industry in general.

Mr Harbord said farmers were free to select which breeding criteria they felt they needed.

"Usually, though, once parentage of calves is established through single sire mating and identifying calves with hinds before weaning, the records kept will include weaning weights of calves, 15 month old liveweight and 27 month liveweight of stags plus velvet weights and the mid-winter liveweight of breeding hinds.

"Farmers can help Deerplan by joining the scheme and recording their deer," Mr Harbord said.

Assisted

He added that many farmers were already collecting breeding records, and in such cases, no matter how large or small deer numbers have been, the Deerplan scheme could be assisted by making such records available.

"The scheme needs as large a background of records as we can possibly assemble so that important correction factors and breeding indexes can be developed from a wide base of farm conditions and animal performances," Mr Harbord said.

"If farmers contribute this information now, Deerplan will have greater strength and authenticity in the future."

In some herds, a problem might exist for farmers in knowing where they should start their performance recording, Mr Harbord said. In larger herds for practical reasons, he suggested it might be necessary to screen the deer to form an elite breeding group which could be intensively recorded on Deerplan.

Difficulty in identifying hind and calf pairs in large mobs had been one reason why some farmers had not looked positively at screening and recording, he said.

However, techniques had been developed that appeared to work well, he added.

"The best way is to mother up hinds with their calves in a lane immediately after the mobs have been through the shed in February for the usual calf count, sexing, tagging and drenching.

"There is no question that time spent in collecting breeding information can be highly profitable," Mr Harbord said.

An example was clearly seen at recent deer sales which had shown a return of around \$50 for every extra kilogram of liveweight of weaner hinds sold.

"Further, in herds we have studied where several sires are used, advantages in weaning weight of progeny from one elite sire have been in the order of four to seven kilograms," Mr Harbord said.

"Hence at current live sale values, the information unearthed attributes an extra value to the elite stag in the order of \$5600 to \$9800 per year."

Extra Value

That sort of logic could not be ignored by deer farmers, Mr Harbord said. The Deerplan scheme had been designed to help farmers draw the extra value out of their herds.

He believed that acceptance of recording would have a much wider base in deer farming than had been the case for other livestock.

The high price of capital stock would also encourage buyers to buy stock with a performance recorded background to remove some of the gamble from deer purchases, Mr Harbord said.

"If any warning needs to be sounded it must be that

records are only as good as the way in which they are recorded.

"It is a skilled operation, recording large numbers of deer accurately and consistently between years."

One other warning that Mr Harbord felt was necessary was in the area of cross-breeding.

Records would be most authentic where breeders could prove that all deer being compared within their herds had an equal starting point in terms of the degree of red deer, wapiti or hybrid mix in the parent stock.

Setting Up

Speaking at a recent deer farmers field day on the Southland Co-operative Phosphate Company Ltd deer farm, Mr Peter Ryan, an NZDFA council member who has been involved in the setting up of Deerplan, said the suggestion of a national deer recording scheme had been first suggested in February, 1984.

Preliminary investigations had decided that the scheme should be based on the formula used for the national beef cattle recording scheme, Beefplan.

Mr Ryan said the Deerplan scheme would be operated by Beefplan staff.

Deer farmers would be able to receive back their updated computer records within two or three days of posting their information to Beefplan for processing. Within a few years he believed it would be possible that farmers with their own personal computers would be able to receive a printout of their updated herd records within a few hours of the input information being processed, through a Post Office computer link-up service.

INVESTMENT OPPORTUNITY

FOVERAN DEER PARK

22/6/88



IMPORTED CANADIAN ELK AND NEW ZEALAND WAPITI

Top quality, quiet natured, breeding stock. Quiet contended deer give the best calving percentages.

SHARE FARMING: Foveran offers an opportunity for investors to take advantage of New Zealand's fastest growing and most profitable industry. We invite investors to join a deer farming venture with Foveran Deer Park on a share farming proposition.

BACKGROUND: Foveran has one of the most suitable deer environments in New Zealand. On the 4000 acre property, 650 acres are devoted to the deer park which is double fenced and tree laned. There are many natural valleys that provide excellent shelter and varying vegetation types. Within the Deer Park, 200 acres of valleys, pasture and lucerne flats are spray irrigated, providing adequate feed and a varied diet. This, combined with a warm sunny aspect, is ideal for promoting good healthy stock. Foveran has no stock health problems.

STOCK: It is recognised by buyers that Foveran produces superior quality deer with excellent temperament and calving ability. We have an extremely well managed breeding programme that ensures top fawning percentages and return on your investment.

We pure breed and cross breed: N.Z. Red Deer, German Red Deer, N.Z. Wapiti and Canadian Elk. We are happy to discuss these options open to investors.

PROPOSITION: We offer one of the best share farming packages, including:

- Top percentage of progeny given back to investor
- Catastrophy insurance cover provided by Foveran
- No time limits — invest or withdraw at any time with no penalties
- Top breeding stock from Foverans main herd, properly settled and mated
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- In the unlikely event of a death Foveran will replace said animal
- The option of cross breeding which gives a much better return on investment
- A Deer Farm with top management experience, the best knowledge of market trends to protect your investment, and a policy where we spare no expense when looking after your deer
- The opportunity to take advantage of the \$10,000 per year tax write down on deer

DON'T MISS OUT ON THIS LIMITED OPPORTUNITY — ACT NOW!!!

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Foveran Deer Selling Complex: accommodates 1000 deer, seats 500 buyers, revolving hydraulic hoist lifts deer to second story viewing area. Good facilities display your stock to their best advantage giving you a better return on your investment.

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MA Scottish (mated to pure German stag and preg. tested). Inquires to Brian Duggan, phone 358-189 Invercargill.

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Features of Enterprise include:

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- ★ All stock performance recorded
- ★ Selected elite NZ and imported European deer available for investor hinds
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22/6/88

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Enables sale and purchase of pregnancy certified animals. Employs latest medical ultra sound technology. Accurate from 5 weeks after mating until full term. For further information phone Wanaka 7951 or write to Box 223, Wanaka.

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INSIGNIS PARK

RYANS ROAD, YALDHURST
CHRISTCHURCH

MONDAY, JUNE 24, 1985
COMMENCING 1pm

SPECIAL ENTRIES

Included in our entries, we are pleased to offer the following special entries:

PURE RAKAIA BLOODLINES

Mr M. A. Acland

Mount Somers Station.

10 — 18 month RED HINDS
(Mated to top Rakaia stags)
Mr L. and Mrs J. O'Carroll — Hawarden
8 — 18 month RED HINDS
(Ex Erewhon Station)
(Mated to Mesopotamia Stag)

Mr J. J. McPHAIL — RANGIORA

15 — 18 Month RED HINDS
(Ex Erewhon Station)
(Mated to Mt Peel Stag)

CAPITAL STOCK

Ngapahu Deer Co — The Mamamukus
10 RED WEANER HINDS
(Progeny of "George" ex Erewhon Station)
20 RED WEANER HINDS
(Progeny of "Moth" Stag)

Enquiries:

Geoff Bruhns AH 384-187
Ron Schroeder AH 528-949

CHRISTCHURCH

PYNE, GOULD, GUINNESS LTD
AUCTIONEERS

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A quick million!

Bidders do it in style...

WANAKA — Bidding was possible from the free drinks tent at last week's Criffel deer auction, which grossed more than \$1 million in just over three hours.

The auction took place as usual in the packed selling venue, but proceedings were relayed by a public address and closed circuit TV system to the refreshment marquee nearby.

Top price of \$17,400 was fetched by a Canadian elk-New Zealand wapiti cross cow of 18 months. The first 35 elk-wapiti cross beasts were offered in lots of seven, but sold singly.

Flat Batteries

Bids from the tent were transmitted to the auctioneers by staff with walkie-talkies. The scheme worked until lot 13 was reached — then it had to be abandoned when the batteries of the hand-held transceivers went flat.

Before the sale, Criffel's managing director, Mr Tim Wallis, announced that his company would give the equivalent of the day's top price to one of three agricultural research stations. Ruakura, near Hamilton, won the draw.

Aerobatic

The big crowd of buyers and spectators was swelled by delegates from all over New Zealand who had been attending the deer conference in Queenstown.

After the auction, a P-51 Mustang fighter-bomber belonging to Mr Wallis put on a display of aerobatics and made a couple of low-level passes near the site.



WARWICK GREGORY, Redwoods Valley, Richmond
LACHLAN STEVENS, "Mountvue", Balfour
BOB SWANN, "Glenfiddich", Fairlie
DAVID STEVENS, "Wainui", Balfour
NORM PARKES, "Punawai", Nelson

TEMUKA OPEN DEER SALE

TUESDAY, 25 JUNE 1985
SALE COMMENCES 1.00pm

We will offer account:

23-YEAR PURE ENGLISH HINDS

(ex Taton Park). Mated to pure Taton Park Stag
(This stag was an outstanding Multi Point Spiker when purchased)

3 18-MONTH NEW ZEALAND RED HINDS

(Sire Mesopotamia Stag) Mated to Warnham Park Stag

1 18-MONTH NEW ZEALAND RED HIND

(Sire by first son of Big Dad) Mated to Warnham Park Stag

1 BIG DAD/WARNHAM PARK CROSS STAG FAWN

All above deer are from TB free properties

PYNE, GOULD, GUINNESS LTD
SOUTHLAND FARMERS CO-OP ASSN LTD
DEER FORCE

Wrightson NMA Ltd

AUCTIONEERS IN CONJUNCTION — TIMARU



FOREST PARK DEER SALE

THURSDAY, JUNE 27, 1985
at 12 noon

SELLING COMPLEX, MAROA ROAD
OFF STATE HIGHWAY 1
ATIAMURI, TAUPO

Comprising 290 Deer:

40 NZ Wapiti Cows (mated to Canadian Elk sires, certified in calf)

50 F1 Female Progeny Elk Red Cross Weaners

200 Red 7-8 year Hinds (mated to Elk Wapiti cross Bulls. These hinds have calved 2 years at Forest Park to Wapiti Bulls, proven Breeders and will be certified in calf)

A/C G. Brann

2 Bull Calves by Canadian Elk Bull from top Hybrid Cows 3 years proven crossing with Elk and Wapiti for maximum live, meat and velvet returns.

Total herd TB tested by sale date. Detailed display of benefits from Elk and NZ Wapiti and Red Cross breeding.

Complimentary Venison Barbecue

Enquiries contact:

Hamish Jones

Phone 48-137 Taupo A/H

Auctioneers

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ROTORUA/TAUPO AND BRANCHES

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DEERPAK



**SOUTHLAND
FARMERS**

DEER DIVISION

FIORDLAND WAPITI PARK LIMITED WEANER SALE VENUE

On the Property, Te Anau
TUESDAY JUNE 25, 1985
Commencing 1pm

140 MIXED SEX WEANERS

- 3 — Pure Canadian Elk Weaner BULLS
- 27 — Can Elk NZ Wapiti Cross Weaner COWS
- 17 — Can Elk NZ Wapiti Cross Weaner BULLS
- 15 — NZ Wapiti Red Deer Cross Weaner HINDS
- 26 — NZ Wapiti Red Deer Cross Weaner STAGS
- 28 — NZ Red Deer Weaner HINDS
- 25 — NZ Red Deer Weaner STAGS

Yarding comprising:

Canadian Elk, NZ Wapiti Cross, NZ Wapiti, Red Deer Cross and NZ Red Deer.

NOTE: Weights of Canadian Elk NZ Wapiti cross Weaners up to 117kg

DALGETY CROWN LIMITED

Colin Bruce, Invercargill 78-348

SOUTHLAND FARMERS CO-OP

John Duncan, Invercargill 358-563

EVAN MEREDITH

Te Anau 7680

Light luncheon available

Hares up, deer down

WANAKA — There is no possibility of deer becoming a problem in Mount Aspiring National Park again unless aerial hunting pressure in the alps is lifted. 20/6/85

This is the conclusion of a survey carried out in the summer of 1983-84 by staff of the Southland Conservancy of the Forest Service into wild animal numbers in the 287,000 ha park.

The study was a reassessment of results obtained in 1978-79 by tallying animal droppings on the eastern side of the national park. This time the pellet survey was extended to the coastal side.

A report written by Peter Willemse admits deer numbers were too low for pellet assessment methods to offer more than a very broad indication of distribution.

Commercial helicopter hunting has played a large role in reducing deer numbers, but the study shows a higher relative density of animals on the coastal side of the divide.

Goats and chamois are relatively few and limited to an area between the Dart and east Matukituki valleys, according to Willemse. Chamois are mostly in the eastern alpine areas.

Red deer in the park originated from liberations between 1871 and 1913 at Hawea Flat, and Lake Wakatipu from 1902 to 1905, the report says.

Willemse found that hares, which he recalls escaped through the porthole of a ship at Lyttelton in 1851 to swim ashore and establish themselves on the Port Hills, are now the most abundant animal in the park.

He recommends that a further assessment should be considered in five years' time and possibly done with a proposed vegetation survey in 1988-89.

Deer Prices Firm

A large offering of deer attracted firm prices at a deer sale held at Lorneville on Thursday.

The sale was well supported by local buyers with the majority of sales going to Southland farmers.

The offering was made up of mainly good quality animals.

A range of prices was: Weaner hinds \$2100 to \$3400, with a large percentage selling at values between \$2800 and \$3200. Eighteen-month-old hinds \$2900 to \$4200, with the bulk of the offering in this age group making values between \$3800 and \$4000. Second calves \$5400. Mixed age hinds to \$3700. Weaner stags \$290 to \$360. Wapiti cross stags \$640. Elk stags \$1700, \$2000 and \$4000.

Venison Schedule

The export venison schedule offered by Game Foods New Zealand Ltd for the week ending June 14 is:

Grade	Fat	Weight	Price a kg
AP1	-14mm	+70.0	6.70
AF	+14mm		5.00
AP2	-12mm	50.0/70.0	7.00
AF	+12mm		5.00
AP3	-10mm	-50.0	6.70
AF	+10mm		5.00
AD	1dpr		4.00
AM	2dpr		2.50

The schedule offered by Southland Snowline Marketing for the week ended June 14 is:

AP1	+70.5	6.70
AP2	50.5/70.0	7.00
AP3	-50.0	6.70
AF	o/fat	5.00
AD	1dpr	4.00
AM	2dpr	2.00

INVERCARGILL STOCK AGENTS

DEER SALE
NORTHERN SOUTHLAND
SELLING CENTRE
AT CASTLEROCK SALEYARDS
MONDAY JUNE 24, 1985
COMMENCING AT 12 noon



WRIGHTSON NMA LIMITED will offer:

- 36 — Red Weaner HINDS
- 4 — Hybrid Weaner HINDS
- 10 — 2nd Calver Red HINDS RWRS
- 5 — M/A Red HINDS
- 85 — Red Weaner STAGS
- 6 — Hybrid Weaner STAGS

22/6/85



J. E. WATSON & CO LIMITED will offer:

- 21 — Red Weaner HINDS
- 20 — Red Weaner STAGS
- 5 — M/A HINDS RWRS
- 2 — CFA HINDS RWRS
- A/c M/S Castlerock Deer Park, Castlerock
- 15 — Red Weaner HINDS
- 20 — Red Weaner STAGS
- 5 — M/A Red HINDS
- A/C Mr G. B. Taylor, West Dome
- 6 — Red Weaner HINDS



DEER DIVISION

The SOUTHLAND FARMERS' CO-OPERATIVE ASSOCIATION LIMITED will offer:

- 2 — Wapiti x Breeding Stag FAWNS by Wapiti Bull. Cut 6.55kg velvet at 4 years.
- 5 — 18mth HINDS RWRS
- 10 — M/A HINDS RWRS
- 20 — Weaner HINDS



FOR SALE HINDS

- 2 — 18 Month Top Hybrids HINDS
- 7 — Mixed Aged Top Hybrid HINDS (Mated to 1/2 bred Canadian Elk)

Contact Brian Duggan, Phone 358-189

113666v2



SPECIAL ENTRY
CASTLEROCK DEER SALE
MONDAY JUNE 24, 1985

WRIGHTSON NMA will offer on account of:

- Castlerock Deer Park
- 36 — Red Weaner HINDS
- 4 — Hybrid Weaner HINDS
- 5 — MA Red HINDS
- 60 — Red Weaner STAGS

22/6/85

112311v2



SPECIAL ENTRY
LORNEVILLE DEER SALE
FRIDAY JUNE 28

WRIGHTSON NMA will offer on account of:-

- MR K. J. NEYLON, LILBURN VALLEY
- 10 MA NZ, Wapiti x Hinds (Mated to top NZ Wapiti Bull).

103933v2

SOUTH CANTERBURY STOCK AGENTS

TEMUKA OPEN DEER SALE
TUESDAY, JUNE 25, 1985
Commencing at 1.00pm

We will offer on account of various clients:

- 5 18 month Red Hinds
- 102 MA Red Hinds
- 120 Adult Red Hinds
- Special entries include:
- Mr R. J. Swann (Glenfiddich Deer Farm)
- 2 1st calving Hinds mated to 'Jimmy'
- Both hinds are progeny from his top stag 'Bernie'. 'Bernie' has been placed 2nd and 2 3rds at the Invercargill Velvet Competition.
- M/s Papamoa Deer Farms
- 50 Adult Red Hinds RWRS
- M/s Haldon Station
- 45 Adult Hinds (have been running with hybrid stag)
- M/s Craigmore Farming Co
- 3 Adult Hybrid Wapiti Cows (running with Canadian Elk Wapiti x Bulls)
- 3 Yearling NZ Wapiti Cows (have been running with NZ Hybrid Wapiti Bull)
- 6 18 month Elk Wapiti x Stags (sire is by pure imported Canadian Elk)
- 1 2 1/5 year NZ Wapiti Stag
- Mount Hutt Station
- 20 mixed aged Hinds RWRS
- WRIGHTSON NMA
- DALGETY CROWN
- PYNE GOULD GUINNESS
- TIMARU

22/6/85

110895v4



VENISON SCHEDULE

Wrightson NMA is currently offering the following South Island schedule:

APH 70.1kg and over	Per kg
APM 50.1-70.0kg	\$6.70
APL Up to 50.0kg	\$7
AD Defective	\$6.70
AF Overfat	\$4
AM Manufacturing	\$5
Nett hook weight subject to deduction of GIB levy.	\$2.50

Bookings are now invited.

Please phone:

Brian Duggan, Invercargill 358-189

John Fogarty, Otautau 8249

Bob Steel, Te Anau 7440

Allan Bradley, Te Anau 7602

29/6/85

108359v2

INVERCARGILL STOCK AGENTS

LORNEVILLE DEER SALE
FRIDAY JUNE 28, 1985
COMMENCING AT 12-NOON



**SOUTHLAND
FARMERS**

DEER DIVISION

The SOUTHLAND FARMERS' CO-OPERATIVE ASSOCIATION LIMITED will offer:

- 60 — M/A Red HINDS RWRS
- 15 — 18 mth Red HINDS RWRS
- 5 — Weaner HB HINDS
- 15 — Weaner Red HINDS
- 3 — M/A Wapiti x COWS
- 2 — Elk x STAGS

22/6/85



Wrightson

WRIGHTSON NMA LIMITED will offer:

- 60 — Red Weaner HINDS
- 16 — Red 18mth HINDS RWRS
- 10 — 2nd Calver Red HINDS RWRS
- 10 — M/A Red HINDS RWRS
- 10 — Wapiti M/A HINDS RWNZ Wap Bull
- 10 — Adult HB HINDS RWHB Bull
- 8 — Low Row HINDS RWRS
- 20 — Red Weaner STAGS
- 2 — M/A NZ Wapiti COWS (mated with pure Canadian Elk)
- 2 — NZ Wapiti 18mth STAGS



J. E. WATSON & CO LIMITED will offer:

- 8 — Red Weaner HINDS
- 6 — M/A Red HINDS RWRS



J. E. WATSON & CO LIMITED will offer:

- 8 — Red Weaner HINDS
- 6 — M/A HINDS RWRS

117453v2



**NEW ZEALAND
FOREST SERVICE**

EASTERN PRINCESS MOUNTAINS: A REASSESSMENT OF FOREST CONDITION

This report by Forester Brent Lovelock is now available. The original survey was carried out in 1975 and this reassessment in 1982. The mountains are in southern section of Fiordland National Park. Copies from NZ Forest Service, Private Bag, Invercargill at \$4 plus 50c postage and packing or from 5th floor, State Insurance Building, Don Street, Invercargill.

K. W. Prior
Conservator of Forests
101417v3

29/6/85

Four Classes At Deer Sale

26/6/85

TE ANAU

Slightly more than \$500,000 was spent at the Fiordland Wapiti Park's weaner deer sale, held on Mr Evan Meredith's property near Te Anau yesterday.

Of the turnover, \$420,000 resulted from the sale of animals sold on behalf of Mr Meredith with the balance made up from outside offerings.

Four classes of entry comprising Canadian elk-New Zealand wapiti cross, New Zealand wapiti, New Zealand wapiti-red cross, and New Zealand red deer were sold by the auctioneers, Dalgety Crown Ltd and the Southland Farmers' Co-op Association.

The top price of \$18,000

was paid for a pure Canadian elk weaner bull and two other similar type animals were sold after the sale for \$8000 and \$9000.

Quality

A range of top quality Canadian elk-New Zealand wapiti cross weaner cows fetched prices ranging from \$9000 to \$11,000 with the sale of weaner bulls of the same class averaging \$4300 an animal.

A top price of \$4900 was paid for a 11kg weaner bull in this class.

New Zealand wapiti-red cross weaner hinds ranged in price from \$2900 to \$3250 and New Zealand red weaner hinds fetched a top price of \$2850.

Up to \$310 was paid for New Zealand wapiti-red deer stags and between \$205 and \$280 was paid for red weaner stags.

The auctioneers described the sale as being attended by a small gallery of active buyers.

Mararoa Station Sales Firm

27/6/85

TE ANAU

Some 242 deer sold at auction at Mararoa Station near Te Anau yesterday fetched a price of \$522,860.

About 60 New Zealand wapiti red cross weaner hinds, 80 red hinds of mixed age and 102 New Zealand wapiti cross weaner stags were sold at the sale.

The red hinds of mixed age have been mated with selected New Zealand wapiti sires on a ratio of one to 10.

Top prices of \$3400 were paid for the wapiti red cross weaner hinds with these animals weighing an average of 73 kilograms. Prices in this

class ranged from \$2900 to \$3400.

Of the mixed age red deer hinds the best prices were paid for first and second calvers with prices of up to \$4100 paid. Prices in this class paid for capital stock, ranged between \$3600 and \$4050.

Of the 102 hybrid weaner stags sold, top prices of \$480 were paid for animals, weighing an average of 85 kilograms. Prices ranged between \$300 and \$480.

After the sale one of the auctioneers, Mr John Duncan, said prices paid at the sale were on a par with recent sales.

There was still a strong demand for hind weaners, he said, and in comparison with prices paid for weaner hinds, the prices paid for hinds represented good buying.

The owner of Mararoa Station, Mr Tim Wallis, said the sale was the first where the breeding style had been disclosed.

New Zealand wapiti bulls sired the progeny of the stock offered having been run with the mixed age hinds on a one-to-10 ratio.

Mr Wallis said Canadian elk wapiti cross bulls bred at Crissel would be used as sire stags as well as New Zealand wapiti bulls.

Researching Velvet Properties

29/6/85

Research into a method of isolating and extracting the active ingredient deer velvet used in oriental medicines being undertaken by a New Zealand firm.

Christchurch-based market and product developer for Wrightson Deer Horn, Mr James Allison, said the blood and bone appearance and smell of powdered velvet did not appeal to Western consumers.

Some scientific proof of its effectiveness would also be needed before it could be registered as a Western health product, he said.

The research was "some way off being completed," but his company considered it worth while with the swing from synthetic medicines to health food-type products, Mr Allison said.

In the East, deer velvet was believed not only to restore sexual vitality, but help in the treatment of a wide range of illnesses.

Of the 1500 to 2000 oriental medicines, antler velvet

ranked second behind ginseng, Mr Allison said. Creating an attractive appealing product for Western consumers was the aim of his company search.

In the orient, velvet was normally dehaired, sliced into very thin strips which the consumer

Strong Trend

The trend towards organic products was particularly strong in health products because of environmental stresses, such as pollution and overcrowding.

Europeans took the natural aspects of health products more seriously than New Zealanders — "the extreme," Mr Allison said.

Marketing New Zealand deer velvet to Western nations could capitalize on the Eastern mysticism attached to the product.

Monopoly broken

29/6/85

TE ANAU — A second licence for commercial helicopter operations in Fiordland National Park has been granted to the Te Anau-based firm Central Western Helicopters.

Previously a monopoly had been held on all helicopter lifting and charter work in the park by the Helicopter Line.

Richard Hayes of Central Western believes a better service to clients will result from having the two companies available for work in the park.

Central Western Helicopters also has plans to provide tourist operations, including scenic trips from the Te Anau waterfront helicopter jetty, which it has recently gained the right to use. However Mr Hayes and partner Dick Deaker will also continue with deer recovery work, which has previously been the mainstay of their operations.

To cope with its increased business the company is employing additional pilots and has just taken delivery of two new Hughes D model machines from Utah.



DEERPAK



FIORDLAND WAPITI
PARK SALE
TUESDAY JUNE 25, 1985
1pm

OUTSIDE ENTRIES
A/C M/s Whitestone Deer Farm
5 — Weaner Hinds — Ave weight 74kgs
A/C Mr R. J. Hayes Ltd
6 — MA Red Hinds (Mated to NZ Wapiti Bull cut 5kg velvet)

DALGETY CROWN
LIMITED
Colin Bruce 78-348
SOUTHLAND FARMERS
LIMITED
John Duncan 358-563
118077v2



**SOUTHLAND
FARMERS**

DEER DIVISION

ROSEDALE 6th
ANNUAL SELECTED
DEER SALE

To be held at the
ROSEDALE SELLING CENTRE,
TUSOCK CREEK, INVERCARGILL
ON THURSDAY, JUNE 27, 1985
Commencing at 1pm.

