

NEXT GENERATION 31 JULY – 1 AUGUST 2025





| THURSDAY 31ST JULY 2025 | | |
|-------------------------|--|--|
| Time | Session | Location |
| 10:00am | Meet at Wye Hills | 4603 State Highway 63, Wairau Valley |
| | Welcome | |
| | Workshops | |
| | <ul style="list-style-type: none"> • BNZ Bank • Velvet shed | |
| | Morning tea sponsored by Vetlife | |
| | Farm tour | |
| 11:30am | Travel to Upper Avon Farms | 715 Avon Valley Road, Waihopai Valley |
| 12:30pm | Lunch sponsored by Ravensdown | |
| | Farm tour | |
| | Afternoon tea sponsored by Datamars | |
| | Hard antler demo | |
| 4:30pm | Wrap up | |
| 6:30pm | Dinner sponsored by Duncan NZ, Saint Clair Family Estate, Yealands and the Stevens Family | Raupo Café, 6 Symons Street, Blenheim |
| FRIDAY 1ST AUGUST 2025 | | |
| Time | Session | |
| 8:30am | Meet at Marldene | 17 Wakefield Street, Seddon |
| | Farm tour | |
| | Morning tea sponsored by PGG Wrightson | |

FRIDAY 1ST AUGUST 2025

Venison market update

Seddon Fire Station 7,
Richmond Street

12:00pm Lunch sponsored by **Duncan NZ**

1:00pm Travel to Ben Morven Farm

277 Ben Morven Road

Farm tour

3:15pm Overview and wrap up

PROUDLY SPONSORED BY:

ravensdown 

YEALANDS
WINE GROUP
MARLBOROUGH  NEW ZEALAND



Vetlife
Animal Health Partners

SAINT CLAIR
FAMILY ESTATE



 **Deer Industry**
New Zealand



WELCOME



On behalf of the New Zealand Deer Farmers Association (NZDFA) Executive Committee, I would like to welcome everyone to our 13th annual Next Generation Programme being hosted this year by the Marlborough Branch. We would like to thank the participating farmers, guest speakers, sponsors and the local branch for both the support and work they have put in behind the scenes to show case deer farming in the Marlborough region.

The Next Generation Programme has been particularly valuable in exposing new entrants to a wide variety of deer farming businesses and other career options that are attached to the industry. The connections made at these events often endure for many years beyond the event. Given the diverse farming and other business backgrounds of those involved in the deer industry no two years are ever the same, which is certainly apparent here in Marlborough with the unique combination of deer, vineyard and trophy operations.

Myself, along with the rest of the NZDFA Executive Committee which comprises of Karen Middelberg (Hawke's Bay), Evan Potter (Hawke's Bay), Tom MacFarlane (South Canterbury, an apology), along with the Deer Industry Producer Manager Lindsay Fung look forward to catching up with you all over the next two days.

The NZDFA represents all deer farmers throughout New Zealand and works from a grassroots up approach, with NZDFA branches throughout the country to act as your voice and to share your thoughts and concerns through the appropriate channels. We have grown over the last fifty years from an industry that has domesticated what was deemed to be a pest into a sustainable world leading supplier of high-quality venison and velvet, greatly valued by our overseas and domestic customers. The NZDFA has been there from the start of this journey and is proud to be part of this achievement.

Mark McCord

NZDFA Chair

OVERVIEW

The Next Generation concept was based around improving communication amongst the younger deer farmers as they advanced their careers and interests, and responding to the development of family members in farm ownership succession or management. The idea was to create a DFA activity that was about developing an outlet beyond the regional DFA branch activities that had its own identity.

From an idea to encourage a community of emerging deer farmers and staff members that could continue to grow and interact, to be today's full on programme has largely been due to the feedback from the Next Generation delegates.

It was quickly learned that the programme should reflect things delegates have shown an interest in and requested as subjects, or want to know more about in terms of technical advice, management ideas or simply whole new ways at looking at the way the modern deer farmer wants to farm deer.

DINZ too has recognised the value of this event and provides all the administration and budget support on an annual basis to encourage participation and add value to the event.

As you are an attendee of the Next Generation programme, the NZDFA would like to invite you to be an NZDFA member (information about the NZDFA is on page 6 of this booklet) with an offer of half price membership at \$75 for the remainder of this season (April 2025 - March 2026). Full price membership fees at \$150 would not be needed until your second year (beginning on April 2026).

Get in touch with the NZDFA (nzdfa@deernz.org) if you would like to join, and mention this offer.



2024 Next Generation



“A strong visionary association providing effective regional and national leadership and representation that inspires profitable growth and a sustainable future for all deer farmers”

- NZDFA Mission Statement

About the NZDFA

The NZDFA was formed to assist in maximising sustainable benefits for all deer farmers and to provide a linkage to the agricultural industry and the public.

A brief look at some of the key words used below;

- **Strong** – A good structure across the association. A respected lobby group, involvement
- **Visionary** – Forward thinking
- **Effective leadership** – Respected within and outside the Association
- **Representation** – ALL deer farmers
- **Profitable growth** – \$\$\$ and sustainability
- **Sustainable future** – Generational succession

From this point a natural progression was to develop a VISION for the NZDFA.

How the NZDFA works

The annual subscription (\$150.00 inc GST) supports the DFA at a National level to represent your interests over a broad spectrum of activities. Part of the subscription also supports Branches with a \$25.00/head annual capitation