The SOUTHLAND FARMERS' CO-OPERATIVE ASSOCIATION LIMITED will offer, on account of clients, deer selected from top South Island deer properties, comprising

- 130 RED WEANER HINDS
- 40 HYBRID WEANER HINDS
- 120 18 MONTH RED HINDS
- 30 MIXED AGE RED HINDS

Including
5 18 MONTH RED HINDS
(Mated To German Stag)
4 18 MONTH RED HINDS
(Mated To English Stag)
Inquiries To

GEOFF ERSKINE,
EVAN MACKIE, INVERCARGILL
JOHN DUNCAN, INVERCARGILL

INVERCARGILL 78-097
59-364
358-563
108064v3

Deer Fetch

\$1,050,000

14/6/85 WANAKA

Criffel Deer Farm grossed more than \$1 million at the ninth annual winter deer sale near Wanaka yesterday — its second million-dollar auction in a matter of months.

The top price of \$17,400 was paid for a 163kg 18-month-old Canadian elk-New Zealand wapiti cross.

The sale of 273 animals fetched an average price of more than \$3800, and the 33 lots fetched a total of \$1,050,000.

The only beasts passed in were elk-wapiti cross weaner bulls. Seven weighing between 93kg and 106kg were withdrawn when bidding stuck at \$3700 to \$3800.

The deer farm's managing director, Mr Tim Wallis, announced that the equivalent of the top price would be given to an agricultural research station. Ruakura won a draw from Lincoln and Invermay will be asked to suggest three projects.

Criffel executives will choose the one on which to spend the \$17,400.

A range of prices is:

Canadian elk-New Zealand wapiti cross — 18-month-old bulls: 198kg to 234kg, \$7600 to \$14,000; 180kg to 224kg, \$5000 to \$6600.

16-month-old cows: 152kg to 163kg, \$14,200 to \$17,400; 138kg to 149kg, \$9100 to \$13,600.

Weaner cows: 102kg to 123kg, \$6000 to \$11,200; 87kg to 105kg, \$5500 to \$6800.

Weaner bulls: 104kg to 128kg, \$4600 to \$7000; 93kg to 112kg, \$3900 to \$4900.

New Zealand wapiti — Mixed-age cows: Average 193kg \$7200 to \$8000, average 156kg \$5000 to \$6600.

New Zealand wapiti red — Weaner hinds: 67kg \$3300 to \$3550, 62kg \$3150.

Red deer — Mixed-age hinds: 105kg \$4650, 95kg \$4500, 87kg \$4250.

Weaner hinds: 64kg \$3600, 59kg \$3200, 57kg \$3200, 54kg \$3050, 53kg \$3130, 51kg \$3100.

Weaner stags: 70kg \$400, 65kg \$330, 61kg \$310, 60kg \$310, 58kg \$295, 56kg \$290.

A small offering of fallow mixed weaners and yearlings fetched between \$900 and \$1400.

Lorneville Deer Firm

Yesterday's offering of deer at the Lorneville Selling Centre continued to attract a firm inquiry from buyers.

A large percentage of the offering of 287 deer consisted of older breeding animals supported by good entries of weaner hinds and weaner stags.

While there were few outstanding lines, with the majority of the deer being of smaller to medium sorts, values were quoted as remaining firm on previous sales in relation to the quality.

The majority of the sales went to local buyers with a significant number of deer going to Mid Canterbury.

A selection of better sales was: E. A. Burnett, Glencoe, five red weaner hinds at \$3350; G. J. and E. M. McKenzie, six red weaner hinds at \$3350; Mrs R. J. Stuart, Wrights Bush, four red weaner hinds at \$3300; T. J. May, Winton, one New Zealand wapiti weaner hind at \$4600; H. J. Whyte, Braxholme, one elk cross weaner hinds at \$3550; M. Brigans, Winton, one elk cross weaner bull at \$5000; W. W. Day, South Hillend, one elk cross weaner bull at \$4500.

A range of prices was: Weaner hinds \$2500 to \$3350. Eighteen month old red hinds \$3000 to \$3850. Second and third calves, \$3050 to \$4000. Mixed age red hinds, \$3100 to \$3850. Mixed age wapiti cows \$5800 to \$7750. Cast for age hinds \$1950 to \$3300. Weaner red stags \$290 to \$400. Elk weaner bulls \$4500 to \$5000.

NEW ZEALAND FOREST SERVICE

NOMINATIONS FOR RECONSTITUTED

National Recreational Hunting Advisory Committee Pursuant to Part III of the Wild Animal Control Act 1977, nominations are called from individuals or organizations whose object it is to foster hunting or shooting on recreational hunting areas, for experienced persons to serve for a period of three years on the National Recreational Hunting Advisory Committee.

The functions and powers of the reconstituted committee shall be to advise me on the following matters:

1. Criteria for the selection of recreational hunting areas.
2. Advising on the administration of recreational hunting areas including means of achieving a balance between recreational hunting and other uses being made of recreational hunting areas.
3. Wild animal management plans and other technical reports related to recreational hunting referred to the committee by the Director-General of Forests.
4. The promotion and encouragement of recreational hunting on State forest lands and other land as may be appropriate.
5. Such other matters as I may refer to the committee from time to time.

Nominations close with the Director-General of Forests, Private Bag, Wellington on July 31, 1985. Koro Wetere Minister of Forests

102997v3

Venison Schedule

The export venison schedule offered by Game Foods New Zealand Ltd for the week ending July 5 is:

Grade	Fat	Weight	Price a kg
AP1	-14mm	+70.0	6.70
AF	+14mm		5.00
AP2	-12mm	50.0/70.0	7.00
AF	+12mm		5.00
AP3	-10mm	-50.0	6.70
AF	+10mm		5.00
AD	1dpr		4.00
AM	2dpr		2.50

The schedule offered by Southland Farmers Co-operative Snowline Marketing for the week ended July 5 is:

AP1	+70.5	6.00
AP2	50.5/70.0	6.50
AP3	-50.0	6.00
AF	o/fat	4.50
AD	1dpr	4.00
AM	2dpr	2.00

Fallow deer up to two-year-old and 25kg or over, 6.00. All others, 4.00.

Venison Schedule

The export venison schedule offered by Game Foods New Zealand Ltd for the week ending July 12 is:

Grade	Fat	Weight	Price a kg
AP1	-14mm	+70.0	6.70
AF	+14mm		5.00
AP2	-12mm	50.0/70.0	7.00
AF	+12mm		5.00
AP3	-10mm	-50.0	6.70
AF	+10mm		5.00
AD	1dpr		4.00
AM	2dpr		2.50

The schedule offered by Southland Farmers Co-operative Snowline Marketing for the week ended July 12 is:

AP1	+70.5	6.70
AP2	50.5/70.0	7.00
AP3	-50.0	6.70
AF	o/fat	5.00

Strong Demand For Top Hinds

Top quality 18-month-old hinds were in exceptionally strong demand at yesterday's Rosedale deer sale.

The sale was the sixth annual sale of selected farmed red deer held by the Southland Farmers' Co-operative Association Ltd at its Tussock Creek selling centre.

The offering of 330 deer consisted mainly of weaner and 18-month-old hinds with a smaller selection of mixed-aged hinds and weaner stags.

All classes contained well-bred and generally top quality stock. Demand was strong throughout the sale with the high prices reflecting the quality.

As usual, the sale was attended by a full gallery that included a good number of northern buyers.

A significant number of sales were made to Canterbury interests as well as to the North Island, with local buyers also active.

The pick of the offering was the entry of 50 18-month-old hinds on account of Mr R. Jennings, of Awarua. These were well sorted into 10 lots of five animals which attracted prices ranging from \$4500 for hinds averaging 81kg to \$6200 for hinds averaging 96kg.

The top price of \$3600 for red weaner hinds was received on account of the Tussock Creek Deer Park, which sold 10, and Mr B. Edwards, of Freshford, who sold five.

Other notable sales were on account of: P. Allan (Glenure), five weaner hinds at \$3550; R. Brookes (Queenstown), five weaner hinds at \$3450; M. Fordyce (Myross Bush), five hybrid weaner hinds at \$3450; T. May (Lochiel) one wapiti weaner cow

at \$4700 and one wapiti weaner bull at \$2600; J. S. Sinclair (Balclutha), two 18-month-old hybrid hinds at \$5000 and two wapiti cross weaner stags at \$1000, Ascot Deer Farm (Invercargill), four mixed-age hinds at \$4450; R. Jennings (Awarua), five 18-month-old hinds at \$6200, five at \$6000, five at \$5800, five at \$5700, five at \$5300 and five at \$5200.

A range of prices was: Weaner hinds \$2700 to \$3600. Eighteen-month-old hinds, top \$5000 to \$6200, medium to good \$4150 to \$4750, smaller \$3950. Mixed-age hinds \$3000 to \$4450. Weaner stags \$300 to \$360.

RED DEER SALE ALLIED FARMERS CO-OP

JULY 18, 1985 — 12.30PM
A/C WOODHILL DEER INVESTMENTS

HELENSVILLE

To be held — John and Jill Sainsburys selling complex, Gordonton.

Taupiri — Hamilton Highway.

3 miles north Porritt Stadium, Hamilton.

203 capital stock MA Red Deer Hinds, mated to Red Deer Stags.

29/6/85 AUCTIONEERS NOTE.

Due to a change in farming policy the investment company has decided to offer at public auction their complete line of capital stock. On inspection we find these are an outstanding line of hinds, very well grown and show excellent type and conformation. The deer will be drafted and penned early on the morning of sale to allow time for adequate inspection.

Enquiries to Bob Moyle 50-464 Whangarei.
A/Hrs or Tim Seavill 391-619 Hamilton A/Hrs.
ALLIED FARMERS CO-OP.

112577v4

Approval Given For TB Scheme

The New Zealand Deer Farmers' Association is to proceed with the introduction of a voluntary Tb herd accreditation scheme.

Last week's council meeting in Wellington confirmed a resolution from the deer farmers' national conference in Queenstown in June, that the association should work towards compulsory testing. In doing so, the council has adopted the proposals of a draft accreditation scheme circulated to association members in May.

The primary concern expressed at the conference was that those farmers who were making genuine efforts to get on top of the Tb problem were being put at risk by other farmers who were not prepared to regularly test their herds.

The amount of money set aside this year as compensation for reactor deer that have to be destroyed, has already been exhausted and no further compensation payouts are likely.

Feelings at the conference were that a lack of compensation should not be a constraint on the introduction of a Tb accreditation scheme.

The council's decision will put that feeling to the test.

Local council member, Mr Peter Ryan, said the majority view was for "getting on with the job."

Although still at a low level, Tb, in farmed deer is increasing and can spread rapidly through a deer herd once introduced.

Farmers who do not whole test their herds on a regular basis take the risk of infecting their herds by the introduction of the disease by infected animals bought in. Handling deer infected with Tb can also pose a potential danger to human health.

The Deer Farmers' Association has, on a number of occasions recommended that

farmers avoid buying deer that have not been Tb tested and that they should not take delivery of deer unless they are accompanied by a veterinarian's certificate confirming that the deer have been tested with a negative reaction within 30 days before a sale.

Incentive

Mr Ryan believed there would be a financial incentive for deer farmers to join the voluntary accreditation scheme.

Animals from accredited herds would more than likely gain a price advantage at auction sales over animals from non-accredited herds, he said.

The voluntary scheme is the first step towards the compulsory testing of farmed deer.

The Ministry of Agriculture and Fisheries district veterinarian, Mr G. Struthers explained that a herd would become accredited as free of Tb after three clear whole herd tests over a two year period.

Herds will maintain that status by recording a clear test carried out every second year thereafter.

Actual testing will be carried out by private veterinarians and the scheme will be administered by the MAF.

Mr Struthers said once herds became accredited, animals could be sold off the properties without the need for a Tb certificate.

"The scheme is designed to establish Tb free herds and limit the spread of the disease between herds.

"With whole herd testing I'm confident we will achieve more than relying on partial tests as in the past," Mr Struthers said.

Hunting Guides

Sir, — I read with interest the article about hunting guides (Times, June 25) being registered. All through the article the concern is for tourism and yes, them tourists with the loot. Not a whisper of the good old Kiwi hunter. Maybe that's our own fault with our "she'll be right" attitude. We should've got John Minto as spokesman when helicopter gun ships started the slaughter. Sure we made a noise so now we have RHAs placed here and there, areas that you can fire a rifle at one side and the bullet will fly out the other side.

The way I see it, these people will be registered then they will have to have places they can be sure of getting what the tourist wants.

So I assume areas will eventually be set aside for these people excluding New Zealanders except those with the loot.

These areas will include Forestry, Lands and Survey and national parks. Because we will be told it's extra revenue for said departments.

The feudal lords are coming back. One thing though, if they end us poachers to the land of us, we may like it.

Say What

lawea

Wintering Deer Indoors Works Well

Oreti deer farmer, Mr Bert Smith believes that close human contact with deer wintered indoors makes them easier to handle.

Mr Smith told last week's Winton A and P Association seminar that he first began wintering beef cattle under cover in 1952. He was so pleased with the results that some 12 years later he set about building a shed to house most of his sheep during the winter.

When he went into deer farming in 1974 it was a logical step for them also to be wintered indoors. The 230 square metre shed is this winter housing 130 hinds in two pens.

"For a start they had one of the sheep pens and were fed hay and oats and let out for a run on fine days," Mr Smith said.

"That worked quite well, but as the numbers increased I decided not to wean until the weaners had been fed haylage and grain along with their mothers."

Mr Smith explained that the haylage was fed on an ad lib basis on a conveyor belt system that ran between the two pens.

Grain was fed on top of the haylage until the deer were used to it, gradually increasing the ration from 25 grams to about one kilogram per head per day.

If the haylage had been cleaned up, lucerne was fed in the evening.

Woodchips

Sawdust had been used as a floor covering until this year, when a change to woodchips was made, Mr Smith said.

A constant water supply is maintained by a pressure pump.

Mr Smith considered

young deer responded exceptionally well to human contact.

"If the opportunity is taken while they are inside to handle the deer and put them through the yards at least once a fortnight it is surprising how soon they come to know your voice."

"This also pays big dividends in later life," Mr Smith said.

"If you have to help a hind to fawn and she accepts you, then she will be more likely to also accept her fawn without much trouble."

About 80 stags are also wintered under cover each year and that had made them easier to bring into the shed for velvetting, he said.

Disease

People had suggested to him that disease would be a problem when deer were housed for long periods, but that had not been the case.

"Should any animal be off colour you can pick it up much quicker in the shed than outside and so are able to help sooner," Mr Smith said.

When asked about the cost of feeding deer inside, Mr Smith said he had not worked out the actual cost but was confident it would be less than feeding them outdoors.

As well as not requiring the same amount of feed as deer wintered outdoors, Mr Smith said there was practically no waste, and as well, there was no pugging of the paddocks, ensuring good quality pasture in the spring.

"That's what we do and it works quite well for us."

DEER FARM FOR SALE (Shortly)

**ARE YOU RETIRING?
A UNIQUE OPPORTUNITY!**

Do you wish to own an immaculate "one off" architect designed four bedroomed home, situated on 5ha of rolling downland?

Over 4000 sq ft of beautifully designed space, only 5 minutes from the heart of Timaru yet on a commanding site off a secluded country road, with superb views of the city, the mountains and the sea.

Four hectares deer fenced (could carry 25 hinds) with excellent yard and deer handling facilities.

12ha bare land adjoining also available if required. Magnificent surrounds, quality trees and shrubs, helicopter pad (doubles as lawn tennis court).

Generous two car garaging, large implement/hayshed, fowlhouse etc.

The price? It's not cheap (quality never has been) Interested?

For further details write to:

'Deer Farm,'
C/- PO Box 41,
Pleasant Point,
SOUTH CANTERBURY

109556v4



Horses and deer are not normally thought of as the ideal paddock companions, but for Mr Ron MacDonald and his son Charles, running standardbred horses and deer together presents no particular problems. The MacDonalds are well-known in racing circles with top class horses like Mai Mai and Chipaluck.

They run 57 red deer on their nine hectare training and stud unit at Myross Bush.

"We've never thought anything special about running the horses with the deer," Mr MacDonald senior said. Although they have had up to 12 horses in training, no more than two or three are with the deer at any one time.

"We have even broken in young horses in the same paddock as deer. 'We've never had any problems at all.' However, Mr MacDonald said they were careful to remove the horses while the deer were mating.

The MacDonald's New Zealand Oaks Winner, the three year old filly, Chipaluck, grazing among this group of deer is evidence of their compatibility.

Huge Forest Park For Western Southland

The Forest Service intends creating New Zealand's second largest forest park in Western Southland.

The total area of the park would be 220,000 hectares and would include both indigenous and exotic forests, the Forest Service's district ranger in Western Southland, Mr Terry Pellett, told a meeting of the Wallace County Council yesterday.

Forest parks differed from national parks in that all normal forest management could continue although the

area had park status, Mr Pellett explained.

There are 21 forest parks in New Zealand with a total area of slightly more than 7 million hectares but only one in Southland — the Catlins Forest Park.

The park will include forests in the area bounded by the Fiordland National Park in the west, the watershed range in the north and the

Oreti river on the other.

It is proposed to call Takatimu Forest Park headquarters and visitor centre at Tuatapere and other visitors' centre Mossburn.

Protection

Forest park status will allow the protection of watershed, particularly the case of the indigenous forests, the publication of production values and to create recreational values.

The major advantage would be the machinery of public input into the management of the forests, Pellett said.

It would give the Forest Service the opportunity to improve the integration of recreational planning with other authorities.

He saw the Forest Park complementing the Fiordland National Park. Areas ranged from easy country, to almost as rolling country to mountain areas. There was something for everybody.

People could go for a day tramp to a one or two week tramp.

By using these facilities and publicizing and developing the forest park, pressure could be taken off the national park, Mr Pellett said.

Excluded

But because the Waitutu State Forest was under investigation for inclusion in the Fiordland National Park, it will be excluded from the gazette notice forming a forest park in the meantime, said. The Forest Service does not want to pre-empt a decision on the future of Waitutu forest. But the decision would let the Government know that it believed Waitutu would be a worthwhile addition to a forest park.

The Forest Service's office is preparing a recommendation to go to the Minister of Forests, Wetere, and Mr Pellett hoped the Minister would have it within a fortnight.

GIB At Last A Reality

The Government has finally given its approval to regulations to grant the Game Industry Board legal status.

Under the regulations, just gazetted, exporters of game and game products (defined as deer), will be licensed and the board will have power to levy the game industry, producers, processors and exporters, for market research and development.

The board will not be solely a producer board, but will consist of representatives from both exporters and producers.

The Minister of Agriculture, Mr Moyle, said the regulations were designed to enable the board to carry out the orderly marketing of game and game products.

"This should mean a co-ordinated and co-operative marketing effort from the industry," Mr Moyle said.

broad approach to licensing, as they removed restrictions on entrepreneurial activity while allowing for a certain amount of market discipline, he said.

The regulations were before the previous Government, but lapsed when the 1984 snap election was called before parliament could formally validate them.

Since then, the Government had canvassed the industry to ensure that there was full support, particularly for the compulsory levying system, Mr Moyle said.

"We are satisfied that this is what the industry as a whole wants, rather than regulating for the sake of regulating."

Live Sale Levy On Deer

The New Zealand Deer Farmers' Association council has asked the Game Industry Board to prepare a marketing budget to be funded by a live sale levy on deer.

Stock and station agents have agreed in principle to collect such levy for the association.

The council proposes that the levy will be held in a trust fund by the NZDFA for future release to the GIB for specific marketing projects.

The rate of levy has yet to be decided but will probably be around one per cent.

ALLIED FARMERS CO-OPERATIVE LTD CANCELLATION NOTICE WOODHILL DEER INVESTMENT AUCTION SALE

JULY 18, 1985

JOHN SAINSBURY'S COMPLEX

The Auctioneers regret to advise that due to circumstances unidentified at time of advertising the above fixture, it has been found necessary to cancel the sale.

ALLIED FARMERS CO-OPERATIVE LTD

101331v1



13/7/85

Deer Division Representative

Applications are invited for this new Southland-based position.

■ The position is as a Deer Division Field Representative for the Southland area and will involve day-to-day contact with farmers in, obtaining animals for slaughter, live deer trading activities and velvet antler purchasing.

■ The successful applicant will form part of a new National Deer Division team, the rest of which is now operational.

■ With annual company sales exceeding NZ\$90 million, an established international reputation (particularly in game products) and a commitment to growth the company offers the successful applicant strong employment prospects.

■ While a full-time position is offered the company would favourably consider a suitable individual on part-time basis, i.e. a part-time deer farmer.

■ Applicants are invited to reply in writing to:



The General Manager
Wilson Neill Ltd
Export Division
P.O. Box 958
Dunedin New Zealand

Too Lenient to Deer 'Bandits'

(PA)

6/7/85

LEVIN

Deer "bandits" in court received sentences that were not sufficient to deter them from illegal activity, the Deerstalkers' Association was told yesterday.

This was a matter of "real disappointment," the Under-Secretary to the Minister of Agriculture, Lands and Forests, Mr David Butcher, said.

Addressing the association's annual conference yesterday he said the problems of apprehension and prosecution of helicopter operators illegally removing deer from recreational hunting areas and farms had been appreciated for some time.

Various groups affected, the Deer Farmers' Association, some state forest park advisory committees and the

Deerstalkers' Association, had all expressed dissatisfaction with the penalties for convicted operators.

It seemed that the judicial system failed to recognize the seriousness of the crimes, as most fines were well below the maximum allowable and often was considerably less than the value of the illegally removed livestock.

"In an effort to prevent repeated offences and to provide a greater deterrent to operators generally, an amendment to the Wild Animal Control Act has been

proposed by the Forest Service," he said.

"This would result in the immediate revocation of the licence whenever the holder was convicted of taking deer illegally from recreational hunting areas or deer farms."

Mr Butcher agreed with a questioner that it would be difficult to apply the sanction against unlicensed poachers.

He said he was pleased the animal recovery industry recognized the merits of balanced development. The boom and bust cycles of the

past benefited hardly anyone.

"They certainly penalized the recreational hunter. They also hurt the genuine animal recovery operator," he said.

"The only ones to gain were the shady fly-by-nighters, who come and go for a quick buck."

"It is these bandits who create the problems for everyone and it is a matter of real disappointment that the sentences imposed have been insufficient deterrents against illegal activity."

INVERCARGILL STOCK AGENTS

NORTHERN SOUTHLAND SELLING CENTRE DEER SALE

Friday July 26, 1985

CANCELLED

Please note the above advertised sale has been cancelled.

109984v2



SOUTHLAND FARMERS

DEER DIVISION

LORNEVILLE DEER SALE

THURSDAY JULY 25, 1985

Southland Co-operative Assn Ltd will offer A/c Fiordland Wapiti Park, Te Anau.

4 Canadian Elk x Weaner Bulls out of top NZ Wapiti Cows by a purebred Canadian Elk Bull cut 5.4 kilos as a 3 year old. (Weights available day of sale).

Southland Farmers Co-op Assn Ltd,
Invercargill Phone 81-929
AH John Duncan 358-563

109655v3



Wrightson

DEER AUCTION

To be held on the property of Mr D. Maxwell, Springvale (on the Alexandra-Omakau Highway) on Wednesday, July 31 at 11am.

Yarding listed below:

Mr D. Maxwell, Alexandra

40 - Weaner STAGS

Mr E. J. Thomson, Alexandra

40 - Weaner STAGS

4 - Hybrid Weaner HINDS

2 - Hybrid Weaner STAGS

M/S Eggeling Bros, Haast

2 - Weaner HINDS

Mr Owen Williamson, Poolburn

8 - Weaner STAGS

4 - Weaner HINDS

Mr J. Matheson, Palmerston

6 - MA HINDS

Mr N. Kinnaird, Alexandra

2 - Weaner HINDS

All animals will be weighed and sold in lots suitable to all purchasers. TB certificates for all deer offered.

Inquiries to:

G. Deaker,
Wrightson NMA Ltd,
Bus 51-148 Cromwell
AH 50-424 Cromwell

20/7/85

Dalgety Crown



Wrightson

watsons



REID FARMERS

CROMWELL DEER SALE

Wednesday July 31 at 1.30pm

The yarding will consist of:

93 - MA HINDS

2 - 18mth HINDS

15 - Weaner HINDS

44 - Weaner STAGS

154

All vendors are requested to have their deer yarded by 10.30am.

Enquiries to local agents.

115732v3

20/7/85

RED Weaner Stags (3), plus one Red Weaner Hind, \$3600. Also turkeys for sale. Phone 69-539. 109543v2

RED HINDS 7 weaner (capital stock). Phone 8492 Otautau. 105087v2



Wrightson

SPECIAL ENTRY LORNEVILLE DEER SALE

Thursday July 25, 1985

WRIGHTSON NMA will offer these in conjunction with Southland Farmers Co-op:

10 - NZ Wapiti Mixed Aged Cows (mated to Pure Canadian Elk)

1 - Elk x Weaner Bull

117943v2

GAME RECOVERY LIMITED

Winter Closure

All depots in Southland will reopen on approx October 1, 1985.

Winter price for carcasses delivered to Southern Lakes Venison, Mossburn, between 8am - 5pm weekdays or weekends by phoning Ray Brady, Mossburn 154 are as follows:

VENISON: Clean - \$4 per kg

Body - \$3.75 per kg

Haunch - \$3.40 per kg.

PIGS: - Under 10, kg not required

10 - 15 - 75c

16 - 25 - \$1.25

26 - 60 - \$1.75

Over 60 - \$1.50

13/7/85

114553v4

RF REID FARMERS

CROMWELL DEER SALE

WEDNESDAY JULY 31 at 1pm

CAPITAL STOCK, QUALITY HINDS

REID FARMERS LIMITED will offer on account MESSRS A. J. & H. R. PAUL, WAITAHUNA

50 - Mixed Aged Red Hinds, mated to top NZ Red Stags. The above will be sorted into lines for intending purchasers.

Further information, phone Sandy Anderson, Deer Officer, Alexandra 7434.

111457v4

SOUTHLAND DEER FARMERS ASSOCIATION

VENISON MARKETING SEMINAR



26/7/85

MONDAY, AUGUST 5, ASCOT PARK HOTEL
1pm TICKETS \$32

Featuring

DR JOHN MORRIS, SAFEWAY STORES INC. USA

Plus evening

GAME FOOD EXTRAVAGANZA featuring Venison
TICKETS \$35

**FOR THE CURRENT PRICE OF 5kg VENISON
WE GIVE YOU THE OPPORTUNITY TO HEAR
THIS WORLD CLASS MARKETING AUTHORITY**

TICKETING INFORMATION

- **Venison Marketing Seminar**
Admission \$32
- **Game Food Extravaganza**
Admission \$35

FOR RESERVATIONS Phone
Invercargill 86-179

or call to . . .

The Receptionist
Broad Christie & Partners
Chartered Accountants
Cnr Spey and Kelvin Streets
Invercargill

TICKETS ARE LIMITED

Book early — to ensure entry

On Safeway's Stores

We have 2500 retail stores in nine countries. We also operate 105 food processing plants. This year (1984) our sales will be about 20,000 million US dollars.

On Customer Wants

If you don't get marketing expertise and don't provide what the customer wants, you are going to end up with another DEVCO.

QUOTES
Dr John Morris
Hamilton
June 1984

On Consistency of Supply

In the US our stores are open 365 days a year, and people expect the product to be there 365 days a year?

On Our Prospects

I sincerely believe that a viable export market for substantial quantities of venison (to the US) could be developed.

On Need for Promotion

The average shopper in our stores buys 9 items. The average store carries about 12,000 items. You put your venison in the store — you've got 9 out of 12,000 chances of getting it sold.

PROGRAMME DETAILS

9.00 to 12.00: Open plant morning, Game Foods (NZ) Ltd, Kennington. Slaughtering, grading and packaging demonstrations commencing on each hour at 9am, 10am, 11am.

VENISON MARKETING SEMINAR

Tickets \$32

- 1.00: Welcome by Doug Cooper, Chairman, Southland Branch.
Chairman: Dr Jock Allison, Invermay
- 1.10: Dr Ken Drew, Invermay
Subject: Quantities of venison coming forward for marketing, and its grading.
- 1.30: Mr Stuart Barnett, General Manager, PPCS organisation.
Subject:
PPCS have been successful in obtaining good returns for producers sheep meats. How have they done this. What lessons do they suggest for marketing venison.
- 2.00: Mr Andrew Duncan, General Manager, plus Janette Malcolm, Marketing Executive, Snowline Marketing, Christchurch.
Subject:
Market opportunities for "further processing" of venison.

2.30: Mr Alastair Porter, Porter Holdings, Auckland, and member NZ Game Industry Board.

Subject:

A producer member's overview of the Game Industry Board's role for efficient marketing of venison.

3.00: Afternoon tea.

3.30: Dr John Morris, Vice President, Safeway Stores Incorporated, USA.

Subject:

Marketing venison is a game for experts, not for cockies.

4.20: Mr John Burrowes, President NZ Deer Farmers Association, will summarize.

4.30: Panel discussion.

5.20: Mr Peter Ryan, Southland Councillor, NZ Deer Farmers Association.

Subject:

Where to from here — recommendations for Southland deer farmers.

5.30 to 6.30: Happy hour.

7.00: Game Food Extravaganza, Ascot Hotel, Tickets \$35. Buffet meal featuring venison and venison export products, discussion, music and dancing.

109455v9

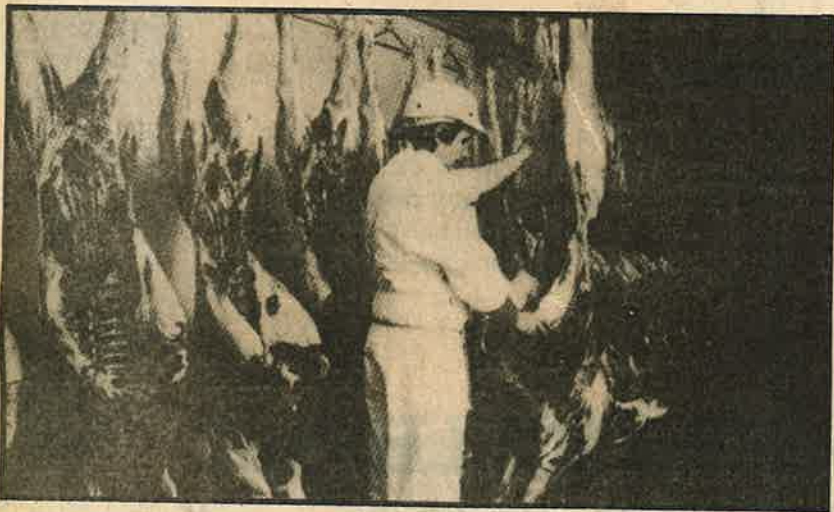
SOUTHERN LAKES VENISON PACKERS LIMITED

PO Box 78, Telephone 41 Mossburn



26/7/85

20 years serving the industry



Expertise honed by 20 years experience has made Southern Lakes Venison Packers a 'first choice deer slaughtering facility. Killing space is booked through your stock firm. Contact Manager Ray Brady, Phone 154 Mossburn or Ian Stewart Phone 55 for further information

International Marketers of Venison

26/7/85

The dish of Kings and Noblemen



P.O. Box 430, Invercargill
New Zealand
phone 394/820
394/738

**OWNED AND OPERATED BY DEER FARMERS TO
MAXIMISE THEIR INDUSTRY INVESTMENT YIELD**

Phone Ken/481

OPEN PLANT MONDAY MORNING

Monday August 5, 1985

**LOCATION: Kennington
DEMONSTRATION SESSIONS**

Slaughtering and Grading commence on each hour at 9am 10am 11am.

BONING AND PACKAGING

Commence on hour at 9am 10am 11am

ALL DEER FARMERS AND PUBLIC WELCOME

107106v4

Worried About 5/7/85 Access

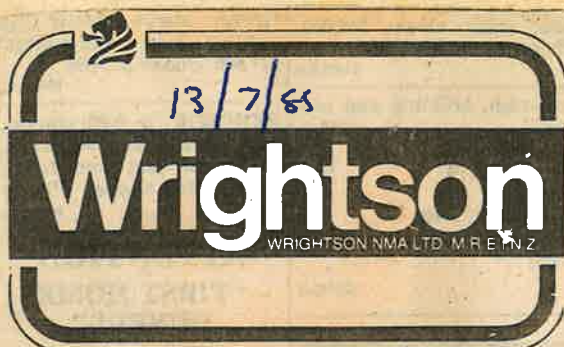
The Native Forest Action Council is worried that there is no longer sufficient access to the Waitutu State Forest for hunters and trampers.

The Wallace County Council yesterday received a copy of a letter from the Native Forests Action Council to the New Zealand Forest Service. The letter referred to a slip which has made the sawmill road, that previously provided access to the Waitutu State Forest, impassable 2km east of the Waikouau river.

The action council believed either the Forest Service or the county council should financially assist in maintaining access to the Track Burn because the Waitutu State Forest was such a valuable recreational resource. In the past, the road had been used by groups of people, many not particularly fit, and groups of families but the extra two hour tramp now required made it inaccessible for these groups.

Earlier the district ranger for the Forest Service, Mr Terry Pellett, had explained to the council that there were three options — legalizing a logging road which went close to linking up with the slip, which would be expensive; to reinstate the old road around the coast which had been looked at and was extremely expensive, or to let people walk the extra distance as they were doing at the moment.

The council received the letter and Cr B. J. Thwaites said that the Native Forest Action Council had been an objector when the council heard an application for an access road to the Waitutu Incorporation's land.



SHORT NOTICE AUCTION

DEER UNIT
TE ANAU

on
JULY 26, 1985
at 11am
TE ANAU HALL

WRIGHTSON NMA have received instructions from the vendor to offer for sale by Public Auction at the aforementioned time and place the following described properties.

AREA: 27.7250 hectares freehold.

LOCATION: Sinclair Road, 3km from Te Anau Township.

COVER: Permanent pasture all oversown and topdressed.

IMPROVEMENTS: Fully deer fenced into 5 main and 1 holding paddock with deer handling yards.

NOTES: Good deer unit with great building sites with lake view.

POSSESSION: August 30, 1985.

For inspection and conditions of sale contact the Auctioneers and Selling Agents

WRIGHTSON NMA LIMITED

Te Anau or Invercargill
MREINZ

AFTER HOURS:

Allan Bradley

Solicitors to the vendors:

Eagles and Eagles,
PO Box 1445, Invercargill

7602 Te Anau

111661v2

INVERCARGILL STOCK AGENTS

LORNEVILLE DEER SALE

20/7/85 Thursday July 25, 1985
commencing at 12 noon



**SOUTHLAND
FARMERS**

DEER DIVISION

The SOUTHLAND FARMERS CO-OPERATIVE ASSOCIATION LIMITED will offer:

40 — Red Weaner HINDS

4 — Wapiti Weaner BULLS 90ks

Out of top NZ Hybrid hinds, sire ex Fiordland Wapiti Park. Cut 5.2kg as a 4 year old.

5 — 18mth Red HINDS RWRS

15 — 2nd and 3rd WEANERS

70 — MA HINDS

4 — MA Red HINDS (Good mouths). Mated to English stag. (Warnham and Woeburn Park bloodlines. Positive pregnancy test).

watsons

J. E. WATSON CO LTD will offer:

15 — Red HINDS

Dalgety Crown

DALGETY NZ LTD will offer:

32 — 18mth Red HINDS RWRS

4 — CFA HINDS

17 — Weaner STAGS



Wrightson

WRIGHTSON NMA will offer:

35 — Red Weaner HINDS

24 — 18mth Red HINDS RWRS

2 — 18mth Hybrid HINDS

7 — NZ Wapiti MF HINDS (Mated to Pure Canadian Elk Bull)

28 — Weaner Red STAGS

1 — Elk Cross Weaner BULL

DEER SLAIN— 16/7/85 REWARD OFFERED

Owners of three red stag slain on a West Coast deer farm have now offered a reward for the conviction of the culprits.

Rustlers invaded the remote property in the Awarua Valley, about 10 kilometres north of Hokitika and shot the deer after driving them out of the bush.

The owners have now offered a reward of \$1000 for information leading to the conviction of the three people responsible.

One of the lessees of the deer farm, Kevin Bradley, told Truth the three stags had been chased out of a patch of bush into an open paddock.

They had been shot and wounded near a fence and then chased further along the fence where they were finally finished off.

It happened in a "fairly

remote" area and there were no houses in the vicinity.

"We know there were three people involved," said Mr Bradley, "Because of the footmarks — running shoes, gumboots and bush boots."

"It was a brutal slaying. They were tame deer and certainly not hard to shoot."

"There is no sport in that."

"It was easy enough to reconstruct what had happened because of the blood trails and pools of blood along the fence."

He said the deer, worth about \$1200 in meat value,

could have been shot broad daylight as a helicopter pilot had reported a strange vehicle in the area at the time.

Another stag had disappeared from the farm about a year ago and it was possible it had also been killed and stolen by thieves.

He said he and his partner, Steve Keenan, had offered the \$1000 reward because "we want to stop this kind of thing before it gets out of hand."

If hinds had been the financial loss would have exceeded \$12,000 added.



EASTERN DEER FARMERS DISCUSSION GROUP FIELD DAY

6/7/85 Wednesday, July 10
at 1.30pm

Graham Scobie Property
Wyndham

Signposted from Wyndham Saleyards
Topic: Winter Feeding
Tb and other deer diseases

101051v3



REGISTRATION OF PROFESSIONAL HUNTING GUIDES

Pursuant to Part 1 of the Wild Animal Control Act 1977 persons and businesses involved in guiding and outfitting clients for hunting wild animals are invited to apply to the Director-General of Forests for registration as professional hunting guides or outfitters.

The Forest Service aims to help guides set up their own association with a code of ethics, and standards of practice and service due clients.

For further information and registration forms please apply:

Director-General of Forests
New Zealand Forest Service
Private Bag
WELLINGTON

6/7/85

110838v4

TB Scheme Being 26/7/85 Finalized

A voluntary scheme to control tuberculosis among commercial deer herds is to be set up by the New Zealand Deerfarmers Association, the Ministry of Agriculture and Fisheries and the deer branch of the Veterinary Association.

MAF veterinarian Mr Chris Carter, said details of the new scheme were being finalized by the three bodies.

The scheme aims to ensure the proper documentation of the tuberculosis status of deer put up for sale.

Mr Carter said all deer farmers should receive a copy of a tuberculosis test report before buying any deer.

Veterinarians presently issue their own certificates, but the new scheme will standardize the information available from tuberculin testing of deer.

The costs of disease diagnosis and on-farm control are still to be met by farmers. Tuberculin testing will continue to be carried out on a client-vet basis.

Mr Carter, who is MAF's representative on the NZDFA's tuberculosis sub-committee, said a compulsory scheme was not possible because:

● It would require a great deal of time to implement.

● MAF was not prepared to enforce such a scheme at present.

● The 1985-86 budget for Government compensation for deer shot because they have tuberculosis, ran out this month.

Tuberculosis is widespread among commercial deer, with 343 or more than 10 per cent of deer farms currently under quarantine. Tests indicate that 1.3 per cent of all commercial deer had the disease, Mr Carter said.

If a farm is quarantined because deer react to tuberculosis tests, only animals which have negative test results can be moved off the farm, he said.

Deer which react positively are usually shot.

Kennington Deer Plant

Open for Inspection

Deer farmers will be able to see the full deer processing operation of Game Foods (NZ) Ltd at the company's open morning on Monday.

The open morning will set the scene for the venison marketing seminar being organized by the Southland branch of the New Zealand Deer Farmers' Association on Monday afternoon.

At the function, starting at 9am and thereafter at 10am and 11am, the public will be invited to see how deer are handled at the company's deer slaughter premises at Kennington, in the yards prior to slaughter, the weighing procedure, washing and stunning, carcass grading and inspection.

Mr John Matheson said the operation will be slowed down to enable questions from the public be answered and for staff to explain the various stages in the deer slaughtering process.

Also in attendance will be a veterinarian from MAF and a meat inspector.

The public could alternatively view the cutting and boning processes employed by the company, Mr Matheson said.

"Three stags, killed prior to the day, will be in the chiller and these will be used for the boning demonstrations, one each hour."

The public will have the choice of seeing either the slaughtering or boning process each hour, Mr Matheson said.

Tandem

"We've only got a certain amount of room in both the boning and slaughter rooms so we have planned the demonstrations in tandem."

Dr Ken Drew, of Invermay, will be in attendance at the 10am and 11am sessions, to talk and answer questions on grading and boning of deer.

The stags killed on Monday will be processed into consumer packs and eventually made available to local consumers, he said.

On the question of supplying the local domestic market, Mr Matheson said that, while there appeared to be a

growing demand for consumer cuts, his company considered that venison, being a speciality meat, should only be available according to demand.

"We believe there should be a percentage available to the local market now that the volume is starting to build up. However, we are also concerned that people should understand that venison is a totally different product to other meat and has to be treated accordingly."

Advice

"My advice to consumers is to take it slowly. There are some very exciting dishes that can be produced from venison but it needs different preparation from other meats."

Game Foods (NZ) Ltd began export killing of farm deer on February 19 this year and has killed every second day during the week since, with boning and packing taking place on the alternate days.

"We've been absolutely delighted at the support we've had," Mr Matheson said.

"It's been a very solid support, not only from our deer farmer shareholders but also from non-shareholders who would now like to take up shares."

The company was far ahead of its original estimated kill tally, he said.

He praised the professional manner in which the eight staff members had responded to the challenge of processing deer. "They're turning out an excellent product."

The quality of the deer, mainly 16-month and two-year-old stags presented by farmers for slaughter, had been of a high standard, Mr Matheson said.

"Our export market has indicated this and our product has been very well received."

There had been a few minor problems brought to

the attention of farmers, Mr Matheson said.

One was the presentation of young stags with spikes. If spikes were left on, there was the risk of the animals causing damage to each other during transport with the subsequent downgrading of the carcass. It also made it difficult to move the deer through the plant's raceway, he said.

Another problem had been the inadequate and often makeshift standard of vehicles or trailers used by some farmers to transport their deer to the plant.

Some animals had been damaged as a result, he said.

Farmers will have to take care in yarding and transporting their deer. They've got a valuable product and must avoid any risk of damage, such as bruising."

Mr Matheson said all the company's products were exported under its own trade name though the marketing arm of PPCS — a major shareholder.

The bulk of the production is exported as primal cuts as well as all the edible offals and by-products, to European, US and Asian markets.

While all present exports were primal cuts, Mr Matheson said if there was a market demand and a satisfactory return, then consideration would be given in the future to further processing. In the meantime the company was feeling its way quietly.

The modular design of the plant meant extensions could be made rapidly to cope with future increased demand in a way that would not disrupt production.

"I think we can see prices, depending on currency fluctuations, remaining about where they are for next season," Mr Matheson said.

The open day on Monday will let farmers see exactly what Game Foods (NZ) Ltd was doing, he added.

"We welcome anyone interested in deer farming."

Lorneville 26/7/85

Northern buyers were active at yesterday's Lorneville deer sale and bought a large percentage of the offering.

A good crowd attended the sale. Although bidding was generally quiet on most lines, values were quoted as firm on previous sales in relation to the quality on offer.

Venison Marketing Seminar

26/7/85

A top line up of speakers has been arranged for a major venison marketing seminar to be held at Ascot Park Hotel on Monday, August 5.

The seminar, organized by the Southland branch of the New Zealand Deer Farmers' Association, is in response to the continuing demand of people involved in deer farming for up to the minute information on the rapidly expanding industry.

The keynote speaker will be Dr John Morris, a vice president of the US supermarket chain, Safeway Stores.

Dr Morris, a New Zealander, is the 1985 Ormond Visting Fellow at Lincoln College. His topic, "Marketing Venison is a Game for Experts not Cockies," is bound to contain some hard hitting material and provoke worthwhile discussion.

Dr Morris was a keynote speaker at the NZDFA national conference in Hamilton last year where his address drew a standing ovation. He is described as a brilliant speaker and a world class marketing authority.

During the morning of August 5, Game Food (NZ) Ltd, will open its Kennington deer slaughter premises for hour long slaughtering, grading and packaging demonstrations, starting at 9am.

The seminar will open at 1pm with an introduction by the chairman of the Southland branch of the NZDFA, Mr Doug Cooper.

Speakers will include Dr Ken Drew of Invermay; Mr Stuart Barnett, PPCS; Mr Andrew Duncan, general manager, Snowline Marketing, Christchurch, and the company's marketing executive, Ms Janette Malcolm; Mr Alister Porter, Game Industry Board; Mr John Burrows, president of the New Zealand Deer Farmers' Association; and Mr Peter Ryan, Southland councillor, NZDFA.

The seminar will conclude with a Game Food Extravaganza at the Ascot at 7pm. A special buffet meal is being prepared by the hotel's chief chef that will feature venison and venison export products.

The social evening will also give those attending, a further opportunity to discuss any matters with the panel of speakers.

The seminar fee is \$32 per person and \$35 per person for the evening social function.

Reservations will be essential and should be made to the secretary of the Southland branch of the NZDFA, Broad Christie and Partners, Invercargill.

If the attendances at the recent Queens-town national conference of the NZDFA and deer farming field days in the province are anything to go by, the venison marketing seminar is certain to attract wide support.



Deer Farmers Seek Compensation

26/7/85

The New Zealand Deer Farmers Association is to approach the Government for more money to compensate farmers who have to slaughter deer which react positively to tuberculosis tests.

Government compensation ended this month when the budget for the 1985-86 year was spent.

Association president, Mr John Burrows, said it was imperative compensation continued until at least the end of this financial year, to allow time to put a new TB control scheme in place.

"The NZDFA is even prepared to consider the lowering of compensation to as little as half the previous rate of \$950 per hind, if that will mean some form of compensation being retained," Mr Burrows said.

He said tuberculosis control among commercial deer herds would not work unless there was both "a carrot and a stick" to ensure deer farmers tested their herds for TB, and shot animals which reacted positively to testing.

Without "the carrot of compensation," the hard work of four years TB control could be lost in six months, Mr Burrows said.

He acknowledged TB would have to be controlled by a compulsory scheme sooner or later.

"I believe there is a way to do this without it costing the taxpayer a cent," Mr Bur-

rows said. "If it were made illegal to sell live deer other than from a herd that had been tested for Tb annually, the market could ensure compliance," he said.

"There would have to be penalties for non-compliance, but who would want to buy deer that were possibly infected?"

He said farmers who wanted to make money would have their herds tested annually, and those who did not would find they could not sell their animals.

"In this way, hygiene-conscious deer farmers would be rewarded, and others who did not take precautions would be penalized, without drastic intervention by the Government."

Dalgety Crown

DEER OFFICER

3/8/85

We invite applications for the above position which has become available due to the expansion of our Deer business in Southland.

Applicants should have experience in handling stock including deer. Commercial experience would be an advantage but not necessarily essential.

The usual benefits of a Company Motor Vehicle, subsidized superannuation scheme and staff buying discounts are added attractions to the position. Apply in writing to the:

District Manager,
Dalgety Crown Limited,
PO Box 850,
INVERCARGILL.

Venison Schedule

3/8/85

The export venison schedule offered by Game Foods New Zealand Ltd for the week ending August 9 is:

Grade	Fat	Weight	Price a kg
AP1	-14mm	+70.0	6.70
AF	+14mm		5.00
AP2	-12mm	50.0/70.0	7.00
AF	+12mm		5.00
AP3	-10mm	-50.0	6.70
AF	+10mm		5.00
AD	1dpr		4.00
AM	2dpr		2.50

The schedule offered by Southland Farmers Co-operative Snowline Marketing for the week ended August 9 is:

AP1	+70.5	6.70
AP2	50.5/70.0	7.00
AP3	-50.0	6.70
AF	o/fat	5.00
AD	1dpr	4.00
AM	2dpr	2.00

Fallow deer up to two-year-old and 25kg or over, 6.00. All others, 4.00.



FARMING NEWS

2/8/85



New Zealand-born Dr John Morris will be the keynote speaker at a venison marketing seminar at the Ascot Park Hotel on Monday. Dr Morris, who is a vice-president of the US Safeways Store chain is a recognized authority on food export marketing and his address, Marketing Venison is a Game for Experts, not Cockies, is certain to provoke considerable discussion.

Thought Provoking 2/8/85 Seminar

A venison marketing seminar to be held at Ascot Park Hotel on Monday, will be a major event for the local deer industry.

Deer farming must, in the next few years, grapple with its greatest challenge of researching, developing and consolidating good markets for volume sales of venison.

The organizing committee is confident that the panel of high calibre speakers contracted for the seminar, including the keynote speaker, Dr John Morris, a vice president of the US supermarket chain, Safeways Stores, will deliver a hard-hitting statement to the deer industry on opportunities for marketing venison.

Game Industry Board regulations for controls on the marketing of deer products have been recently ratified by the Government, but in a somewhat watered down form to the original proposals.

The implications of this for producers should provide another lively discussion during the day.

The seminar which starts at 1pm, is open to all deer farmers, people interested in deer farming and marketing and the general public. Persons interested in more efficient marketing of meat and opportunities for adding value through further

processing, are guaranteed a thought provoking and entertaining day.

Registrations

The seminar fee is \$32 per person. Registrations are necessary and should be made to the secretary of the Southland branch of the New Zealand Deer Farmers Association, Broad Christie and Partners, Invercargill.

With the continuing interest in deer farming the organizing committee of Messrs Herby Whyte, Peter Ryan, Doug Cooper and Mike Harbord is confident of a large attendance.

An evening social function will give those attending a further opportunity to meet and discuss with the various speakers aspects of the farm deer industry and venison marketing not covered during the seminar.

The chief chef at Ascot has prepared a special menu of venison dishes certain to tempt the most discerning palate.

The cost of the social function is \$35 per person.

UNIQUE DEER OPPORTUNITY

100% Female Progeny returned to share farmer in the first year!

An unprecedented offer. 50/50 basis thereafter.

3/8/85 SHARE DEER FARMING WINTON, SOUTHLAND

SHARE FARMING: Offers the opportunity to take advantage of one of the fastest growing industries in NZ at a realistic cost.

LOCATION: Grazing is offered to Share Farmers on our prime property located 17 miles from Invercargill. The land is capable of carrying 1500 deer and is fenced and equipped with the latest deer farming technology.

MANAGEMENT: We offer the benefits of a top recognized deer farm with proven management experience. In addition we retain an up-to-date knowledge of market trends to protect share farmer investment. No costs will be spared in ensuring that your animals receive the best veterinary and management services available. References to this effect can be provided by leading NZ Stock Firms.

STOCK: The property currently carries NZ Red Deer, NZ Wapiti and Canadian Elk enabling cross Breeding options to be considered by Share Farmers.

A minimum grazing period of 3 years is required for all Share Farming agreements. If required, the average fawning and male/female ratio of the whole herd, and not just your own stock, can be offered.

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Phone 151-S
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Dave Mitchell
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5/8/85

AN APPEAL TO DEER FARMERS

**WE HAVE DEVELOPED VALUABLE
LONG-TERM MARKETS FOR OUR
HIGHLY-REGARDED VENISON
PRODUCT RANGE**

**OUR MARKETS DEPEND UPON
CONTINUITY OF SUPPLY FOR THEIR
PRESERVATION.**

**WE APPEAL TO ALL DEER FARMERS TO
PROVIDE ANY STAGS AVAILABLE FOR
PROCESSING AT CVL NOW**

The Fort Export Schedule is:

GRADES	
AP 1	70.1kg and up \$6.70
AP.2	50.1 to 70.0kg \$7.00
AP 3	Up to 50kg \$6.70
AD	\$4.00
AF	\$5.00
AM	\$2.50

Net hook weight subject to deduction of GIB Levy.
Transport Subsidies payable on Deer consigned to CVL Ashburton.

TRANSPORT SUBSIDY

- A. North of the Waiau River to the area west of Lewis Pass — \$10.00 per head.
- B. North of the Hurunui River, through to Waiau River — \$5.00 per head.
- C. South of the Waitaki River, down to a geographical line which runs from Dunedin to Lake Ohau — \$5.00 per head.
- D. All areas south of the above mentioned line \$10.00 per head.
- E. West Coast — \$10.00 per head.

**BOOKINGS ARE NOW INVITED
PLEASE PHONE WORKS, WAKANUI 890**

Future Seems Secure 2/5/85 For Venison

The West German market could absorb up to 6000 tonnes of venison a year without any major promotional effort or threat of price reduction.

That was one observation made by local deer farmer and former member of the Game Industry Board, Mr Herby Whyte, following a fact finding tour of New Zealand's overseas venison markets.

Mr Whyte spent three weeks in mid-May and early June visiting 22 importers, six marketing and advertising agencies as well as supermarkets and trade commissioners in the US, Canada and West Germany.

He was accompanied by two other board members, the general manager, Mike Pattison and Alastair Porter who will address a venison marketing seminar at Ascot Park Hotel on Monday.

Mr Whyte estimated that in the current year, New Zealand would export around 1200 tonnes of venison to West Germany, 260 to 270 tonnes to the US, about 35 tonnes to Australia, with other lesser markets likely to account for a further 100 to 150 tonnes.

Although venison was well placed on the West German market without the need for major promotional efforts at present, Mr Whyte said quantities in excess of 6000 tonnes a year would certainly require an increased marketing exercise and would also possibly attract a reduction in price.

The US market, which currently took the higher priced cuts of hind legs and saddles would require a considerable marketing push if high prices were to be sustained, he said.

The party had been disappointed at the standard of importers and distributors in the US where there were a large number of small operators, Mr Whyte said.

"The situation is totally reversed in West Germany where there are large organizations, professional in their approach, which have well and long established marketing outlets."

The aim of the fact finding tour was to obtain an impartial view of the respective markets and to report back to the Game Industry Board together with recommendations on the future marketing and promotion of venison.

In spite of what they had believed, Mr Whyte said New Zealand venison was only considered to be second choice for West German consumers in relation to venison from Eastern European countries.

"That was astounding," he said. "We expected New Zealand to be number one."

Reasons

One of the reasons appeared to be that the European animals were larger, often up to 200kg compared with the New Zealand average of around 55kg.

This gave a better meat to bone ratio and a greater opportunity for further processing in West Germany.

In many cases, traditional preferences and prejudices and even long established trade associations appeared to be another reason for West German importers and distributors favouring the European venison product.

However, Mr Whyte said the quality and presentation of New Zealand venison was equal to that of the European product.

This season Mr Whyte estimated that New Zealand would produce 1600 to 1800 tonnes of venison for export

and by 1990 he forecast a maximum production of around 6000 tonnes.

As an inaugural member of the Game Industry Board, which finally received Government approval recently after a year-long delay, Mr Whyte said he had been disappointed the 1985 regulations had been watered down from what had originally been agreed to by the various industry sector groups.

Licensing

"The 1985 GIB regulations vary considerably from the 1983 regulations, especially in the area of the licensing of venison exporters."

"The GIB now has little real power over licensing. The original teeth available to the board under the earlier agreed to regulations have been removed. Therefore the board now has little control over the activities of exporters," he said.

However, Mr Whyte believed there was a possibility that the situation could yet change, as the board was making submissions to the Government for amendments to the regulations to restore some of the original provisions.

Mr Whyte considered it was essential for the future strength of the New Zealand venison industry, that the GIB should establish marketing agents or joint venture companies in the various market regions.

As new markets such as Japan were broken into, Mr Whyte was confident there would be a steady growth in demand for venison products.

Potential

"I think there is a very big potential for venison in Japan and that there will be an increasing demand for venison from a whole range of countries."

"But without question, the main volume of New Zealand venison for the next 10 years will go to West Germany with the US as our number two market," Mr Whyte said.

Although at present New Zealand almost exclusively exported venison as primal cuts, Mr Whyte said there was a vast potential for further processed products in West Germany.

There was no reason in the foreseeable future why the price of venison should decline in any way, he said. "It's a premium product in the top end of the market."

Word of Warning On 6/5/85 Venison Marketing

New Zealand exporters face a monumental task if they wish to develop a market for venison in the United States.

Southland deer farmers received the hard news on marketing, US style, from Dr John Morris, a vice-chairman of the US supermarket chain, Safeways Stores Inc, during his address to the venison marketing seminar at the Ascot Park Motor Hotel yesterday.

Dr Morris, a former New Zealander, lived up to his reputation as an entertaining and forceful speaker and his address provided much food for thought for the more than 300 farmers and industry representatives present.

So much so, that one questioner at the end of Dr Morris's address suggested that in view of the complexities and difficulties of breaking into the US market that perhaps New Zealand should look elsewhere to develop markets for venison.

Adaptable

Dr Morris said he was always impressed on returning to New Zealand at how adaptable and responsive New Zealand farmers were to marketing opportunities.

"I believe this is, and always will be, one of the country's greatest strengths. What is needed is to develop the same attributes in marketing, and I am delighted to see that is starting to happen," he said.

It was too easy to sit in New Zealand and look at the US, with 230 million affluent people, as the biggest consumer market in the world

and say that was the answer to the New Zealand venison industry's problem, Dr Morris said.

The suggestion made by people in New Zealand that "if only we could get 5 per cent of the US market," scared him, he added.

"The US is the world's biggest market, but it is also one of the most complex, unquestionably one of the most demanding, and also the most professional market."

"My advice is that you enter this market seriously and professionally, or else you stay at home."

Unforgiving

Dr Morris warned that the US trade was most unforgiving and that New Zealand did not have a good reputation as far as quality control was concerned. That was just one of the problems New Zealand exporters would have to face when trying to break into the US market.

New Zealand might have the greatest product in the world but the US trader had to be given a good reason to buy it, he said.

Then the customer had to be convinced to take it off the supermarket shelf and buy it.

Dr Morris warned that the US retailer would not do the marketing for the New Zealand producer. "It's your product and you have to market it."

With computerized stock-

ing, a new product on the Safeways Stores' shelves had between 12 and 24 weeks to prove itself, Dr Morris said.

Each store added and removed about 1500 products a year from its listings, a situation that was paralleled in other supermarket chains in the US, he said.

Incentives Needed

Dr Morris said incentives would have to be made to the broker to handle venison in the US, because the small quantities available would not make the product an attractive item to handle.

He also warned it would be impossible to manage any business in the US from New Zealand and what was needed was an effective and knowledgeable management in America.

Also, the US market was very fragmented, he said. Safeways had more than 2000 stores yet accounted for only about 6 per cent of the US retail grocery trade. The company also had 14 different styles of store aimed at different sectors of the market and 17 operating divisions running between 50 and 250 stores each.

Another decision that New Zealand exporters had to make was the type of packaging best suited to the market.

"You have to provide what the customer wants, and this is probably the most difficult thing to accept."

What would sell venison

was its appearance and taste and not red herrings such as it being low in cholesterol.

"You have to have the right taste, the right packaging, the right size and the right product image."

"Get the hard facts," he said.

Microwave Ovens

Dr Morris said about 50 per cent of US homes now had microwave ovens and if a new product did not have some microwave capabilities, supermarket chains were unlikely to accept it.

Of all the multitude of advertising and promotional gimmicks, Dr Morris believed New Zealand exporters would have to mount in-store promotions to encourage the US consumer to buy New Zealand venison.

"Don't underestimate the immensity of the task in front of you," he said.

"This is a completely new product. There is not a market in the US at the moment."

"Another sobering fact is that of 10,000 new items that entered the US grocery trade since 1970, only 157 have generated sufficient volume to be termed a success."

Venison, as a totally new product, was unknown to 90 per cent of the population and those consumers who did, were people who had shot and eaten wild venison.

"Those people think of venison as tough, strong flavoured and covered in twigs."

But New Zealand had several things going for it, Dr Morris added.

Venison was a lean meat, it was different and New Zealand had the image of clean air, green fields and clean water.

Anzus Issue

When questioned on New Zealand's stand on Anzus, Dr Morris said the moral issue had to be separated from the trade issue.

"Morally, I agree with New Zealand's stand. Pragmatically, it's the wrong thing to do in a trade sense."

Dr Morris said Americans were extremely nationalistic and self centred and believed that the rest of the world wanted to be like them.

"That's why their foreign policy in Central America has been such a disaster."

Secondly, Americans were naive about the rest of the world and thought that people were either on their side or against them.

"Right now, New Zealand is not on their team," Dr Morris said, a situation that encouraged US importers to look for alternative sources of product supply.

Venison Mountain 9/8/85 Predicted

Over recent months there had been several attempts by people to estimate the size of the national deer herd and what the likely volume of venison might be in five to 10 years' time, Dr Ken Drew told Monday's venison marketing seminar.

Dr Drew has been involved in the Invermay deer breeding programme since 1973.

At present the national breeding herd had an estimated 160,000 hinds, he said, a figure that was based on MAF and Department of Statistics figures.

Assuming an 80 per cent calving, a five per cent death rate from birth to weaning, a five per cent hind death rate per year and a 50-50 male to female calving, then the national herd could be expected to double every three years, Dr Drew said.

By projecting that result forward, he estimated New Zealand would have one million hinds by 1993-94.

Figures produced independently by the Lincoln College Agricultural Economics Unit closely approximated that result, Dr Drew said, if it was assumed that prices for venison continued at their present level and that velvet prices would fall by around one-third present levels.

Venison

In projecting future venison production, Dr Drew said if it was accepted that velvet antler stag numbers now stood at 40,000 and there was an annual stag replacement of around 12 per cent, and if it was assumed that the velvet antler herd remained static with about half being killed at one year of age at an average carcass weight of 60kg, then, by 1994 there could be 15,000 to 17,000 tonnes of venison being produced a year.

"Again Lincoln figures are similar when velvet antler prices fall to about one-third of where they are now," he said.

When the national herd reached one million animals by 1994, Dr Drew said it could be expected that numbers would begin to level out.

At that time there would be some slaughtering of surplus female animals he said.

Assuming a 10 per cent replacement of breeding hinds and slaughtering the balance at 15 months of age

with an average carcass weight of 43kg, that would account for a further 13,000 tonnes of venison making a total venison production by 1994 of up to 30,000 tonnes.

"Unless something catastrophic happens that's the sort of figures we are looking at."



DEPARTMENT OF LANDS
& SURVEY
INVERCARGILL

FIORDLAND NATIONAL
PARK HELICOPTER
ANIMAL RECOVERY

The Commissioner of Crown Lands for the Southland Land District is at present undertaking the annual review of helicopter animal recovery within the Fiordland National Park and invites helicopter operators to make submissions.

Submissions from Southland and Otago operators may, if desired, include an application to operate within the Fiordland National Park during the next 12 month period.

Submissions will be received up to and including the 11th day of September 1985 and should be addressed to:

The Commissioner of Crown Lands,
Department of Lands & Survey,
PO Box 826,
INVERCARGILL

111953v2



Venison lovers could sample various dishes of their favourite meat at the Ascot Park Hotel last night. The venison meal was prepared for about 300 people at the Southland deer farmers' conference. Executive chef Hans Kolarik holds a platter of smoked leg of venison while assistant chef Colin Lang holds a saddle of meat.

Venison Meal 9/8/85 Launch Extravaganza

By Agricultural Editor JOHN CUTT

If venison was always prepared and served in the manner it was last night at the Ascot Park Motor Hotel, it could conceivably supplant mutton and lamb on many New Zealand dinner tables.

Prepared in more than half a dozen different ways for the Southland branch of the New Zealand Deer Farmers' Association's game food extravaganza, which concluded a highly successful venison marketing seminar, the venison was tender, tasty and the highlight of the day.

Presented in a highly decorative manner by the Ascot's executive chef, Mr Hans Kolarik, and his staff, the meal was best described as a gastronomic delight.

The only thing perhaps not in keeping with the evening was a butter sculpture of a cattle beast in a prominent position in the dining room.

The pleasant time had by the more than 300 people who attended the function would do much to erase memories of bad experiences with prepared venison in the past.

The chairman of Game Foods New Zealand Ltd, Mr John Matheson, said five stags had been specially selected for the function and everything possible had been done to ensure a first-class product was made available to the Ascot Park staff.

Also, to ensure the success of the first public launching of venison in the province, a subcommittee of the Southland deer farmers' association branch enjoyed a preview dinner in miniature of last night's banquet last week.

Mr Kolarik said there had been no problems with preparing the meal.

He had had wide experience in preparing and serving venison in both Germany and Switzerland before coming to New Zealand.

"If you can handle one type of meat you can handle any meat," he said. "But it's the first time in New Zealand that I have had so much venison to cook with."

The chairman of the Southland branch of the NZDFA, Mr Doug Cooper, commented that the visual display arranged by the Ascot staff had been "quite spectacular."

"The staff did a good job with the large quantity of venison that was available," he said. "Everything was fully up to expectation."

Mr Cooper said there was always a certain amount of apprehension with anything new, but he was confident that everyone who attended last night's function would have found some form of venison to their liking.

All and all, the game food extravaganza proved to be an outstanding success, not only for the deer farmers' association but for venison and the farmed deer industry.

Good PR Exercise By 9/8/85 Game Food Ltd

Tremendously delighted," was how the chairman of Game Foods (NZ) Ltd, Mr John Matheson, described the response of deer farmers to the company's open morning on Monday.

More than 250 people attended the open morning on what turned out to be an excellent public relations exercise that set the scene for the highly successful venison marketing seminar at Ascot Park Hotel in the afternoon.

During the three hour long sessions at the company's Kennington deer slaughter premises, the public was

able to see the slaughtering and boning processes.

One stag was processed each hour and the operation was slowed down to allow for questions, and for staff members to fully explain the various processing stages.

Mr Matheson praised the manner in which the staff had handled the demonstrations.

"They responded well and I congratulate them on their co-operation," he said.

The Kennington plant is one of the most up-to-date deer slaughter premises in New Zealand.

One of the new concepts in deer handling incorporated in the design, is the mesh holding pens.

The plant's manager, Mr Graham Dowdall, explained that the wire mesh enabled better handling and viewing of the deer.

Each pen holds two or

three deer and, because the animals were able to see each other and plant staff, they do not become excited or score as easily as they would if they were held in enclosed pens.

"The concept is brilliant and works extremely well," he said.

One of the animals in the boning demonstration was a 2½ year-old elk-wapiti cross bull weighing in at 139kg.

Ken Drew, of Invermay, explained that deer at this

Deer Farmers 15/8/85 Warned

Deer farmers should be wary of a person trying to sell nine red deer hinds in Southland at present.

According to the police six yearlings and three adult deer were bought on the West Coast on July 27 with a valueless cheque.

The "buyer" was known to frequent Southland and could be trying to sell the deer here, Detective B. A. Smart said yesterday.

The CIB would like to hear from anyone who may have had dealings with the man.

Further Processing Key to Future

The further processing of venison into consumer packs has good marketing opportunities according to Ms Janette Malcolm, marketing executive of Snowline Marketing.

Speaking at Monday's venison marketing seminar at Ascot Park Hotel, Ms Malcolm said venison was at present being exported mainly in the primal cuts of saddles, hind and fore-quarters with the bone in.

Further processing would mean the breaking down of such cuts into sub-primal cuts, muscle groups and consumer sized convenience portions.

All of this would provide the consumer with venison in a ready-to-cook form.

Beyond that, she said, there would be the manufacture of high-priced delicatessen products such as salami, pates, beer sticks and dried product.

Snowline believed there was a place for further processing, she said.

"There is considerable interest in venison products but many prospective purchasers will only buy it if they can get it in a more convenient form."

Avoid Problems

Many restaurants would prefer further processed cuts to avoid problems of wastage, preparing and cooking and the breaking down of large bone in primal cuts, she said.

Consumer packs also meant that restaurateurs knew exactly how many servings they would get and the price that they should then charge their customers, Ms Malcolm said.

The reason why further processed product was not being offered to markets at present, was that the quantities of venison available did not justify the large

capital outlay by exporters and processors to set up the high cost and highly specialized equipment.

The lack of constant supply of raw product to enable further processed product would also cause a marketing problem, she added.

From the number of inquiries her company had received, Ms Malcolm said, that provided the products were given the necessary promotion, there appeared to be a good demand for oven-ready venison cuts in the gourmet style market.

Local Market

"At the recent national deerfarmers' conference, many farmers expressed concern at the lack of venison on the local market," she said, "and the quality of it when it was available."

There were three reasons for that situation, she said.

"With the present exchange rate, New Zealand customers would be paying about double that paid by overseas customers."

"The lower priced cuts are not those usually sought after by restaurants and New Zealanders at home may not feel confident cooking those cuts."

Thirdly, it was not economical to market such products other than on an incidental basis, she said.

However, Ms Malcolm said Snowline had completed a further processing plant in Auckland primarily to develop new products for the local market as well as further processed cuts for export.

However, to turn demand

into actual sales, four criteria had to be met she said.

● Because venison is a high priced, high class item, the packaging also had to be high class.

● Continuity of supply to markets had to be assured.

● Many American people look on venison as a "gamey" meat, prepared under dubious hygienic conditions and being concerned about the environment animal products are produced under had to be assured that the product was lean, tender, mild tasting and hygienically prepared and grown in a clean environment.

● The final step was to market venison under a distinctive brand to enable consumers to readily identify it from alternative products.

Snowline's general manager, Mr Andrew Duncan, told the seminar that further processing meant higher returns to the producer in the long term.

"What happens if we don't

further process is that we will eventually lose the markets altogether," he said.

"Further processing will ensure New Zealand still has its markets in 60 years."

Over the past four years, Mr Duncan said Snowline had spent around \$200,000 in venison promotion and estimated that \$1 million had been spent by the total New Zealand exporting industry.

"That can't go on because the exporters can't afford this."

He considered the functions of the recently established Game Industry Board would have to include, quality control, promotion and advertising, market research, market entry assistance, customer training in how to buy and cook venison, pricing, marketing liaison and brand identification.

He suggested a quality seal of approval should be devised by the board, which in effect would be used as an endorsement of both the product being exported and of the exporter.

"It would stop irresponsible actions by marketers in the market place."

"Further processing is the key element in ensuring the long term benefit of the industry," Mr Duncan concluded.

Venison Seminar Timely

The Southland branch of the New Zealand Deer Farmers' Association, and especially the sub-committee which organized the thought-provoking venison marketing seminar on Monday is to be congratulated for taking such a bold forward step.

The seminar was perhaps timely in view of the steadily increasing volume of venison that is expected to come on to the market in the next few years.

One of the best line-ups of speakers assembled for a farmers' meeting in the province, put forward a range of ideas on the future direction the New Zealand venison industry might take and of the problems there are likely to be as venison quantities increase.

While all speakers had an important message, the keynote speaker, New Zealand born, Dr John Morris, a vice-president of the US supermarket chain, Safeways Stores, had the most sobering message on the problems and complexities of marketing in the US.

In welcoming the more than 300 people who attended the seminar, the chairman of the Southland branch, Mr Doug Cooper, said the event had been one of the major projects the branch had organized.

With the present state of the venison industry, he said it was hard to imagine that in five years time there could quite well be difficulties for New Zealand in marketing venison overseas.

Therefore the New Zealand industry had to have an effective marketing strategy to cope with any problems as they arose he said.

"Such a scheme will cost money and some companies and individuals will have to put the industry's interest ahead of their own."

"We must have a well defined marketing strategy that will be accepted and adhered to by everyone."

As with all deer farmer gatherings, Monday's venison seminar, and the Game Good Extravaganza in the evening was organized in a highly efficient and professional manner, indicative of the enthusiasm and progressive character of those people involved in the farm deer industry.



The keynote speaker at yesterday's venison marketing seminar, arranged by the Southland branch of the New Zealand Deer Farmers' Association, Dr John Morris, centre, is flanked by the chairman of the Southland branch, Mr Doug Cooper (left), and the national president of the NZDFA, Mr John Burrows.



More than 250 people inspected Game Food (NZ) Ltd deer slaughter premises at Kennington on Monday. Part of one of the large groups watch the pelt removal operation.

Venison Marketing Industry Must Allow For Competition

The New Zealand deer industry could benefit from the knowledge and expertise had developed from its involvement in sheepmeat marketing, the company's general manager, Mr Stuart Barnett, told Monday's venison marketing seminar.

"It is important that the deer industry learns from the problems of the sheep industry and does not follow a similar path," he warned. But, he added, the problems in the sheepmeat industry had not been caused by the exporting system.

"The real problem was Government action that encouraged farmers to increase production under a subsidy system that ignored the international market place."

PPCS was successful in achieving returns from the market when other exporters were unable to, because the company was "a bloody-minded commercial operation," he said.

Also, the company's structure was such that there was a clear line between management and the board of directors. That situation enabled management to establish an international marketing organization without "the interference of the board members travelling overseas, masquerading as marketers — or a better word might be, musketeers," he said.

While board members did travel overseas they did not do so in the belief that they were going to market products, he added.

Understanding

Secondly, PPCS had sent staff overseas to gain a first hand understanding of the market place.

The third reason for his

company's success, Mr Barnett said, had been its ability to perform once the markets had been established. In short, the product arrived in the market when it was wanted and in the form it was wanted, he said.

"The world does not owe New Zealand a living. Alternative and superior products are available continually from other countries."

"Buyers' confidence in the seller and the seller's dedication to detail, is not readily available in some single seller operations."

Mr Barnett stated his belief that the main reason why PPCS had been so successful in marketing sheepmeats was that it had developed a yardstick by which people were able to measure its performance.

"This ensured that PPCS did not become complacent," he said. "Unless we performed, markets and livestock would disappear."

No situation should be allowed to develop whereby New Zealand did not have such a yardstick to measure performance by exporters in the venison industry, Mr Barnett warned.

Recommend

"People from time to time will recommend the cutting up of the yardstick; I suppose to light a fire with the pieces to keep their behinds warm without the fear of a kick or a jolt."

"Do not allow this to happen to the venison industry."

Mr Barnett said the industry must exist without the need to rush to Government for assistance that divorced producers from the realities of the world's markets.

Deer farmers might well question the 28c per kilogram being deducted from their killing sheets, he said.

"If it is going to make consumers aware of the benefits of venison and encourage them to purchase it — no problem."

"If the money is to be used to launch a common identification symbol based on quality, something like the Woolmark — excellent."

"If the funds are intended to set up a price stabilization mechanism, then tread carefully. This could cause bigger problems than accepting market fluctuations."

"If the funds are to be used for industry board travel around the world, be careful that the people travelling do not do more harm than good."

Compete

Mr Barnett said the venison industry must allow for companies to compete for livestock and market the product in the international market place in preference to having to work under a controlled environment.

Suggestions that companies should be licensed to

operate in certain market areas was a for disaster, he said should not be allowed to happen.

"The yardstick must be allowed to be chopped."

"Unless freedom cure the raw material people will not spend time and money to establish and maintain the market for the sale of Zealand venison in the market place through market research."

Money would not be available for research and the market would stagnate, he said.

Mr Barnett expressed confidence that New Zealand would be able to supply needs of existing markets for the foreseeable future.

The main problem exporters at present lack of qualified marketers, people, who, he said, the meat industry is plague."

Solve

As an exporting New Zealand had to that problem as the people who could successfully market venison future were fully qualified marketers.

Mr Barnett sounded word of warning on the future use of artificial growth promotant hormones.

"Make no mistake, will destroy New Zealand image as a producer of products that have been raised in a chemical free environment."

"Better animals come through genetics, artificial hormones."

"If these hormones are zettled for use in New Zealand, West Germany and lot of other countries ban the import of New Zealand meat."

Fallow changes

INTEREST in fallow deer farming is rapidly growing.

This inquiry is not from the city investor seeking the dual attraction of tax savings and high profits, but from established farmers looking for a profitable alternative to conventional livestock.

Fallow have not been nearly as popular as reds, first because of availability — there are relatively few for sale — secondly, because of their reputation for being difficult to handle, and thirdly because the reported reproductive rate of the national herd at around 70 per cent has not shown up well.

The scene is changing. More fallow are now being offered for sale as new farms have been set up throughout the North Island and in parts of the South Island.

Yard designs and handling methods have been devised to cope with the lively nature of the fallow, and

of course the farm bred animal is much quieter than its feral forbear.

An improvement in weaning percentages is apparent with several farmers achieving 90 per cent. There is however, still scope for research into the incidence of non-viable fawns.

Farmers are moving into fallow because of their price, the farming characteristics of the animal and because they are satisfied that fallow venison, on which the deer industry must eventually be based, has top prospects.

First, consider the cost of entry: The cheapest and best entry is by way of quality weaner breeding stock.

A fallow weaner doe during the next few months will cost around \$600 (equivalent to \$1000 a stock unit) while a good red weaner will cost about \$3000 (or \$2600 a stock unit).

The premium on the red is justified by the expectation of a continued high price for breeding stock.

The attraction of the fallow is the greatly lower cost a stock unit and the consequently smaller risk of loss when breeding stock prices fall, as fall they will.

The farming characteristics of the animal: The fallow is a particularly hardy animal with a high resistance to disease.

Fallow future prospects: The fallow segment of the deer industry is particularly soundly based in that, in the view of our exporters, the product — fallow venison — has unlimited market potential.



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(NZ) LTD**

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THE MAIR FOODS SCHEDULE IS EFFECTIVE FROM TODAY UNTIL FURTHER NOTICE:

PRIME GRADES.....	API \$7.00 per kg
	AP2 \$7.15 per kg
	AP3 \$6.90 per kg
OVER FAT AF.....	\$5.00 per kg
DEFECTIVE AD.....	\$4.00 per kg
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Net hook weight subject to deduction of G.I.B. levy.

Transport subsidies are payable on deer consigned to DSP7, Hokitika, Canterbury, Marlborough and Nelson \$10 per head. Subsidy negotiable on individual consignment of 60 or more.

Please phone Tony Leggat, Darfield 88-229, Dave Buick, Chch 60-085, Owen Gooby, Motueka 89-992 or works Hokitika, phone 680 or 681.

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THURSDAY AUGUST 15, 1985
COMMENCING 12.00 NOON**

J. E. Watson 7 Co Ltd and Wrightson NMA Ltd will offer:
A/c Castlerock Deer Park
30 Red M/A HINDS RWRS
100 Weaner STAGS



10 Red Weaner HINDS
10 18mth Red HINDS RWRS
4 M/A Red HINDS RWRS
2 Rising Yearling NZ Wap BULLS (Sire cut 5.2kg velvet)
2 Rising 2 Year NZ Wap X BULLS

DEER

Wrightson

30 Red Weaner HINDS
10 Red CFA HINDS RWRS
8 Weaner STAGS
16 18mth Red STAGS



DEERPAK

8 18mth Red HINDS RWRS
6 CFA Red HINDS RWRS
7 M/A Red HINDS RWRS
16 Red Weaner STAGS

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15 Red Weaner HINDS

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SWEDISH deer on a Horowhenua farm

Putting money into deer

FARMING deer is not just a province for the wealthy, but is an activity which can be enjoyed by individuals of modest means who form groups or syndicates. They will be provided with an excellent return on capital.

I would consider this to be one of the best things to happen to livestock farming in New Zealand. Why?

We have the farmer with land who has the ability to manage pasture and livestock and the investor

who has finance and the ability to market the product. The end products are acceptable in many parts of the world by those who have the ability to pay.

As a business arrangement using the expertise of the two parties involved we will see deer farming become a formidable export earner.

In the Horowhenua and Wellington regions we have excellent deer farming land and climate. Farmers have been successful in the traditional

methods of livestock farming and are now looking to diversify into deer farming.

Deer farming offers an alternative to horticulture, in that it provides for those people who invest for a quicker return.

There are many forms of investment in deer farming:

□ The more traditional 50/50 sharefarming agreement. This is where the investor buys several breeding hinds, the farmer provides the land, fences,

INVESTMENT is not only for the wealthy. The ordinary citizen can partake in deer-farming activities says Dalgety Crown deer representative J M INKSTER

supplementary feed, stags and animal husbandry. The consequent progeny born are then split, half going to the owner of the deer and half to the owner of the land.

□ The 60/40 agreement where larger numbers of animals are provided by the investor on the same terms as above but the split of the progeny is 60 per cent to the owner of the deer and 40 per cent to the owner of the land.

□ Syndication where several people put up a smaller amount of finance each and group that amount together to buy the animals, then farm them either as 50/50 or 60/40 agreements as mentioned.

□ A company is formed where shares are issued either privately or publicly. In this case the company can own the land and stock and pay a dividend or the company formed share-farms the deer on a 50/50 basis or 60/40 basis.

Often the general public see investments into these areas as a method for the wealthy. It is not. The normal salaried person can enjoy an investment in deer farming by forming syndicates,

whereby he or she and working friends invest a limited amount of funds each and group the investment together to form a syndicate. For example, 100 people invest \$1000 each or 50 people invest \$2000, total \$100,000. The syndicate employs a manager, accountant or solicitor to act as the syndicate sharefarmer. He in turn negotiates with the farmer on your behalf.

Remember, the investment is on the first purchase of breeding hinds only, and they will continue to multiply annually. Most sharefarming agreements run for five to seven years and for those people already involved in this type of investment they have had excellent returns.

I am not qualified to touch the subjects of law and accountancy but don't hesitate to contact your solicitor or accountant on this subject.

Invest in the future. Invest in deer farming. Remember, the Horowhenua and Wellington region have experienced farmers who can be trusted with an investment and who are only too happy to have someone else participate in this exciting industry.

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Designed by the industry leader with a wealth of knowledge and experience, Deerpak meets the requirement for a complete Deer Farming Service, combined with an intense industry commitment and worldwide market research for the sale of venison, velvet and deer bi-products. Deerpak provides the complete package for all progressive Deer Farmers.

Importation
Dalgety Crown are actively involved with the procurement and

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The Complete Deer Farming Package

Elk.

Careful selection and the genetic potential of imported animals results in better progeny weight gains, improved carcass conformation, increased velvet yields, potential master stags and Wapiti bulls.

Velvet Pools

Our nationally recognised Velvet Pool attracts large volumes of Velvet from throughout New Zealand.



Velvet Antler is individually graded to specifications which recognise international market trends and demands.



Our Velvet Pools are strongly supported by New Zealand and overseas Velvet buyers which result in maximising grower returns.

Live Deer Sales

By entrusting our specialised selling teams to handle sales by Private Treaty, Forward Sale, or Auction, ensures that full market value is obtained.



Venison

Recognising the importance of venison, we are committed to the development and extension of International Markets for this prestigious product.

To support our successful export operation, we are continually researching and appraising world market opportunities through our Associate Company, Crown Venison Ltd.

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Our qualified Merchandise staff



with conveniently situated stores throughout New Zealand provide a comprehensive service on all inputs for Deer Farm establishment and maintenance.



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Animal Husbandry

When it comes to nutritional care and veterinary well-being of your animals, our extensive industry knowledge and constant attention to developing techniques and technology provides a valued and

respected advisory and sales service.

Our Deer Officers and Merchandise Representatives are fully skilled to service all your Animal Husbandry requirements.



Extension Services

Complementing our involvement and commitment to the Industry, qualified personnel are available to assist in all areas of Farm Management, advice and feasibility studies, finance applications, investment analysis and sharefarming agreements.

Insurance

We provide a fully comprehensive Insurance package at competitive rates. This full protection from — 'Point of Sale to Farm' can provide cover for:

- Transit
- Transit and 30 days
- 12 months farm risk
- Escape during transit
- Theft and mysterious disappearance

Dalgety Crown

For Further information please contact: David Ward, NZ Deer Manager:
Ph: Hastings (070) 750-161 — Don Bennet, Northern Districts Deer Consultant:
Ph: Whakatane (076) 86-273 — Ross Vivian, Central Districts Deer Consultant:
Ph: Midhurst (0663-28) — Chris Bryan, South Island Deer Manager
OR YOUR NEAREST Dalgety Crown Branch

Velvet development

TRADITIONALLY deer antler or velvet, (as it is known in New Zealand), medical preparations are reputed as being one of the most valuable medicines in the Orient.

This dates back to 2450BC where notes on the beneficial properties of "deer products" were found in a fundamental Chinese medical philosophy book. Written by Emperor Huang Ti, the book describes deer-based preparations as preventing a wide range of illnesses, from sexual weakness and debilitation to weak blood circulation and inflammatory infections.

Though the perceived benefits of deer velvet preparations are more specific in the modern Orient, the basic philosophy has changed little, placing emphasis on the prevention of illness rather than the more common Western approach that focuses on treating a specific illness that occurs.

By JAMES ALLISON market research officer
Wrightson NMA



A WAPITI-cross stag in velvet on the farm of Graeme Hunter, New Plymouth. Photo, NIGEL MARPLE.

Often a Chinese doctor is paid only when the patient is well, not sick. Another fundamental difference between Eastern and Western medical philosophies is the Eastern belief that oriental

herbs and drugs administered to alter the chemical process of the body only do so in the direction of benefit. Consequently the Chinese have placed little emphasis on time-consuming and ex-

pensive clinical trialing when the result is a foregone conclusion, built upon practical usage over thousands of years.

Because of our deer division's long association with the New Zealand velvet industry and the resulting years of contact with the people involved, we strongly believe in the potential gained from a closer examination of velvet for alternative users.

Research programmes have been established at various New Zealand institutions such as Massey University, the Department of Scientific Industrial Research in Wellington and the Invermay research institute, and at a Chinese technical research centre based near Hong Kong. The objective is to try to find, identify and extract the key component(s) from the velvet stick for further use in medical preparations.

The result may well add a Western flavour to a product that has for so long been held in such high regard in the Orient.

TB Forms For 23/8/85 Deer Available

Application forms and sets of rules for the new deer TB accreditation scheme are now available from all offices of the Ministry of Agriculture and Fisheries.

Farmers who wish to whole herd test and gain accredited herd status may now join.

The recent issue of the New Zealand Deer Farmers' Association's newsletter, Stagline, reports that copies of the MAF test report complete with the owner's certificate have also been sent to MAF regional offices for distribution to all veterinarians.

These reports should be completed by veterinarians following whole herd TB tests and the certificate portion should be completed by the owner of the tested deer before selling any deer to other farmers.

It was vital that farmers should sight a completed report and owner's certificate before buying deer, Mr Mike Pattison, executive director of the NZDFA said.

That was the best assurance purchasers could get of the TB status of the individual animals being purchased, he said.

If buyers insist on sighting these reports, it will act as an incentive for all vendors to become part of the voluntary accreditation scheme.

Sales Exclude 29/8/85 Control Deer

The directors of the Invercargill Saleyards Company Ltd have resolved to exclude deer from disease control properties from future open deer sales at Lorneville.

The move is in response to recent approaches to the company by deer farmers whose properties have come under movement control because of tuberculosis infection.

Farmed deer are susceptible to Tb which, if undetected can spread rapidly within a herd and, without appropriate testing and control measures can spread from herd to herd.

The control of Tb in deer has become a major concern of the New Zealand Deer Farmers' Association.

At the association's annual general meeting in Queenstown in June, strong support was given for the adoption of compulsory whole herd testing as a means of controlling the spread of the disease.

Such a scheme was considered not appropriate at this time by the NZDFA council. However, together with the Ministry of Agriculture and Fisheries and the deer branch of the veterinary association, the NZDFA has approved the promotion and adoption of a voluntary herd accreditation scheme.

The association believes such a move would in effect become compulsory because the marketplace would quickly dictate that a vendor of deer would have to disclose the Tb status of his herd. Buyers would also develop a marked preference for deer off properties that had been whole herd tested and the deer found to be free of the disease.

The chairman of the Invercargill Saleyards Company, Mr R. Brown, said that while there was no legislation which banned deer from disease control properties being sold at the same time as deer from Tb clear properties, the practice had been discouraged.

"To date the company has not had a policy on the matter and has not been

asked to yard animals from disease control farms."

However such an approach had been made recently he said.

Mr Brown said advice had been received from northern buyers to the effect that they would not buy any deer at an auction where deer from movement control herds were also present.

Local deer farmers with Tb clear herds were also reluctant to put up deer for sale where there was a risk of them coming into contact with possible carriers of Tb he added.

Tb is a highly infectious disease which is readily transmitted by coughing and saliva. The disease causing bacteria can live outside its host animal for up to 30 days.

A special meeting of the company's directors and livestock managers of Invercargill stock and station firms was held on Tuesday where the matter was fully discussed.

Certificate

As a result, the directors resolved that no deer from disease control properties would be accepted for auction at normal or clear deer sales, including tomorrow's sale.

In future, Mr Brown advised that all deer offered for sale at Lorneville would have to be accompanied by a veterinarian certificate stating that the animals were free of Tb and the vendors would also be asked for a statement declaring the deer to be from herds not subject

to disease control.

"However, realising the situation of deer farmers with disease control properties and their wish to sell stock by auction, the directors have agreed to hold special sales of such deer should there be a demand," Mr Brown said.

Late Yarding

Such sales would be held at times so as not to conflict with normal deer sales.

Mr Brown said the directors and stock firms were also concerned at the late yarding of deer on sale days.

He reminded farmers of the saleyard's requirements for deer to be yarded by 10.30am on the day of sale.

Ministry of Agriculture and Fisheries veterinarian, Mr G. Struthers said yesterday, the Ministry was in favour of anything that would help prevent the spread of Tb among farmed deer.



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Slaughter charge rebates to shareholders are expected to be in excess of \$10.00/head in 1985.

We aim to encourage competition between exporters by providing producers with the choice between the best current schedule prices.

In addition to shareholders rebates we also offer a transport subsidy of \$10.00/head for deer sourced outside the Hawke's Bay region. (subject only to exporter agreement).

Special slaughter rebate 19 August to 20 September 1985:

All producers who slaughter during this period will receive \$5.00/animal for Red or Wapiti and \$2.50/head for fallow. This is in addition to shareholders' rebates and transport subsidy.

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Contractor to supply and employ own shooter, who if possible should be named in the application.

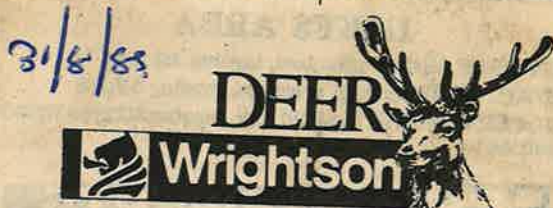
The company can only consider contractors with current Fiordland Southland experience.

Applications will be treated in confidence and must be applied in writing by September 14 to:

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23/8/85

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**THE FORT EXPORT SCHEDULE IS EFFECTIVE FROM
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GRADES:		
AP1	70.1kg and up	\$7.00
AP2	50.1 to 70.0kg	\$7.15
AP3	Up to 50kg	\$6.90
AD		\$4.00
AF		\$4.00
AM		\$2.50

Net hook weight subject to deduction of G.I.B. Levy.

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- North of the Waiou River to the area west of Lewis Pass — \$10.00 per head.
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- South of the Waitaki River, down to a geographical line which runs from Dunedin to Lake Ohau — \$5.00 per head.
- All areas south of the above-mentioned line — \$10.00 per head.
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COMMENCING AT 1pm**

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23 — Mixed Age Red HINDS
Mated to Rakaia Stags
These animals are off a property with a Tb Free status —
three whole herd clear tests over three years.

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10 — 2nd and 3rd Calving Rakaia RED DEER
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20 — Red Weaner HINDS
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DEER SALE

INSIGNIS PARK 14/9/85

ON
SEPTEMBER 24

COMMENCING 1pm.

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3 Canadian Elk 3 + 4 year old BULLS
These bulls are top quality imported stock and are proven
sires
1 Canadian Elk 9 month old BULL, pure Roosevelt bred
2 Canadian Elk/Wapiti X 20 month BULLS
Dams pure NZ Wapiti COWS
Sires top Canadian Elk BULLS
7 Rising 2-8 year old WAPITI COWS
mated to Canadian Elk BULL
Cut 5.4kg velvet in '84 as 3 year old
2 Rising 3 + 4 year old Wapiti COWS
Mated to 'Poldark' NZ top wapiti BULL
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The above ELK and WAPITI give deer farmers an excellent
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2 NZ/English X WEANER STAGS
Live Weight 81-85kg end August
2 NZ/English X WEANER HINDS
Live weight 72-75kg end August
Dams top quality NZ RED HINDS
Sire pure Woburn Abbey stag
Cut 7.2kg hard antler and 3½ years
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Dalgety Crown



21/9/85

DEERPAK

1985/86 VELVET POOLS

We are pleased to advise that DALGETY CROWN
LIMITED will again run Velvet Pools during the 1985/86
Velvet Season. Listed below are the results of our very
successful 1984/85 Velvet Pools for all grades we
handled, and trust this demonstrates the benefits of
marketing all your velvet through the pool system
therefore ensuring a genuine market price for all grades.

1984/85 VELVET POOL RESULTS

	1st Pool	2nd Pool	3rd Pool	4th Pool
	28.11.84	19.12.84	23.1.85	13.2.85
A1	101	120	125	137
A2	92	115	117.30	123
A3'L	75	105	117.30	119
A3'S	87	87	110.50	123
A4	70	92	90	93
B1	55	75	93.70	99
B2	73	83	100.70	113
B3	63	76.50	94.70	113
B4	68	75		75
76	C1	45	52	69.70
73	C2	45	56.50	73.70
75	C3	45	50	49
56	D1	20	21	35
31	D2	20	20	27
39	D3	20	30	33.30
26.10	D4	20	18.50	19.90
26				

NOTE: All figures denote price per kg (eg A1 First
Pool = \$101.00 per kg).

POOL NO 1 Closing date 5pm Wednesday November 20,
1985

POOL No 2 Closing date 5pm Wednesday December 11,
1985

POOL No 3 Closing date 5pm Wednesday January 15,
1986

POOL No 4 Closing date 5pm Wednesday February 5,
1986

Please Note: The closing dates denote when the
velvet must be in Hastings and not Dalgety Crown
Branches.

May we take this opportunity of thanking all farmers who
participated in the 1984/85 Velvet Pools and extend an
invitation to all Deer Farmers who are handling velvet to
participate in the 1985/86 Pools.

DALGETY CROWN LIMITED

110402v15



DEER Wrightson

SPECIAL ENTRY INSIGNIS PARK DEER SALE

TUESDAY SEPTEMBER 24
COMMENCING 1pm
on account

WILDBRET FARM
HORORATA

COMPLETE HERD RED
DEER
CAPITAL STOCK
comprising

- 43 Rising First Calving
Hinds
- 7 Rising Second Calving
Hinds
- 36 Rising Third Calving
Hinds
- 24 Rising Third and Fourth
Calving Hinds
- 12 Rising Fourth and Fifth
Calving Hinds.

All the above have been
faithfully farmed and will
have had 2 Tb tests within
the last 12 months. 100 PC
Fawning last season from
adult herd. Above have been
running with top Rakaia
Stags.

Inquiries John Scott 496-911

WRIGHTSON NMA LTD
AUCTIONEERS
CHRISTCHURCH

115799v3

DEER AUCTION



DEERPAK

TUESDAY SEPTEMBER 24, 1985
COMMENCING AT 1.00pm

On account of various clients the three Associated Compan-
ies advise they will offer:

- 70 — Weaner HINDS
- 200 — Mixed Age HINDS
- 10 — Weaner STAGS

LIGHT LUNCHEON AVAILABLE

DALGETY CROWN LIMITED
PYNE, GOULD, GUINNESS LIMITED
WRIGHTSON NMA LIMITED

AUCTIONEERS
CHRISTCHURCH

115916v3



Dept of LANDS and SURVEY INVERCARGILL

REVIEW OF POLICIES FOR GROUND CAPTURE OF DEER IN FIORDLAND NATIONAL PARK

The Department of Lands and Survey placed a 12 month
moratorium on the installation of wire netting pens and
other ground based devices for deer capture in the
Fiordland National Park on the recommendation of the
Southland National Parks and Reserves Board. This policy
was necessary through the proliferation of wire netting
pens, permanent structures and enclosures which were
having serious detrimental effects on the aesthetic values
of the park.

To assist the Board in formulating future policy, written
submissions are invited from all persons wishing to put
forward a viewpoint on the acceptability or otherwise of
ground capture methods for deer in the Fiordland National
Park. Comment on alternative methods for ground capture
of deer is also invited.

Submissions to be received by the Department of Lands and
Survey, PO Box 826, Invercargill not later than 3pm, on
October 25, 1985.

R. E. W. Austin
COMMISSIONER OF CROWN LANDS

108040v3

Velvet-Ginseng Capsules World First

QUEENSTOWN

Pioneers in the deer farming industry, Rob and Peggy Brookes of Frankton, have, after years of research, achieved a world first in the production of a new pharmaceutical product.

It is a capsule composed of two tonic medicines well-regarded by Oriental people — red deer antler and Chinese ginseng.

For many years, the couple have been aware of the qualities of these ingredients, as have many other people who regularly inquired from them for the purchase of small quantities of deer velvet for home manufacture of a recipe reputed to help arthritis and other conditions.

Mr and Mrs Brookes conceived the idea of processing the ingredients into a more acceptable form for easier use.

Their early research led them to consider manufacturing the capsules on their 81ha farm at Frankton, but it was later found to be cheaper to have the capsules manufactured by a large pharmaceutical organization.

Marketing research took them to many countries to assess what would be acceptable to the relevant authorities and to gauge customer reaction.

This month, they finalized manufacturing details with the Jean-Marie Pharmaceutical Co Ltd, of Hong Kong, under licence from Hindley Game Ltd, Queens-town.

Only top-quality ginseng, grown in China specially for this market, will be used, along with deer velvet from the Brookes's Frankton property.

It is expected large quantities of the velvet will be required annually to meet the initial manufacturing batches, each of 15,000 packets containing 30 capsules in each packet.

These will be distributed world-wide.

The capsules are now on the market in Asia, Europe, and Malaysia, and negotiations are under way with the United States Food and Drug Administration to

license the product for the US market. They will be on sale in Australia and New Zealand next month.

Mr and Mrs Brookes, have been overseas for the past six weeks promoting for the product in stores, accompanied by their company's five salesmen.

Their main targets on this trip were Britain, Germany and Sweden, and a follow-up campaign is planned for later this year.

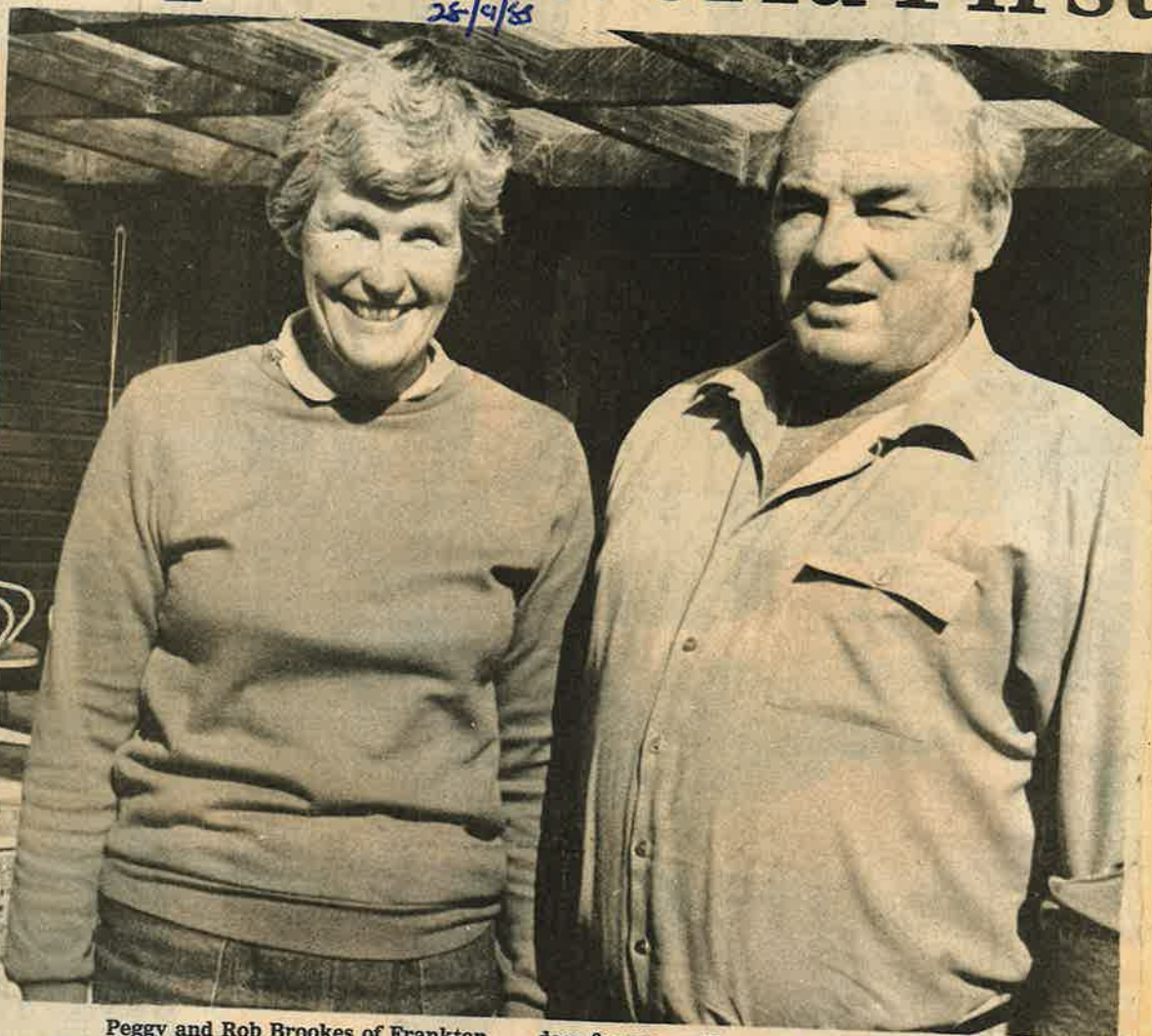
Mr Brookes first established his deer farming business in the mid-1960s on his 1214ha property in the Lillburn valley (Tuatapere), and continued to farm there after he bought Mr C. J. Allan's dairy farm at Frankton in 1977.

In recent years he has disposed of the Lillburn valley property and launched into deer farms in Britain also.

He has been importing European deer to Frankton to improve the strain, and has in Britain two of the best stags in the world. One of these has a 5ft antler span.

According to "Materia Medica of China," the pharmacological actions of deer antler are that, being rich in calcium and other mineral salts and hormones, it can stimulate the production of red blood cells, rendering them active physiologically, especially when co-ordinated with ginseng; it can safely reduce blood pressure, prevent and ameliorate rheumatic disorders, is beneficial for sexual functions by improving the blood circulation and invigorating internal organs.

Of ginseng it says it enhances the natural resistance and recuperative power of the body; strengthens nervous functions, and is beneficial in fever, gasping, excessive sweating and thirst. It is also claimed to be efficient against cardiac disorders.



Peggy and Rob Brookes of Frankton . . . deer farmers with a new pharmaceutical product.

Stewart Island Animal Control

White-tailed Deer Still To Be Hunted

White-tailed deer will continue to be hunted on Stewart Island as part of the island's wild animal control plan.

The plan, which has just been approved by the Minister of Forests, Mr Wetere, was prepared by the Forest Service in consultation with the Lands and Survey Department. It follows a draft plan released in 1983.

The draft attracted many submissions including those from regional branches of the Deerstalkers' Association, the Wildlife Service, the Royal Forest and Bird Protection Society, and local Maori landowners.

The main aim of the plan is to control the wild animals at such levels that the natural state of the soil, water, vegetation and fauna are maintained.

In the northern State forest, the white-tailed deer will be managed to provide recreational hunting.

Wild animals on private

and Crown leasehold land should be kept at levels which do not affect adjacent land values, Mr Wetere said.

The wild animals include white-tailed and red deer, opossums, three species of rats (Kiore, Norway and ship rats) and wild cats, sheep and pigs.

The aim is to prevent the possibility of new species of wild animals, such as goats, from being introduced, and to stop existing species from spreading to new areas.

The eradication of opossums on Codfish Island was under way and, if successful, the island would be used as a refuge for kakapo, Mr Wetere said.

Habitats of the kakapo and other rare species will be protected against damage by wild animals.

Some kakapo have been

relocated to predator-free islands to the north and close monitoring of them in their habitat on Stewart Island will be maintained.

In the scenic and nature reserve, the deer and opossums will be reduced to

the lowest possible level.

The Forest Service would get the maximum effect from commercial and recreational hunting but would use its own resources where this is not effective, Mr Wetere said.

Two Deer Stolen

Police are investigating the theft of two deer from a holding pen near Happy Valley last week.

Constable P. J. Curtin, of Tuatapere, said last night the deer were worth about \$3000 each.

Apparently one of the deer was removed from the pen alive while the other became entangled in the fence and died.

Police said the thieves would probably try to sell the deer and warned the public to be wary of cheap venison and to contact them if they may be able to assist with the inquiries.

Seminars On Tb Testing

Seminars on tuberculosis testing of deer herds will be held throughout New Zealand early next year.

The half day seminars during February, will involve speakers and authorities on deer farming from each region.

Local panels will also ensure coverage of regional issues.

The main aim of the seminars is to convince deer farmers of the need for testing all their deer for Tb and not just those deer bound for sale.

The seminars will be held within a fortnight of each other in four North Island and four South Island centres.

Sambur Deer Plan Abandoned

(PA)

Poachers and natural straying instincts have put paid to a scheme to establish a sambur deer herd in the Waitapu recreational hunting area, near Rotorua.

Of 13 sambur deer released in the area last November, the Forest Service could find only two last week.

To build up the herd, the Forest Service imposed a five-year shooting ban on sambur, and fitted transmitters to six of them. The others were ear-tagged.

The Rotorua Forest Service environmental forester, Mr M. Llewellyn, said yesterday there had been persistent rumours and evidence that people were shooting the sambur in spite of the ban.

Recently, a wounded deer was found in the bush and had to be destroyed. Last week one of the transmitters was found hanging from a tree.

"The collar had been cut off and the only way to get to it would have been to shoot

the deer," Mr Llewellyn said.

"Dog marks were found in the area which means the deer had probably been dogged first and then shot."

Only three of the ear-marked deer had been seen in the past three months, near Kaingaroa, and three had been lost in suspicious circumstances earlier on.

As a result of the illegal shooting of the sambur, and the fact that some travelled to other areas outside the recreation area, the scheme, set up to provide better shooting for hunters, has now been abandoned.

Poaching

"We had been aware of poaching for some time and some people caught hunting in the area were prosecuted. But we have never actually caught anyone in possession

of a dead sambur," Mr Llewellyn said.

Offenders, as well as being fined, could have their rifles and other hunting gear confiscated.

"There may have been some genuine cases where the deer were shot by mistake," he said, "but as far as the Forest Service can tell, most of it was poaching."

"It's pretty disappointing for us because we've put a lot of time and money into the scheme to try to increase the herd and provide better shooting for hunters, but there are some who spoil it for everyone else and we feel a bit cheated."

Mr Llewellyn said that, with the way some of the hunters were behaving, the Forest Service would not consider bringing any more sambur into the area.

Author Sees Hunting Making a Comeback

2/10/85

By WARREN BARTON
Being a professional hunter sounded like a damned good way to make a living to a young Englishman transplanted in Australia at the age of 15.

He's come to love those great outdoors, horses, rifles and animals, things that would have been beyond his reach at home in Britain.

So in 1961 young Philip Holden toted his pack, shot across the Tasman and trained to become a deer culler.

Today Holden is an expert on the outdoors and makes a living writing about it.

He discovered a capacity to do that only after six lonely years in the New Zealand bush.

That was in 1966. "I was down with a stinking cold in a hut in the Uruweras. It was raining and I had nothing to do, so I read a hunting book and wasn't impressed.

"I figured that everything that had happened to me, if I could put it down properly, there might be a good book in it."

Triggered

It triggered him off and he took the winter to knock out a book he called "Pack And Rifle." It was rejected three times by publishers and on the fourth occasion he submitted the manuscript the editor suggested Holden fork out \$300 and get a ghost writer to help.

"I'd spent so damned long doing it that if I weakened at the last minute and let someone else do it for me I wouldn't have been satisfied."

So he had another crack, learning as he did it and worked as a postie in Wellington. Reeds bought "Pack And Rifle" the fourth time around, three years after the first sentence had been written.

That was his apprenticeship as a writer and nothing has been as difficult since, and in that time Philip Holden has written 15 other non-fiction books, children's books and dozens of magazine pieces.

The outdoorsman thinks of the effort these days as 10 per cent talent, 90 per cent determination to keep going — "real bloody determination."

16th Book

Holden's 16th book launched in August adds another important chapter to the history of hunting in New Zealand, a gap he discovered years ago.

His 15th book, the Golden Years of Hunting in New Zealand covered the story from the early days of European settlement in New Zealand through to 1930, the year wild game was classed as noxious animals.

Internal Affairs then had the job of controlling these animals and did so for the next 26 years, until 1956, when it handed responsibility over to the Forest Service.

The new book, "Hunters' Paradise," covers that period.

The surprising thing, according to Holden, is that when the department handed over it had really made no inroads whatsoever into the huge amounts of deer that went roaming both islands and had perhaps not even kept up with the annual birth rate.

"In those last years Internal Affairs was shooting more than 40,000 deer a year, which was a hell of a lot of animals."

But "Hunters' Paradise" is not just a story of the department and the deer cullers of the period. It looks at wild pigs, rabbit, opossums, chamois, wapiti, moose — it's the whole story, a continuation of what the author started in his last book.

He makes no claims about it being a definitive work on the subject. "I've just tried to entertain and to give the reader a realistic idea of what it was like then."

But it is only another chapter, with the next remaining unwritten while Holden takes a break from wading through facts and figures that have occupied him for much of the past four or five years to write a highly personalized account of hunting in New Zealand today.

The whole scene has changed, he says, but it's still encouraging and interesting. "There's a lot going on, whether it's deer, pigs or hunting safari style."

"Although there's a lot of live animal capture going on virtually no one is shooting deer from the air any more. What that means is that you can't get anywhere near the numbers shot."

Unprofitable

"What this is going to mean eventually is with our deer farms, there's going to come a time when live game capture becomes entirely unprofitable. When that happens we're really going to see some build-ups of animal numbers."

Holden says they are building up in the Uruweras for example and it is conceivable deer-cullers will come back. "That's turning the full circle."

On the other hand, he points to the samba herd of the Manawatu, which is protected until 1986. "You can't shoot samba anywhere in the North Island, so what you've got is animals being protected and that goes back to the early days. So you see there are a lot of conflicting issues."

"The signs are that hunting will make a comeback. That's how I see it myself."

Going back into the bush after an eight-year lay-off he has discovered there is still sport out there. "It's not easy but then it never was for a young guy."

Had Problems

Even when he came here 21 years ago, when there were any amount of animals in the hills, a young, comparatively inexperienced person had problems — problems finding animals then as they do now.

Holden says it's not easy to get experience and he wouldn't like to be kicking off now. "I was fortunate



PHILIP HOLDEN

when I came here in the pre-helicopter era, because my experience in those eight years was really the last of the good old days when there were a lot of animals in New Zealand.

His own feeling is that if he was kicking off from square one he would join a deerstalking club and he'd do a lot of talking, a lot of asking and would try to get out in the hills with somebody who knew where they were at.

Holden says the skill of hunting is being aware of what you are actually hunting; knowing the animal's habits; working an area to the best advantage; trying to get the wind in your favour and hunting at the right time of day.

The urge to hunt, says the author is nothing more than an age-old challenge.

It really doesn't have too much to do with the kill, more with being out there in the wilderness by yourself, with a pack and rifle, sleeping out and hunting down an animal.

"It's just accepting the whole thing as a challenge, because that's what it is."

So is telling the whole story of hunting in New Zealand.

There is still a lot to be said about what's happened in the years since the Forest Service took over in 1956 to the present day.

One would have said then that one day animals were going to be shot from the air and live game captures were going to become big news; that deer farms would spring up from North Cape to the Bluff.

So Philip Holden is not about to predict what might happen in the next 30 years.

Joint Features Copyright

21/9/85



TIMARU

DEER AUCTION

ON BEHALF OF

HALDON STATION

TUESDAY OCTOBER 22, 1985

COMMENCING 1pm

TO BE HELD AT THE

TEMUKA DEER SELLING COMPLEX

250 — RISING 1 YEAR HINDS

TO BE OFFERED IN LOTS OF OR MORE

AUCTIONEERS NOTE

This is the first time Haldon Station has offered such top one year hinds for Public Sale.

These hinds have been specially selected from the deer herd in Canterbury.

Selection for size and adaptability has been carried many years, from a TB free herd.

Haldon Station deer are well known for their ability. These deer are not pampered, and are well used to dogs and handling.

This is a rare opportunity to buy such a well selected of Haldon one year hinds, to join the many other farmers from all over New Zealand who have successfully based their deer farming ventures on Haldon deer. All hinds have been wintered on hay and barley and been drenched and vaccinated regularly.

Average weights will be announced on day of auction. For further information contact the vendor or Auctioneers, WRIGHTSON NMA, TIMARU.

Specification For Venison

The Game Industry Board has published the first New Zealand venison specification manual.

The manual provides product codings and specifications for all venison cuts and is seen by the board's general manager, Mr Mike Pattison, as being a valuable step in the standardization of venison cuts for export.

Further modification is expected on the basis of exporter and packing house experience with the manual.

GAME RECOVERY LTD
We wish to advise the following depots are open for the summer season.

TUATAPERE — Papatotara Rd. Phone 6603
TE ANAU — Carswell Rd. Phone 7499 and 7773

SOUTHERN LAKES VENISON — Mossburn Phone 41 Mossburn.

The depot at Colac Bay is now permanently closed.

12/10/85

118419V4



NEW ZEALAND FOREST SERVICE

DRAFT THAR MANAGEMENT POLICY

The Minister of Forests invites public comment on the draft management policy for Himalayan tahr in New Zealand, which was compiled from public submissions called for in November 1984.

The policy can be inspected at all: Forest Service conservancy offices, district offices and Head Offices library, Wellington; Department of Lands and Survey district offices; and Public Libraries in the main centres.

Copies can be bought for \$2 from the Conservator of Forests in Christchurch, Hokitika and Invercargill, and the Director-General of Forests, Private Bag, Wellington. Copies of the "Analysis of Public Submissions on Thar Management Policy" are also available for viewing, and purchase at the same locations at cost of \$3.

Comments should be addressed to: "Thar Management Policy", Director-General of Forests, Private Bag, Wellington, by November 22 1985.

114624V4

23/11/85



DEER FARMERS VELVET

We are now purchasing velvet.
INQUIRIES TO:

Brian Duggan Invercargill 358-189
John Fogarty Otautau 8249
Bob Steel Te Anau 7440

124893V3



DEER DIVISION

12/10/85

For Sale:

- ★ 3 Wapati MA cows mated to Candian Elk Bulls
- ★ 2 Wapati cross cows mated to NZ Wapati Bulls
- ★ 200 MA Red Deer Hinds

FOR FORWARD SALE

- ★ Del Neg Thru May 1986, sold in lots to suit purchasers. Top hinds.

WANTED TO PURCHASE

- ★ Rising Yearling Stags
- ★ Top rising Yearling Hinds

Phone Graeme Hawker
Otago/Southland Manager
Heriot 42-254



Wilson Neill Export
Farm Deer Division

125315v3

12/10/85



TIMARU DEER AUCTION ON BEHALF OF HALDON STATION

**TUESDAY OCTOBER 22 1985
COMMENCING 1.00PM**

TO BE HELD AT THE TEMUKA DEER SELLING
COMPLEX

200 — RISING 1 YEAR HINDS

20 — 18 MONTH HINDS

20 — MA HINDS

TO BE OFFERED IN LOTS OF 5 OR MORE

AUCTIONEERS NOTE

This is the first time Haldon Station have offered such a line of top one year hinds for Public Sale.

These hinds have been specially selected from the largest deer herd in Canterbury.

Selection for size and adaptability have been carried out for many years, from a Tb free herd.

Haldon Station deer are well known for their shifting ability. These deer are not pampered, and are well educated to dogs and handling.

This is a rare opportunity to buy such a well selected line of Haldon hinds, and join the many other deer farmers from all over New Zealand who have successfully based their deer farming ventures on Haldon Deer.

All hinds have been wintered on hay and barley and have been drenched and vaccinated regularly.

Average weights will be announced on the day of auction.

For further information contact the vendor for the Auctioneers, WRIGHTSON NMA TIMARU.



26/11/85

DEER VELVET

FOR COMPETITIVE PRICE
OVER ALL GRADES

Contact

**L. R. McLEAN & CO
LTD**

Ph 59-391 A/H Bob McLean 56-157

111229v3

VENISON SCHEDULE

The export Venison schedule offered by Game Foods New Zealand Ltd for the week ended November 29, 1985, is:

Grade	Fat	Weight	Price/kg
AP1	-14mm	+ 70.1	6.20
AF	+ 14mm		4.50
AP2	-12mm	50.0/70.0	6.50
AF	+ 12mm		4.50
AP3	-10mm	-50.0	6.20
AF	+ 10mm		4.50
AD	1dor		3.50
AM	2dor		2.00

Price/kg on Dressed hot weight.

Phone: Kennington 481

Te Anau 7870 (Tic Paulin)

23/11/85

125861v2



Shooter Derek Wilson stands perched on the skid of pilot Richard Hayes' helicopter after they have netted a live deer. The deer will be strapped into a carrying bag for a safe flight back as soon as the terrain allows.

19/11/85

Cowboy Days Over, But Not Forgotten

By noon I was so sick I just wanted to curl up and die.

I figured there were worse places to meet my maker.

My companions on the ridge were a couple of dead stags, some empty kerosine containers and a lone kea.

Our little party had formed on some nameless ridge, speckled with snow, deep in the Fiordland National park.

I envied the kea — it had a way out.

Something led me to believe we were somewhere near Doubtful Sound.

I had learned early on that one thing not to do was ask the crew where they were going hunting.

Images of climbing off the ridge, scrambling across to the ocean and hailing down a fishing boat began appearing in hazy forms somewhere in my brain.

Sick though I was, two ideas finally settled over my mind.

First, I had decided that maybe I wanted to live after all. Maybe.

And second, I was not going to get back in a helicopter, not then, not ever.

Dim Murmur

Just then the dim murmur of a Hughes 500 started echoing across the valley.

The kea flew off.

And disappearing just as quickly were the daring plans of my dramatic cliff-dangling descent to the ridge and on to my heroic boat rescue at the coast.

Maybe the chopper wasn't the

hound of hell that I remembered.

The smiles clinched it.

My pilot, Dick Deaker, and his shooter, Jeff Carter, were looking at the open sides of the helicopter with sympathetic eyes.

I could not believe it.

The stories about the cowboys in the sky just did not seem to fit.

There was the one where Dick had pulled a stunt at the Rockburn Valley airstrip that no one has done before or since.

Sheer Cliff

The airstrip is in a tiny basin and Dick awoke there one morning with a strong west wind blowing, and took a look at the sheer cliff at the strip's west end.

Rather than sit in the valley, Dick had taken off right into the cliff, pulling his Piper PA18 free just before it would have smashed into the cliff.

But times have changed and so has Dick Deaker.

Like most hunters Dick does not enjoy discussing figures but the number of deer he has shot or caught runs into the tens of thousands.

Today he is just another Te Anau businessman.

It was this businessman who was descending on to that ridge in the park, ready to return me to home.

A live female hind was strapped in underneath the chopper — they had been productive while I was debating whether my life was

A scant 20 years ago the Noxious Animals Act effectively gave hunters a licence to kill imported game animals. Helicopters buzzed through Fiordland National park in the never-ending search for deer.

Two of the first men in were Dick Deaker and Richard Hayes.

What has happened to these men now that the times of 100 deer kills a day are long past? **CHIEF PHOTOGRAPHER BARRY HARCOURT** and reporter **WILLY STERN** recently visited them and their Te Anau operation.

worth continuing if it meant another chopper ride.

Knowing embarrassment is harder to explain away than a sick stomach, I waved happily at Dick and Jeff, put on my best smile, and climbed aboard.

Jeff the shooter, helped me in.

This was the same Jeff Carter who once slid out of a chopper near Lake Hauroko and fell head first past the first skid.

He swung his left arm around the skid and lived to tell the story only because he held on by his elbow.

But the days of helicopter crashes and aerial battles are all but over.

The days when a poacher buzzed a park ranger with his chopper until he had the hapless government official spread-eagled on the ground praying for his life are gone now.

Dick Deaker has hooked up with

another legendary pilot from early days of deer recovery, Richard Hayes.

They have formed Central Western Helicopters along with two subsidiary companies.

The firm still brings back but has also jumped on the Te Anau tourist bandwagon.

Scenic flights, heli-skiing, deer work and aerial transport have joined the once all-encompassing world of the deer hunt.

Richard has also not forgotten the wild days of yesteryear. He has lost a lot of friends who were claimed by the park when they tried to press just a little more of their helicopter than they or their machines could handle.

He has lifted his fair share of bodies out of the woods.

Richard prefers to leave the days behind now.

Dick Deaker and Richard Hayes seem destined to work side-by-side

Carefree

Dick wears an old pair of jeans and his parka is laced with holes that he has not gotten around to patching.

He is carefree and relaxed, seemingly without a concern in the world.

Richard prefers to keep a lower profile.

Yet neither comes close to fitting the wild and reckless cowboy image that the public has insisted for years in laying about the necks of men in their line of business.

Richard has flown with his shooter, Derek Wilson, for five years.

Their timing is so finely tuned that Richard can anticipate Derek's weight when climbing on to a skid after a deer capture as easily as another man butters his toast.

Their timing is not merely impressive, it is necessary.

Between 1976 and 1982, 208 helicopters crashed while hunting.

Crashes took the lives of 17 pilots and shooters and seriously injured another 40.

No doubt there are easier ways to earn a living but neither Dick nor Jeff, nor Richard nor Derek, seem to be looking for another job.

The deer hunters of yesteryear have become the cullers of today. Helicopter pilot Richard Hayes and his shooter, Derek Wilson, are pictured taking part in a Government-regulated wildlife culling programme in the Fiordland National Park. They are shown in the Doon Valley after a successful live recovery. A netgun, used for live recovery, is visible on the far skid. The shooter also uses a hand-held netgun for greater accuracy.



TO ALL HUNTERS AND HELICOPTER OPERATORS

The following areas are closed to ground hunters and helicopter hunting as per wild animal management plans under the Wild Animal Control Act 1977.

AREA 1: WAKATIPU RECREATIONAL HUNTING AREA: SF 30: Greenstone and Caples Valleys:

A1 FOOT HUNTING. I Closure — from September 1 1985-31 March 1986, II Hunting Season — April 1 1986-August 31 1986, by permit only, and as per management plan conditions.

B1 HELICOPTER HUNTING: Total ban at all times.

AREA 2: A complete ground and helicopter hunting ban in the lower Dart State Forest 29: This is on the true left bank of Dart River from Chinamans Bluff to and including Earnslaw Burn and Mt Alfred.

Also included are the following stations: Rees Valley Stn — Mr G. Scott, Earnslaw Burn Stn — Mr T. J. Thompson, Arcadia — Mr J. Veint, Paradise — Mr D. Millar, Routeburn Stn — Mr R. Hamilton.

This closure is for the management of the white tail herd in the above described area.

Hunters will be advised when the above area can be hunted under a prescribed management plan.

SPOT LIGHT HUNTING: Is illegal under the Wild Animal Control Act 1977, Forest Act 1949, Arms Act 1983.

Roly Martin
Officer In Charge
NZ Forest Service
Lakes Area

16/11/85

108592v3



Helicopter pilots Richard Hayes, at left, and Dick Deaker stand with part of the Central Western Helicopters fleet at their Te Anau heliport.

14/11/85



Shooter Derek Wilson, at left and pilot Richard Hayes have been working together for five years. A net gun for live deer recovery is visible on the front of the skid at right.

Velvet Competition Big Attraction

Entries close today for the 1985 National Velvet Competition being held in conjunction with the Southland A and P Association's summer show next week.

This is the fourth year the competition has been hosted by the Southland branch of the New Zealand Deer Farmers Association.

Each year the number of entries has increased, an indication of the growing realization by deer farmers that the National Velvet Competition has achieved its aim of promoting the quality of New Zealand velvet and that the competition is the sole judge of velvet production in New Zealand.

The judges said last year's entries were the best ever exhibited and reflected the progress being made in feeding, breeding and management of New Zealand's top velvet sires.

Stags with good velvet, growth rate and temperament find a ready market as breeding sires. Past place-getters have found this competition excellent promotion when selling breeding stock. South Canterbury has in the past three years won the Southland Farmers Challenge Shield ("log of velvet") promoting parochial rivalry between branches.

Points will be awarded for place-getters in the three sections New Zealand Red, Imported Red, and Elk-Wapiti and the province with the

most points wins the shield. Southland province is renowned for its top quality breeding stock and the more entries there are from local deer farmers will help Southland to win the Challenge Shield.

Classes

The competition has expanded this year with two new classes each with its own trophy.

● The Deer and Game Services Invitation Cup: This is for imported red deer and has been donated by Clive Jermy.

● The Alpine Helicopters Challenge Trophy: This is for the best imported elk or wapiti velvet and is donated by Tim Wallis.

The rest of the classes are:
● Wilson Neill red deer Velvet Trophy — for New Zealand red deer.

● The Dalgety Crown Southerner Trophy — for red deer velvet belonging to a Southland Deer Farmers Association member.

● The WNMA All Comers Trophy — open to all breeds. Prizes awarded by the judges reflecting velvet superior to its breed.

● The Southland Farmers Challenge Trophy — for the province with the best velvet

Judging will start at 2pm on Tuesday and the results will be announced at 3pm.

Judges

At least one of the judges this year will be a member of the Korean Velvet delegation (KPTA) visiting New Zealand.

This delegation includes the Korean Pharmaceutical Traders Association president, Mr Choi Kun Hee; executive director, Mr Kim Jin In; and the president of the Consumer Union of Korea, Madame Chung Qwang Mo.

In a move to show the Koreans what standard the industry has reached, the New Zealand Game Industry Board invited the team for a week-long tour.

Korea is this country's largest deer velvet market, and the board wants to maintain a good relationship with the Koreans.

New Zealand velvet is third on the Korean market, behind the Chinese and Soviet product and the GIB not only wants to maintain access to Korea, but increase its market share.

Rare Takahe Needs Second Home

The endangered takahe must be able to establish itself in another area, the Royal Forest and Bird Protection Society says this week.

Commenting on moves by the Wildlife Service to locate the takahe in the Stuart Mountains in Fiordland, the society said it completely supported the effort to extend the birds' range.

The takahe is now confined to the Murchison Mountains behind Lake Te Anau but the Wildlife Service has been breeding birds in captivity so they can be released and established in another area.

The society's conservation director, Dr Gerry McSweeney, said the catchment of the Glaisnock and Edith rivers in the Stuart mountains were ideal takahe habitat, with plenty of the tussock it feeds on.

"The takahe population has severely declined since the late 1940s when it was rediscovered. This decline must be halted or New Zealand will lose one of the most unique birds in the world. One of the best ways to give it a chance of survival is to build up another population outside the Murchison Mountains," Dr McSweeney said.

This would lessen the danger of disease wiping out the population.

Hunters

The service's plans are opposed by the Deerstalkers' Association, which fears wapiti would be excluded from the Stuart Mountains. Wapiti and takahe compete for tussock.

Dr McSweeney said it was absurd that deerstalkers should be so protective towards the wapiti which was not an endangered animal in its country of origin.

as the takahe was. "Where is our sense of priorities? The takahe is endemic, critically endangered species which requires a specific habitat to survive," McSweeney said.

"The wapiti, on the other hand, is capable of living anywhere in New Zealand and is even farmed."

"The takahe is an important part of Fiordland's natural heritage. Its curious method of feeding actually promotes the growth of tussock which is quite unlike the tussock whose feeding can kill tussocks."

The takahe was also an important tourist attraction and would be an important part of the proposed South West New Zealand Wildlife Heritage site.



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SALE NOTICE
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1 — Puke Warnham Park 3 year old STAG
This very special stag is entered in the sale catalogue solely to celebrate this special occasion.
4 — Selected New Zealand bred 2 year old Sire STAGS by No 13 260kg liveweight 3.5kg velvet.
These stags are the best NZ deer we have ever bred, and are the last sons of No 13 we have. All over 120kg at 14 months.

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Velvet Improving, Say Koreans

In Korea, velvet from deer antlers is known as an aphrodisiac and a medicine, but in New Zealand the velvet is an export money-maker.

New Zealand earns about \$9 million a year from the export of velvet but that figure may soon grow.

Almost all of the velvet is shipped to Korea, where it has been used as a wonder cure for more than 2000 years.

Koreans used to bring the velvet back from China; New Zealand is still competing fiercely with China for the Korean market.

But members of a visiting delegation from Korea, who were in Invercargill yesterday, said New Zealand had replaced China as the top supplier.

The three-member delegation is spending a week in New Zealand as guests of the Game Industry Board.

The delegation, which includes both trade and consumer interests, said the quality of the velvet in New Zealand improved year by year.

The president of the Korean Pharmaceutical Traders' Association, Mr Choi Kun Hi, who visited New Zealand in 1979, said yesterday he saw a significant improvement in the quality on this trip.

The Koreans helped judge a velvet competition at the Southland A and P Association Summer Show yesterday.

After the contest the traders' association vice-president, Mr Ja Choon Koo, said New Zealand had a bright future in the velvet trade.

The Chinese have a reputation for producing longer antlers but Mr Koo predicted New Zealand would soon pass them.

Scientific advances and more sophisticated breeding techniques have helped launch New Zealand's deer trade.

The president of the Consumers'

Union of Korea, Miss Kwang-mo Chung, was not concerned that Korea's youth might be turning away from traditional medicinal cures and towards Western practices.

She said 2000 years of habit was not broken that easily.

Ever since some bad-quality velvet was sold in Korea in 1983, great efforts have been made to maintain sanitary control.

The Koreans were optimistic after seeing the growing part of the deer industry in New Zealand but said they still have to see the processing part.

They are heading for Christchurch next.

Now that is taking the deer by the horns. Shown at yesterday's velvet competition at the Southland A and P Association summer show are, from left, a prominent Otago deer farmer, Mr Rob Brookes; a Southland representative to the NZ Deer Farmers' Association, Mr Peter Ryan; and visiting Korean dignitaries, Messrs Ja Choon Koo and Choi Kun Hi.



POSTPONEMENT NOTICE
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AS ADVERTISED

on account of Mr H. J. Whyte, Bransholme
Thursday December 5

Owing to late velveting season the above sale has been postponed in the meantime.
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128564v3

Deerstalkers Attack 5/12/85 Stand On Takahe Relocation

The Royal Forest and Bird Protection Society has again come under fire, this time for supporting a proposal to relocate young takahe in the Stuart Mountains in Fiordland.

The society's support for the proposal, put forward by the Wildlife Service, was described as "conservation vandalism" by the national president of the New Zealand Deerstalkers' Association, Mr John Bamford, of Balclutha.

Last week the society was criticized by the Wildlife Service because it condemned the removal of keas from the new Remarkables ski field near Queenstown.

The controversial keas had been damaging electrical fittings in the ski field, and wildlife officers were asked to capture them.

This time, the society's conservation director, Dr Gerry McSweeney, had commented that deerstalkers were more concerned with wapiti than takahe survival.

However, Mr Bamford replied that neither the Wildlife Service nor Dr McSweeney seemed to appreciate that deerstalkers had a vested interest in halt-

ing the decline of takahe numbers.

"I remind the society and the Wildlife Service that it was my association's first national president, Dr Geoffrey Orbell, who rediscovered the bird in 1948 in the Murchison Mountains.

"It is for this reason that we do not wish to see the species endangered even further by irresponsible management that has no basis in scientific reality."

Deerstalkers had previously condemned a proposal by the Wildlife Service to release captive trained takahe into the Glaisnock and Edith river catchments, citing recent evidence that the area was not suitable for the species survival.

In spite of efforts by the Wildlife Service, the takahe population in the Murchison Mountains special takahe area had declined from about 500 birds in 1967 to about 150 this year, Mr Bamford said.

To expect captive reared young birds to survive in a hostile environment such as the Stuart mountains "is blatant conservation vandalism."

Research done by the New Zealand Recreational Hunting Council indicated that an alpine grassland habitat such as the Murchison and Stuart mountains, may not be as suitable as thought, by the Wildlife Service.

The research, undertaken by the council's scientific adviser, Dr Ian Henderson, showed that when takahe were widespread in New Zealand, their habitat was lowland podocarp forest, not alpine grassland.

"It is for this reason that deerstalkers maintain that the relocation proposal is utter folly," Mr Bamford said.

In replying to the society's claim that the birds would become an important tourist attraction if they were released into the Stuart mountains, he said tourists had not been allowed in the Murchison area for nearly 40 years.

"Name me one tourist who has been able to enter the present special area in the

Murchisons? I suggest that the proposed relocation site would be equally prohibited to public access if gone ahead with."

Deerstalkers discussed the issue with the National Parks and Reserves Authority in Southland last month, telling the authority that scientists favouring the relocation had produced scientific material indicating the move to be unacceptable for takahe conservation by the Wildlife Service.

As the site was in a wilderness area, a management regime would be needed which would be impossible to keep up.

"Wekas will have to be shot, stoats will need to be controlled, while takahe released there will have to cope in a climate and habitat that is an even worse survival situation for the birds than that causing their present decline in the Murchison mountains."

The whole proposal was in conflict with the Fiordland National Park's wild animal control plan, he said.

Deer and Takahe

Sir, — Dr McSweeney, in his recent provocative statement (28.11.85) would have made better use of the word absurd if he had used it to describe the proposal to re-establish takahe in the wapiti area.

At the November 21 meeting at Cascade Creek of about 40 people from the National Parks and Reserves Authority, the Southland National Parks and Reserves Board, officials from Forestry and Lands and a delegation from the New Zealand Deerstalkers Association, many either had reservations, or were downright sceptical of the Wildlife Service's proposals.

On consideration I thought the authority's recommendations came too close for comfort to a vote of no confidence in this part of the Wildlife Service's management plan for takahe.

This is not surprising as red deer and wapiti were not responsible for the demise of takahe in the Glaisnock-Edith Valley area in the first place, and all the problems associated with keeping takahe in the Murchison mountains — weather, predation — are likely to be magnified in the proposed area.

The claim that the Glaisnock-Edith area is sufficiently isolated to make the spread of disease from re-established birds to the wild population in the Murchison mountains unlikely is highly questionable. A takahe was reported in the Edith watershed in 1969 and birds have been reported from the Stillwater valley occasionally. The lower Edith is quite close to the Stillwater valley and I am sure the recruited population would come in contact with the wild population in a



A 10-year-old Rakai stag yielded the winning antlers to win his owner Mr Ian Spier three prizes for the best deer velvet at the Southland A and show yesterday. Mr Spier, from Hawke Bay, won first prizes in the best red deer and any breeds classes and second in the best red deer.

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short time. Disease could also be transmitted by flying birds.

Many of the general public will see Dr McSweeney's support for the Wildlife Service's proposals to re-establish takahe in the wapiti area not so much as an attempt to preserve takahe but rather as another ruse to destroy the wapiti. His remarks will be counter-productive to his campaign to promote a large part of south-western New Zealand as a heritage site.

Rather than show concern for the tourist industry he should let charity begin at home. He would be serving New Zealanders better if he was more concerned about the recreational needs of our own people. The young, particularly, often need a vigorous outlet for pent-up frustrations and energies in such adventurous activities as hunting wapiti in Fiordland.

Many people would like to see takahe in the wild but this could quite well be accommodated if the Murchison mountains special area was opened to guided tours.

Jack McKenzie

Gore RD

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Questions Over Helicopter's Activity

By Staff Reporter WILLY STERN

Two employees of Alpine Helicopters Ltd were recently involved in an airborne accident while operating a wild animal recovery scheme that Government officials say the firm was not licensed to carry out.

New Zealand Forest Service officials in the incident was Mr G. S. Newlands, who was operating aerial recovery schemes without a licence is a punishable offence.

Alpine employees, however, believe both the helicopter and pilot involved in the accident were fully licensed, but add that if the licence was not up to date, it was an "honest mistake."

The accident, when a net gun was accidentally shot off inside an airborne Alpine chopper near the Lillburn Valley, was not reported to any government authority, but an Alpine spokesman said yesterday the company has nothing to hide.

"We have no need for deviousness," said Alpine's managing director, Mr R. D. Spary, who has opened his firm's records for full inspection by the Southland Times.

The accident took place on November 14 in a Hughes 500D model helicopter piloted by Mr D. Edgerton. The shooter on the helicopter who lost a toe

Innes, said he chose not to report the accident because he considered the damage superficial.

The helicopter sustained about \$1000 worth of damage and required a new bubble and standard skin repair, Mr Innes said yesterday.

He did not consider it necessary to report these repairs to civil aviation under the division's rules for "reportable accidents."

However, a Civil Aviation division spokesman, when informed of the damage yesterday, said "some ambiguity exists" as to whether the accident was reportable.

"We will be interested to learn more of the occurrence through direct channels," the inspector of air accidents at Christchurch airport, Mr David Graham, said yesterday.

Civil Aviation plans to begin an investigation into the accident.

A police spokesman said the accident did not need to be reported to them because net guns were not classified as firearms.

Not Licensed

But the Wellington office of the Forest Service records indicate that neither Mr Edgerton nor the helicopter he was flying was licensed for wild

animal recovery on the day of the net gun accident.

In fact, Forest Service records received under the Official Information Act indicate that Mr Edgerton has not been licensed since July for aerial recovery with the helicopter in which the accident occurred.

When informed of this discrepancy yesterday, Mr Spary said he was "quite sure" Alpine had coverage for the recovery work and if any slip-up had occurred, he thought it was an honest administrative error on either Alpine's part or the Forest Service.

In fact, Mr Spary explained Alpine has had an abundance of recovery licences since two pilots left the firm earlier this year.

Plots cannot be expected to know all the complexities of the licensing rules, according to Mr Spary, who said he has been a long-time advocate for "intelligent flexibility" in such matters.

According to the Forest Service's senior wild animal control ranger in Wellington, Mr T. E. Newton, many helicopter operators regularly take liberties with the licensing rules because the possible punishments are minimal in comparison with the money that can be made.

Mr Edgerton said yesterday that the animal recovery was being done on private land and therefore he did not need a licence for recovery.

Incorrect

Mr Newton said that analysis was incorrect, explaining that the Wild Animal Control Act 1977 requires aircraft operators to have a licence for recovery whether it be done on Crown land or private property.

Speaking of the accident, Mr Edgerton said: "Nothing happened to me that has not happened to a lot of other operators in the past 12 months."

The senior ranger (environmental) with the Forest Service in Invercargill, Mr J. A. Mawhinney, said on Wednesday that his office had looked into the accident and decided not to proceed with an investigation because they believed the helicopter was fully licensed.

He believed The Southland Times "was barking up the wrong tree."

However, Mr Mawhinney said yesterday he had received additional information from the Forest Service's district office in Tuatapere that led him to believe a different helicopter in the park.

was involved than he had originally thought.

This chain of events was confirmed yesterday by the district ranger in Tuatapere, Mr T. R. Pellett.

Sensitive Time

Several sources have indicated that the accidents came at a particularly sensitive time for Alpine, which recently demonstrated a new method for deer recovery with pens in front of senior government officials, in Te Anau.

Alpine is one of a number of firms interested in winning a part of a possible concession for deer pen recovery in Fiordland National Park, according to the park's chief ranger, Mr Paul Green.

A moratorium was placed on additional deer pens in the park about a year ago, but Mr Green said the policy was now under review.

Mr Spary said there were "absolutely no mysteries" about Alpine's dealing with the accident, and dismissed as "judicious" any reports the accident was covered up because of a desire to win concessions for deer pens in the park.

Groups Cross Swords Again Over Thar

G/12/85

The Royal Forest and Bird Protection Society has again crossed swords with the New Zealand Deerstalkers Association.

The national president of the deerstalkers, Mr John Bamford, of Balclutha, labelled the society's opposition to plans to manage Himalayan thar in the South Island as "surreal emotionalism."

In response to a statement by the society's conservation director, Dr Gerry McSweeney, Mr Bamford said their opposition to the draft plan appeared to be an about-face from that

adopted by the society late last year, when the subject was first discussed at a meeting.

The society's stance at that time had been that they could "accept thar being present for recreational hunting," and had even suggested a user-pay system of administration, he said.

The user-pay system proposal has now formed part of the draft plan itself.

The New Zealand Forest Service formulated the thar management policy, which includes setting up a thar management area between Arthur's Pass and Mt Cook.

This would mean the herd, the only one available for recreational hunting in the Southern Hemisphere, could be managed under a multiple-use land regime.

The area would be outside of both the Mount Cook and Westland National Parks, with any Crown land in the management area being subject to the Land Settlement Board's game animal management policy.

"Surreal Emotionalism"
"The society's statement that scientists and high

country runholders are opposed to the proposal, is quite simply surreal emotionalism, particularly when Federated Farmers and scientists present at the original meeting in 1984, all stated that present thar numbers were too low at that time and should be increased," Mr Bamford said.

More than 86 per cent of submissions received by the Forest Service were in favour of the retention of a thar herd in some form or other in New Zealand.

The draft was a result of Government departments', wildlife researchers' and scientists' concern about the rapid drop in thar numbers recently.

The management proposal simply called for a management area to be established within the northern and southern limits of the species' present breeding range.

Lacks Awareness

"For the society to call such a plan patently ridiculous and shrug off the world famous reputation the herd enjoys, is not just environmentally immature, but lacking in an awareness

of the recreational and social importance of the herd," Mr Bamford said.

"If Dr McSweeney believes that thar numbers cannot be managed by recreational hunting, then I suggest he make a point of studying the wealth of wildlife management literature from around the world, all of which confirms otherwise."

7/12/85

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SATURDAY JANUARY 11, 1986 12.30pm

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25 - Selected 2 year STAGS
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"Bill" bodyweight 230kg Velvet 4.3kg 5yrs
"Bully" bodyweight 260kg Velvet 4.6kg 5yrs
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Also the Rakaia Stag "Arthur" (Sire of Lot No 3 in Catalogue) when purchased from Erewhon Station had cut 15lbs of velvet.

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Deer and Takahe

Sir, — The Royal Forest and Bird Society wants to see the takahe more widely established in New Zealand (Southland Times November 28). I'm sure everyone including hunters would like to see this happen.

But establishing them in the Stuart mountains isn't going to establish them anywhere but to an early death by stoats, wekas and the climate.

They say "At present the flightless bird which is in danger of becoming extinct is confined to the Murchison mountains behind Lake Te Anau."

How can they use the word confined when the Murchison mountains consist of 530sq km of which 235sq km are of tussock grass land with grass up to the bottom of one's shorts?

Lavers and Mill's book "Takahe," page 24 says "From nearly 20 years of study in the Murchisons a three fold management plan has been formulated."

"1. To maintain the present population at optimum reproductive output by enriching poorer habitats with fertilizer and continuing control of deer and stoat numbers.

"2. To extend the range by relocating birds in other suitable areas in Fiordland.

"3. To preserve the species in captivity in lowland red tussock near Te Anau and on predator-free islands as a safeguard should it become extinct in the wild."

The Wildlife Service is playing Russian roulette with the takahe in Fiordland. The Royal Forest and Bird Society along with the Wapiti Scientific Advisory Committee are just rubber stamping the Wildlife Service plan without going out into the Stuart mountains and having a look for themselves.

And they have not looked at other areas such as the Kepler mountains, Wapiti lake area, the Borland valley and the wider New Zealand outside the Te Anau area.

It has taken 20 years of study to come to the conclusion the takahe could become extinct in the Murchison mountains. My Oxford dictionary says study is:-

1. Acquiring of information esp from books. 2. Pursuit of some branch of knowledge. 3. Meditation.

I would say meditating is what has been going on in the past 20 years. Reid in 1978 stated that a survey taken in 1966-1967 in the Murchisons estimated the population at between 430 and 500 birds.

A survey of the eastern Murchisons indicated that the population declined in the 1967 to 1970 period by 40 per cent to an estimated population of 200 to 250.

Reid at that time stated that "the environment of Fiordland is too harsh to allow enduring stability — let alone permit a recovery in numbers."

If the Wildlife Service had put as much effort into stoat control and weka relocation as they have with red deer control there would be more takahe in the Murchisons.

The red deer numbers are very low in the Murchisons and have been so for years and yet we have a decline in takahe.

A few weeks ago I was at a meeting in the Te Anau area where Mr Lavers said stoats are not a threat to the takahe. There are so many outstanding areas in the park for takahe management if they insist that they have to stay in the park. They do not have to put them into the wapiti area.

The Wildlife Service wants the Stuart mountains with the Glaisnock and Edith catchments for a scientific playground. They want the wapiti out of the park and takahe is the excuse they are giving the public of New Zealand. It is also a cover-up for the

meditating they have been doing the past 20 years. I'm very concerned for the wapiti and the takahe. I'm concerned about the stoats and wekas that are in the Glaisnock and the Edith catchments.

How could they hand rear this endangered bird, and then release them into the hostile Stuart mountains? After several years of reading scientific reports and recommended management plans, I now have a better understanding why Jesus picked fishermen to help him.

David Mackie

Clinton RD

Elders PASTORAL

4/12/85 SALE NOTICE INAUGURAL RED DEER SALE

VENUE: STANFIELD PARK
IMPORTED DEER STUD
FINLAY ROAD, CAMBRIDGE
1PM JANUARY 15, 1986

Stanfield Park and Deer and Game Services, Importers and Agents for World Famous Warnham Park Deer are pleased to present their first Bi-annual draft of pure Warnham and Warnham X NZ Stock. This is a capital stock sale only, in keeping with park policy, only the best bred stock will be put forward with complete performance history.

ACCOUNT STANFIELD PARK

11 — 1st cross Warnham x NZ Rising Yearling STAGS. Total head liveweight average, October 90kg top 107kg. Note these stags have exceptional pedicel development.

5 — 1st cross Warnham x NZ Rising Yearling HINDS. Total herd average, October 74.4kg top 81kg.

1 — Puke Warnham Park 3 year old STAG. This very special stag is entered in the sale catalogue solely to celebrate this special occasion.

4 — Selected New Zealand bred 2 year old Sire STAGS by No 13 260kg liveweight 3.5kg velvet.

These stags are the best NZ deer we have ever bred, and are the last sons of No 13 we have. All over 120kg at 14 months.

SPECIAL ENTRY

ACCOUNT PINWOOD DEER FARM, HELENSVILLE, M. AND D. ROSS

Woburn x NZ 1st cross Rising YEARLINGS, 1 Stag and 1 Hind. By stag No 81 at 4 years old 209kg liveweight plus 7.2kg hard antler.

NOTE: For age this is one of the best Woburn Stags we know of in NZ and represents a unique opportunity.

ACCOUNT OTOUTI LODGE OHAUPO

1 — Yearling STAG Warnham x NZ and by Arthur 3 year old 195kg December 1984.

This is one of the largest Warnham Stags ever to come and progeny are recording exceptional weights.

AUCTIONEERS NOTE

Elders Pastoral (Allied Farmers) is pleased to be associated with our vendor, Mr Clive Jermy in the Inaugural Imported Stanfield Park Deer Sale. The entry in this sale is of exceptional quality and no doubt the star entry will be the pure Warnham Park 3 year old stag with liveweight as a 3 year old 206kg and hard antler 4.1kg. He is a magnificent specimen.

For full details contact:

Clive Jermy, Maungatautari (071232) 843

Ray Nolan, Hamilton (071) 496245 After Hours

(071) 80959 Office Hours

NOTE: Stanfield Park is a fully herd tested property and is not on DCP Elders Pastoral Waikato (Allied Farmers).

7/12/85

DALGETY CROWN LTD WRIGHTSON NMA LTD SALE OF PURE RED ENGLISH & ENGLISH X STAGS

Account:

TOTARA LODGE DEER FARM

State Highway One, 10km North of Wairakei

Starting 12.30pm 19 December 1985, on the property

Consisting of:

3 PURE WARNHAM PARK ENGLISH STAGS

These Stags are of the original imports from the 1st shipment of English Stags to come to New Zealand. They were the top pick from Warnham Court in 1981.

There are 2 x 5yr and 1 x 6yr Stags.

10 1st x 2yr ENGLISH NZ STAGS

These are by Pure Warnham and Woburn Stags. Also by the original 1981 Imports.

3 1st X 1yr English NZ Stags, as above

Auctioneers Note:

This property has had 3 full TB Herd Tests in the past 18 months.

The deer will come forward in top order and be sold individually.

Light luncheon available.

Phone A/H

Harley Sowman, Dalgety Crown Taupo

84-445 Taupo

Hamish Jones, Wrightson NMA Taupo

48-137, Taupo

Bob Deadman, Vendor, Taupo

88-696 Taupo

109076v4



EXPORT

MARKETING EXECUTIVE

Fortex Group, Sheepmeat and Venison Processors and Exporters, are seeking to fill this newly created position to support an existing skilled marketing team in the Group's Christchurch Head Office.

Major changes are occurring in the Meat Industry as the ownership of sheepmeats is returned to private ownership for export marketing.

Fortex Group specialises in added-value lamb product processing and marketing and also processes and markets over 25% of the New Zealand farmed venison annual production. The company is represented in over 15 countries with particular focus on Europe and the Mediterranean.

The position requires a person with good communication and organisational skill, and must be capable of self-motivation. Preference will be given to a Marketing Graduate and previous experience in Export Marketing is preferred but not essential.

The successful candidate will be joining a small, highly motivated and closely knit team of executives with an impressive track record in meat and venison exporting. This exciting position carries with it good prospects for further advancement in this growth industry.

An attractive remuneration package commensurate with experience will be negotiated with the successful applicant.

All applications will be treated in the strictest confidence, and should be made in writing, providing all necessary details to:

The Managing Director

Fortex Group

PO Box 25-128

Christchurch

105842v3

Dalgety Crown



DEERPAK®

DEER WANTED

Large number of Red Weaner Hinds for April delivery. Also large number of Weaner Stags \$5 per kg liveweight delivery April.

Phone M. Mills 88-449 Invercargill
or L. Cunningham 64-870 Invercargill

107013v1

Southland Deer Survey

The Southland branch of the New Zealand Deer Farmers' Association recently conducted a telephone deer survey as part of a nationwide programme.

The survey was aimed at providing up-to-date statistical information on numbers of deer, sex, age and the area of land deer fenced.

The information obtained will be used to enable more accurate forecasting of trends within the New Zealand farm deer industry.

The following statistics obtained from 426 Southland farming units suggest that the province has: 20,794 adult hinds; 6996 weaner

hinds, 4896 weaner stags, 4053 stags under two-years-old available for slaughter, 1,400 stags over two years available for slaughter, 7,065 herd sires and velvetting stags; and 11,576 ha fenced.

The chairman of the Southland deer farmers branch, Mr Doug Cooper, expressed his appreciation to all farmers who had participated in the survey for their co-operation.



FOR SALE

3 Year NZ Wapiti Cows (Master Stags, well grown, reasonably priced.)
Phone Brian Duggan 358-189
or 739 Waianiwa

14/12/85

121044v2

Velvet Results

The results of the Fourth National Velvet Competition held at the Southland A and P summer show last week were:

Wilson Neil Red Deer Trophy:

I. B. and J. W. Spiers, Takapau (4.85kg, 62.55pts), 1; I. B. and J. W. Spiers (4.60kg, 61.80pts), 2; M. Acland, Canterbury (5.15kg, 60.45pts), 3.

Alpine Helicopter Challenge Trophy

(for best Elk-Wapiti type velvet): T. Wallis, Wanaka (9.95kg, 71pts), 1; W. A. Hamilton, Queenstown (7.20kg, 67pts), 2; H. Whyte, Invercargill (6.65kg, 56pts), 3.

Deer and Game Services Invitation Cup

(for imported red deer velvet): R. Fraser, Rotorua (4.85kg, 57.55pts), 1; H. Whyte, Invercargill (4.45kg, 49.35pts), 2; B. Pinney, Mossburn (4.60kg, 41.80pts), 3.

Dalgety-Crown Southerner Trophy

(for best red deer velvet open only to members of the Southland Deer Farmers Association): N. J. and A. J. Hamilton, Forest Hill (4.80kg, 53.40pts), 1; J. Cowie, Winton (4.45kg, 48.35pts), 2; W. L. Stevens, Balfour (4.50kg, 46.50pts), 3.

Wrightson NMA Allcomers Trophy

(open to all breeds): I. B. and J. W. Spiers, Takapau (4.85kg), 1; P. Fraser, Rotorua (4.40kg), 2; T. Wallis, Wanaka (9.95kg), 3.

Southland Farmers Challenge Shield

(awarded to the branch of the New Zealand Deer Farmers Association whose members accumulate the most points in the various sections): Hawkes Bay.

119183v4



DEER VELVET

FOR COMPETITIVE PRICE
OVER ALL GRADES

Contact:

L. R. McLEAN & CO LTD

Ph 59-391 A/H Bob McLean 56-157

123058v3



NEW ZEALAND'S PREMIER BREEDING STAG AUCTION

SATURDAY JANUARY 11, 1986 12.30pm
On Account
TE PUKE DEER FARMS
**25 SPECIALLY SELECTED MA BREED-
ING STAGS (NZ REDS)**

Auctioneers Note:

Undoubtedly the finest range of stags to come forward for auction this season. These stags are superbly bred and of exceptional quality in all aspects of breeding. The stags will carry a full head of velvet, and display excellent temperament. All Stags are personally guaranteed. A Breeding Certificate is supplied with all stags. Free freight to all purchasers.

Buyers in search of superior breeding stags can attend this sale with confidence.

Over-riding commission will be paid to outside companies.

Venues:

Allport Road selling complex of SH33. Main Te Puke-Rotorua Highway. Stags delivered free to all purchasers.

Light Luncheon provided
For further particulars: Contact Neville Hogg 31-141 Te Puke

John Axbey 39-282 Te Puke
Or your nearest Deer Representative



106363v3

Elders PASTORAL

INAUGURAL RED DEER SALE

VENUE:
Stanfield Park

11/12/85

**IMPORTED DEER STUD
FINLAY ROAD, CAMBRIDGE**

1pm
January 15, 1986

Stanfield Park and Deer and Game Services, Importers and Agents for world famous Warnham Park Deer are pleased to present their first bi-annual draft of pure Warnham + Warnham x New Zealand stock.

This is a capital stock sale only, in keeping with park policy, only the best bred stock will be put forward with complete performance history account.

Stanfield Park:

11 — 1st Cross Warnham x NZ

Rising Yearling Stags

Liteweight average 9.12.85

106.4kg best 115kg

NOTE: These stags have exceptional pedicle development

51st Cross Warnham x NZ

Rising Yearling Hinds

Sale Herd Liveweight average

9/12/85 76.8kg best 81kg

1 pure Warnham Park 3 year old Stag

This very special stag is entered in the sale catalogue solely to celebrate this special occasion.

4 Selected New Zealand Bred 2 year old Sire Stags

By No 13. 260kg live 3.5kg

These stags are the best New Zealand deer we have ever bred and are the last sons of No 13 we have.

All over 120kg at 14 months

SPECIAL ENTRY

ACCOUNT PINEWOOD DEER FARM, HELENSVILLE

M. AND D. ROSS

Woburn x New Zealand 1st Cross Rising Yearlings

1 Stag and 1 Hind

By Stag No 81 at 4 years old 209kg liveweight + 7.2kg hard antler

NOTE: For age this is one of the best Woburn stags we know of in New Zealand and represents a unique opportunity.

ACCOUNT OTOUTTI LODGE OHAUPO

1 Yearling Stag Warnham x New Zealand

By Arthur 3 year old 195kg December 1984

This is one of the largest Warnham Stags ever to come and progeny are recording exceptional weights.

AUCTIONEERS NOTE

Elders Pastoral is pleased to be associated with our vendor, Mr Clive Jermy in the inaugural imported Stanfield Park Deer Sale. The entry in this sale is of exceptional quality and no doubt the star entry will be the pure Warnham Park 3 year old Stag, he is a magnificent specimen.

AUCTIONEERS ELDERS PASTORAL

For full details contact:

Clive Jermy, Maungatautari

Ray Nolan, Hamilton

Barry Vowles, Rotorua

Colin Bolton, Taumarunui

NOTE: STANFIELD PARK IS A FULLY HERD TESTED PROPERTY AND IS NOT ON DCP.

ELDERS PASTORAL WAIKATO

(071) 496-245 after hours

(071232) 843

(073) 23-895

(0812) 8591

124158v4

DALGETY CROWN LTD WRIGHTSON NMA LTD SALE OF PURE RED ENGLISH & ENGLISH X STAGS

Account:

TOTARA LODGE DEER FARM

State Highway One, 10km North of Wairakei

Starting 12.30pm 19 December 1985, on the property

Consisting of:

3 PURE WARNHAM PARK ENGLISH STAGS

These Stags are of the original imports from the 1st shipment of English Stags to come to New Zealand. They were the top pick from Warnham Court in 1981.

There are 2 x 5yr and 1 x 6yr Stags.

10 1st x 2yr ENGLISH NZ STAGS

These are by Pure Warnham and Woburn Stags. Also by the original 1981 Imports.

3 1st X 1yr English NZ Stags, as above

Auctioneers Note:

This property has had 3 full TB Herd Tests in the past 18 months.

The deer will come forward in top order and be sold individually.

Light luncheon available.

Phone A/H

Harley Sowman, Dalgety Crown Taupo
84-445 Taupo

Hamish Jones, Wrightson NMA Taupo
48-137, Taupo

Bob Deadman, Vendor, Taupo
88-696 Taupo

109076v4



DEERPAKTM

**RED DEER
W249**

BREEDING STAG SALE

Account

P. C. Fraser, Matamata

P. L. Fraser, Rotorua

Tuesday December 17, 1985
at 12.30pm

VENUE:

On the property of P. C. Fraser
Tower Road, Matamata

5 — Selected 3 and 4 year STAGS

25 — Selected 2 year STAGS

Sire Stags represented in this offering feature.

"Andy" bodyweight 248kg Velvet 6.2kg 8yrs

"Bill" bodyweight 230kg Velvet 4.3kg 5yrs

"Bully" bodyweight 260kg Velvet 4.6kg 5yrs

"Harold" bodyweight 225kg Velvet 3.8kg 4yrs

Also the Rakaia Stag "Arthur" (Sire of Lot No 3 in Catalogue) when purchased from Erewhon Station had cut 15lbs of velvet.

Lot No 3 must be one of the most outstanding young velvet producing stags in the country at 2 years produced 2.7kg at 3 years produced 3.6kg and this year as a 4 year old if cut would have yielded in excess of 5kg.

Recorded growth weights of 2 year olds and current liveweight of all sale stock are available (2yr olds up to 170kg on November 20)

Catalogues available on requests

Light Luncheon

For further information please phone

Don Bennett (Dalgety Crown) 86-273 Whakatane

or Bob Crow (Wrightson) 7860 Cambridge

DALGETY CROWN LTD

&

WRIGHTSON NMA LTD

Auctioneers in Conjunction

104720v3

Many Implications In Livestock Scheme

By Agricultural Editor JOHN CUTT

Look for a dive in the sale prices of breeding livestock as one likely consequence of the Government's decision to repeal the nil and standard values systems.

Another effect of the surprise move announced last week, in what was supposed to be a farm assistance package, is that farmers who wish to quit the industry will be able to do so without incurring an excessive tax liability on the sale of capital stock.

In fact, the move could be seen as a deliberate move to encourage people off the land, especially those in financial difficulty.

A third possible effect could be that fewer people will be likely to consider farming as a career, with young people forced to think twice before committing themselves to what could turn out to be an excessive taxation burden.

While farms might be for sale, buyers may be few and far between.

Most farmers will readily understand the operation of the present nil and standard values systems of valuing livestock for taxation purposes.

The nil value system was introduced in 1966 as an incentive to expand livestock numbers.

Discretion

It also gives farmers some discretion to smooth out their assessable incomes by writing up from nil to standard values in years when their assessable incomes are low, and vice versa in years when their assessable incomes are high.

The nil system allows farmers to adopt nil book values for any increases in stock numbers above their basic number. The basic number is the highest number of livestock in each category at the end of the four year period preceding the year of adoption of the nil value.

The standard value system applies to all classes of livestock and farmers retain the values, set from time to time by the Commissioner of In-

land Revenue, throughout their farming career.

In practice, standard values have been set at levels well below actual market levels.

The standard values scheme has worked extremely well for genuine farmers and has stood the test of time. The three year write down provision has also been the only way that young farmers were able to consolidate their position.

Deficiencies

The main deficiencies of the standard value system are:

- The valuation of livestock so far below market values produces large tax liabilities in the year of sale, with farmers having to pay tax on the quite considerable difference between the current market rate and the standard value.

- Because standard values are so far below market values, farmers buying additional livestock obtain excessive write-downs in values which encourages over-investment in tax-favoured stock such as deer and goats, irrespective of the market returns such stock are likely to generate.

The new systems are due to be introduced from April 1, 1986.

Farmers will have the option of adopting a trading stock scheme, or a herd basis scheme for breeding stock.

Even after several readings, the new systems seem complicated in both design and operation, and confusion in interpretation of the new rules seems highly likely.

The Minister of Finance, Mr Douglas, in an article in The Southland Times on Tuesday of this week, stated that the existing livestock value schemes had severely distorted the livestock market.

Young farmers and those without other income were disadvantaged by livestock prices boosted by generous tax write-offs available to people who had substantial other income, he said.

It was his opinion that investments, especially in the deer industry, were not being made for sound commercial reasons, but simply in response to the tax system.

The new systems are designed to bring livestock into line with manufactured trading stock.

By so doing, the Government believes that future investments by farmers will be made on the basis of expected market returns or the income that livestock will produce, rather than for capital gain or concessionary taxation treatment.

If that is so, then the traditional late March and June (end of financial year) rushes for livestock at inflated values, will be a thing of the past.

This is probably a good move if it allows genuine purchases to buy stock at realistic prices.

Look also for a downward trend in values for breeding stock such as deer and goats, even perhaps stud cattle, stud sheep and two-tooth breeding ewes.

Again possibly a good move for prospective buyers, but not so good for those people who have and will it is to be hoped continue to invest

large sums of capital, expertise and energy in producing top quality breeding stock. The suggestion is made here that some breeders may not consider it worth while to continue. Generally stud stock prices barely, even now, reflect the time, energy and expense of breeding animals.

The major sticking point of the proposed livestock scheme is the additional annual taxation liability that farmers will now be faced with.

Stock presently valued under standard values will, after April 1 next year, have to be revalued upwards to 70 per cent of the average market rate for each class of livestock in the case of the trading stock scheme, or 100 per cent under the herd basis scheme.

Additional Tax

For the average sheep and beef farmer this could result in an additional \$40,000 to \$100,000 in assessable taxable income.

Fortunately there is some provision that allows for a transition from the old scheme to the new.

But the additional tax generated will have to be paid over the subsequent 13 years. Such a tax will, in effect, have to be paid on what amounts to a paper, as opposed to a real profit, and few farmers, it seems, will be able to find the cash required to pay this quite unnecessary liability.

The effect is most graphic in the case of a deer farmer with say 100 breeding hinds which now, for tax purposes, rise from a book value of \$200 to, say, \$3,000. That farmer could find himself liable for at least an extra tax bill of \$90 per animal per year.

Under the new livestock valuation schemes, deer farmers will be hit hard, incurring additional taxation liabilities akin to an additional mortgage — a mortgage that seems likely to increase each year rather than decrease.

Failed Badly

From media reports it appears that Government Ministers have failed badly in putting across the reasons for the change and the effects, good and bad, such change will have.

While farmers might have been prepared to accept the Government's earlier economic measures, the change in livestock values for taxation purposes could prove to be the straw that breaks the camel's, (farmer's) back.

One wonders why the new livestock proposal was not fully discussed with interested groups such as Federated Farmers and the New Zealand Society of Accountants.

Had that been done, then an informed decision could have been made without the need for Government Ministers to travel round the country trying to vindicate themselves or for the need to appoint a special review committee to look further into the idea.

In the meantime of course the farming community is in a right old uproar.

While no one can doubt the ability of Dr Brash as an economist to lead the review committee, it is suggested that someone with a deeper understanding of agriculture, such as Sir James Stewart, might have been more suitable — even if the end result might have been the same.

The review committee has a difficult and responsible task in front of it.

It is to be hoped that the final decision is one based on sound, reasoned logic, that takes due regard for the present state of agriculture rather than for pure economic expediency.

FOOTNOTE: While the controversy surrounding removal of the nil and standard values schemes has occupied the centre stage at the recent round of farmer meetings with Government ministers, and is the hot issue of the moment, the provincial president of Federated Farmers (Southland), Mr L. G. Patterson states that farmers should not panic.

The Minister of Agriculture had said the whole matter would be totally looked at with the review committee before it was finally implemented, Mr Patterson said.

"It would be foolish for farmers to become too engrossed in the proposal as it stands. There will be changes."

"Federated Farmers strongly objects to the lack of consultation on the issue and contends that the basic content of the new scheme is wrong."

"In its present form the scheme is nothing — not much better than the scrapheap."

He urged farmers to make submissions to the federation that could be put before the review committee in support of amending or scrapping the suggested measures.

DEER

Wrightson



INAUGURAL

21/12 SIRE STAG AUCTION

on account of Messrs A. F. & R. J. SUTHERLAND, EASTERN BUSH, SOUTHLAND to be held on the property undercover WEDNESDAY JANUARY 15, 1985

COMPRISING:

- 1 — 3 year NZ Wapiti
- 3 — 4 year NZ Wapiti Cross
- 6 — 3 year NZ Wapiti Cross
- 6 — 2 year NZ Wapiti Cross

These are the progeny of "George" an extremely docile New Zealand Wapiti whose record speaks for itself.

1982 — 3 year 12½lbs, 2nd Open Velvet Competition

1983 — 4 year 6.55kg, 2nd Open Velvet Competition

1984/85 — 5 year 9.5kg, of hard antler and 16 pointer

2 — 5 year NZ Red

6 — MA NZ Red

The above heads all have impressive velvet weights and conformation. All animals will be displayed and sold with hard antler.

Inquiries and inspection welcome with prior arrangements. Alister Sutherland John Fogarty

Eastern Bush Wrightson NMA Telephone 577 Orawia

Telephone 8249 Otautau

124592v3

World Record

20/12 Price For Elk Bull

New Zealand's Game Industry Board believes this country can claim the record for the world's most expensive deer.

A pure-bred Canadian elk bull sold recently for \$80,000 and another fetched \$75,000 the Board's executive director, Mr Mike Pattison, said.

The highest price he had heard of for a deer in New Zealand before the sale was about \$35,000.

New Zealand's expanding deer industry made it 'a safe bet' that no other country had a deer sold for more than \$80,000 he said.

"You will only find people paying prices like this if they have some hope of recouping their money at a later stage. In New Zealand at the moment you can do that with the development of stud stock."

With the present interest in deer stud stock, New Zealand would soon develop the best red deer in the world, he predicted.

The top animal, now called Kaimal Downs Canada Imp, was imported from Canada in April 1983 and was reared by Mr John Barber of Rangiora.

It is now owned by Mr Frank Wright, a Tauranga farmer who runs New Zealand Wapiti on a 140 hectare property.

The \$75,000 bull was also from the Rangiora farm. It was sold to Mr Peter Crapper of the Westside Wapiti Park at Motueka.

RECREATIONAL HUNTING PERMITS FIORDLAND NATIONAL PARK

This notice is to advise all recreational hunters that Fiordland National Park is open to recreational hunters throughout the year and that permits for periods of up to one month may be issued by the Chief Ranger at Park Headquarters, Te Anau.

In so far as recreational hunting in hunting blocks numbered 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68 and 69 (Wapiti area) is concerned, permits will be available all the year on a first come, first serve basis. An exception to this will be made during the period March 15 to April 20 when permits will be issued for periods of 14 days only and where, through exceptional circumstances, it may be necessary to allocate permits for some blocks by ballot.

The issue of permits for hunting blocks 49 to 69 during the period March 15 to April 20, 1986 will be made on January 21, 1986 and all interested recreational hunters should register their interest with the Chief Ranger at Park Headquarters, Te Anau, by that date.

R. E. W. Austin COMMISSIONER OF CROWN LANDS

21/12/85

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21/12/85 Dept of LANDS and SURVEY

INVERCARGILL

DEPARTMENT OF LANDS AND SURVEY INVERCARGILL MAVORA LAKES PARK SHOOTING PERMITS

Notice is hereby given that the Mavora Lakes Park will be closed to all shooting during the period December 20 1985 until January 31 1986 inclusive.

R. E. W. Austin Commissioner of Crown Lands Invercargill

132733v2

Deer and Takahe

Sir, — On December 9, in this Public Opinion column, Mr Lavers, a wildlife scientist from Te Anau, makes reference to my accusation of "irresponsible management that has no basis in scientific reality." I take this opportunity to quote three sections from a paper "Management Recommendations for the Conservation of Takahe" (Oct 1982), and note that Mr Lavers is one of the co-authors.

It states: "In the Murchison mountains the ratio of grassland to forest is much higher than elsewhere in Fiordland and is the most favourable for takahe... It is not surprising then, that if takahe were to survive anywhere in Fiordland it would be in the Murchison mountains."

"Takahe disappeared very quickly from areas where the ratio of grassland to forested areas was low. Such areas include parts of the Kepler mountains, areas west of the main divide, and the 'wapiiti block'."

"Obviously there is no advantage in increasing the production in the wild or raising chicks in captivity for reintroduction if the environment into which they are to be released has not been cleared of the problems which led to the decline of the bird in the past."

We, New Zealand Deerstalkers' Association believe that it is irresponsible management and conservational vandalism for the Wildlife Service to now reverse its views and maintain that parts of the wapiiti block are the preferred habitat, especially when the bird had disappeared from this area in pre European times. Mr Lavers wondered what is meant by "conservational vandalism," and my dictionary advises that to vandalize is to destroy on purpose and to conserve is to keep something valuable, and that is exactly what I meant.

The two specific questions asked by Mr Lavers were, "Where was the research done and where were the results published?"

The NZDA press statement, from which the article was drawn, stated "A scientific report on the proposal had been prepared by the scientific adviser to the New Zealand Recreational Hunting Council" and "Dr Henderson's opinion has now been confirmed... by the geologist who supervised the research into pre-European takahe sub-fossil deposits cited by Dr Henderson in his paper. This research, undertaken in the early 1980s, bears out that during the period when takahe were widespread throughout New Zealand, their habitat was not that of alpine grasslands but lowland podocarp forest."

Dr Henderson's findings were based on Millener P. R. 1981, "The Quaternary Avifauna of the North Island, New Zealand," an unpublished thesis, Auckland University. These findings are also confirmed by Professor Grant Mackie.

The Wildlife Service surveys indicate that Fiordland is the only place suitable for the continued survival of takahe, and their present thrust to relocate

Deer Farmers 23/12/85 Worried

Deer farmers in Southland say their industry has been brought to its knees by the Government's proposal to repeal both nil standard values for livestock and tax incentives for development expenditure.

At meetings throughout the province during the past few days farmers have been discussing the implications of what they describe as a needless and reckless piece of proposed legislation.

A New Zealand Deer Council member, Mr Peter Ryan, said the proposal singled out deer and goat farmers for harsh treatment. Many of them would lose 50 per cent of their equity in the short term as a result of the announcement.

Deer farmers were stunned and hurt the Government did not consult their industry, Mr Ryan said.

The proposal affects both established deer farmers as well as those intending to enter the industry.

If a new entrant or existing deer farmer bought a hind worth \$3000 the money will now have to come out of tax-paid funds.

Fawns born in December with a value of \$1200 would immediately become taxable as a paper profit at the rate of 70 per cent regardless of whether they are kept or sold.

This would result in a farmer with 100 hinds, who retains all the progeny, being liable to tax of \$84,000 without earning any income from the herd.

This is \$60,000 more than the same farmer would have

to pay under the previous scheme.

The proposal would affect sheep and beef farmers in a similar way.

The Minister of Finance, Mr Douglas, said the scheme was designed to discourage people from investing in deer and goats just for tax advantages.

Mr Ryan said the loss of equity and increased tax liability could bankrupt a lot of deer farmers in a matter of months if no changes were made to the proposal.

Misled

By making the announcement under the banner of an economic package, he said the Government had misled many livestock farmers into thinking the measures were benign or beneficial. He said even some accountants were confused.

It was ironic the announcement had been made when prices and demand for venison and velvet had never been higher.

He said a recent survey indicated that, in view of the amount of deer fencing, there was potential to increase deer numbers by 60 per cent in the province.

No deer have been traded since the announcement and no one was prepared to put a value on hinds.

Mr Ryan said the only people who could afford to

buy deer now were large companies and they would no longer be interested as there was insufficient return on investment now.

A former Game Industry Board member, Mr Herb Whyte, said the Government had misread the delicate balance of confidence in the deer industry.

Mr Whyte said what particularly irked deer farmers was that only three weeks ago the Government adjusted standard values in consultation with the industry.

Plans

Many farmers had gone ahead and made plans based on the new values only to find two weeks later that, without warning, the Government had decided to scrap the new values, he said.

Mr Whyte said farmers who had been encouraged by the Government to borrow heavily to diversify had now been stabbed in the back.

The net effect was that land prices in Southland, which were already depressed, would fall even further, he said.

The Southland association will make submissions in conjunction with Federated Farmers to the Brash Committee, which will consider them between now and February 14.

But in the meantime, there was so much uncertainty, deer farmers could not do a meaningful budget or plan properly, Mr Whyte said.

He said it was curious that Government which had often criticized farmers for inadequate financial management had now made it impossible for many farmers to plan at all.

Mr Whyte said it will be impossible for any deer sales to take place until the rules which govern taxation implications of purchase are known.

He asked the question: who is going to buy farmland and farm livestock under a regime where they are taxed on paper profits?

Dalgety Crown



DEERPAK®

1985/86 VELVET POOLS
2ND POOL RESULTS

GRADE	PRICE/KG
A1	112.35
A2 Short	133.65
A2 Long	131.65
A3 Long	107.70
A3 Short	133.65
A4	123.10
B1	93.70
B2	97.70
B3	97.60
B4	113.20
C1	70.00
C2	70.50
C3	83.60
D1	21.50
D2	25.10
D3	65.00
D4	18.50
R/S	9.00
Skull on — good	50.00
— Long	18.10
— Short	31.50
Hard Antler	12.00
2yr	71.20
Fallow	17.10

Please note closing date for No 3 Pool at Invercargill is January 8, 1986. Any further inquiries contact:

Murray Mills
88-449 Invercargill
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64-870 Invercargill

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these birds into the prime wapiiti habitat threatens the existence of that herd.

The Deerstalkers' Association opinion is that it is pointless to threaten this herd when there is strong evidence which indicates that the Fiordland environment is not the optimal habitat for takahe.

John C. Bamford

Balclutha RD

Heating Velvet Kills Virus

(PA) WELLINGTON

The major processor of New Zealand deer velvet said last night that a newly-discovered virus could be killed by normal drying before export.

Wrightson NMA director Mr Don Matson said comments on Tuesday by the Ministry of Agriculture and Fisheries were incorrect.

A MAF veterinary investigation officer, Mr Gary Horner, had said scabby mouth, or Orf virus, a sheep disease found recently on deer velvet, could not be killed by the usual drying process.

But Mr Matson, whose company processes and exports about half of the crop, said Mr Horner's comments were "panicky."

"Orf virus, if its presence is ultimately confirmed, would be dealt with by our heat sterilization method," he said.

All other processors were also believed to have heat sterilization periods to neutralize harmful bodies, he said.

Three Farmers

As the disease had been found on only three properties in the Bay of Plenty-

King Country area, velvet would simply not be taken at the moment from them.

Earlier yesterday, Game Industry Board chairman Mr Tom Williams said the disease was "nothing for producers or consumers to worry about."

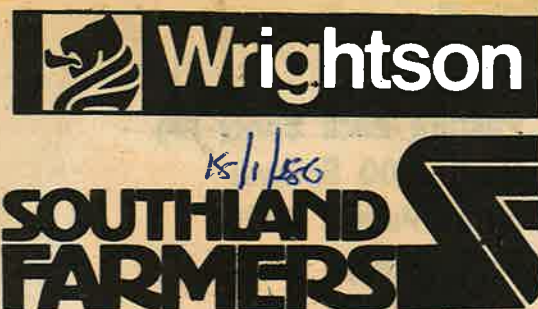
Mr Williams said the virus could not affect users because of vigorous inspection procedures and product processing.

Inspected

"Orf virus is killed by heating it to 60deg Celsius for half an hour. Processed velvet is heated to between 80 and 90deg Celsius over a long period during its drying stage. This removes bacteria and viruses," Mr Williams said.

All velvet for export was also inspected in Government-licensed export game packing houses by MAF meat inspectors.

Any velvet found to be substandard would be prohibited from export, he said.



CRIFFEL DEER PARK DEER AUCTION

Under the hammer from 12 noon at the Criffel Selling Centre, Wanaka, on Tuesday, February 4, 1986
Listed below are deer to be offered:

BREEDING SIRES

Three year old NZ bred Elk bull — 301kg live weight, 4.7kg velvet weight, NZ born progeny of imported Canadian elk sired by Blue 116, 1984, 1985 winner NZ National Velvet Competition.

Three year old Elk/Wapiti bull — 308kg live weight, 3.7kg velvet weight, NZ born progeny of imported Canadian elk bull Blue 116, 1984, 1985 winner NZ National Velvet Competition.

Six year old Wapiti bull — 352kg live weight, 4.9kg velvet weight, born and bred at Criffel from top NZ wapiti deer.
Six year old Wapiti bull — 307kg live weight, 3.8kg velvet weight, born and bred at Criffel from top NZ wapiti deer.
Liveweights were recorded on January 16 1986. Velvet photographs and records available on day of sale.

BREEDING FEMALES

Five Elk/Wapiti yearling cows.

40 Red/Wapiti yearling hinds.

10 Red yearling hinds — progeny of imported Warnhan stags and Criffel hinds.

60 Red yearling hinds.

40 Mixed age hinds — on account Alpine Helicopters, captured and located to Criffel.

Criffel is one of New Zealand's largest established breeding units. Stock from the Criffel herd are renowned New Zealand-wide for their top performance, superior quality and ease of management.

All deer will be TB tested and veterinary inspected.

Light luncheon available.

For further details contact:

G. Deaker WNMA Cromwell
Phone Cromwell 51-148 A/H 50-424
G. Erskine, Southland Farmers Co-op, Invercargill
Phone Invercargill 81-929 A/H 78-097

Operation Grounded

Helicopter deer recovery operations are up in the air because of the planned change in livestock standard values.

The managing director of Alpine Helicopters Ltd, Mr Tim Wallis, said last night his company's Greymouth deer recovery operation had been grounded because of the Government's announcement.

However, the company's five other operations would continue, he said.

Mr Wallis was adopting a wait and see attitude as he had yet to read the fine print of the proposal.

Mr John Omble, a senior ranger at the Fiordland National Park, said there was no indication that the eight animal recovery helicopters operating in the park were winding down their operations, "but it was early days yet."

The chairman of the Southland National Parks and Reserves Board, Mr Jim McFarlane said it was likely the announcement could accelerate the return of wild animal control in national parks, back to the Government.

The senior environmental ranger with the New Zealand Forest Service in Invercargill, Mr Kerry Mawhinney, said a one-year layoff from deer recovery would not be too serious.

However, he said, if no deer were taken from Fiordland National Park for two years, or more, then the implications could be serious.

Deer and Takahe

Sir, — As a member of the National Parks and Reserves Authority who was involved in discussions with the New Zealand Deerstalkers Association representatives on the wapiti-takahe issue during our visit to Southland on November 2 find the recent accusations of "conservation vandalism" for the proposed new phase of takahe management both irresponsible and lacking in credibility. Messrs Bamford and McKenzie accepted that the welfare of takahe must take precedence over wapiti management in Fiordland National Park and, moreover, they did not contest that the Glaisnock and Edith catchments were the most appropriate areas for the initial release of takahe chicks now being raised at the Wildlife Service's new facility at Burwood. The merits of the case are as

sound as the scientific and management information on this endangered bird species can provide while the legal situation in terms of the National Parks Act seems unchallengeable.

If the Deerstalkers Association and the United Council continue to claim otherwise perhaps they would be willing to debate their case publicly with their opponents. I would be willing to organize an appropriate line up to put the case for the takahe.

A. F. Mark

Dunedin

Deer Farming Deflating

(PA) WELLINGTON

Claims that the deer industry has collapsed because of proposed tax changes are exaggerated, according to the Minister of Finance, Mr Douglas.

The Deer Farmer's Association president, Mr John Burrowes, said on Monday that the industry was facing collapse because of the recently announced farm package.

The country had \$1000 million worth of stock on deer farms. Mr Douglas, by proposing changes in the valuation of livestock for taxation, had rendered this stock worthless, but earned himself \$200m in retrospective tax, Mr Burrowes said.

Cancellation of a deer sale in the South Island last week and the abandonment of a sale in the North Island a week before for lack of buyers showed the value of stock on farms had been cut, he said.

His view was supported by the chairman of the Tauranga-Te Puke Deer Farmers Association, Mr John Bourke, who said the once buoyant industry was in a state of nervousness.

"Nobody is prepared to invest in deer at the moment at the levels we have seen before," Mr Bourke said.

But Mr Douglas said on Tuesday previous sales had taken place because they could be used as a tax dodge.

Buyers were paying about \$3200 for deer but because of tax deductions the actual cost worked out to just on \$1200, he said.

An industry could not be based on the taxpayer, he said.

The deer industry was one which he believed had a lot of potential, "but not on the basis of a tax dodge but on its economic worth and value to the nation."

If prices dropped it would only reflect the true economic value of the deer, he said.

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Deer Prices In Air

The Deer Farmers' Association says nobody knows how much of the Government's plan to adjust livestock standard values is policy and how much is intention only.

The association's executive director, Mr David Hickman, said from Wellington yesterday that until it had been established what was fixed and what was negotiable, deer farmers could not make any trading decisions.

"We are moving into the major trading season for deer and no one is prepared to put a value on a hind," he said.

The association has writ-

ten to the Minister of Finance, Mr Douglas, requesting urgent clarification of the announcement.

Mr Hickman said he was still waiting for a reply.

Recent concerns about the Government's announcement expressed by members of the Southland Deer Farmers Association were genuine and he said the real purpose of standard values was to smooth out the variation in livestock market values.

But as they had not been reviewed they had lost touch with market prices, he said.

However, the association doubted if the Government's proposed three year rolling average system for valuing livestock would be practical.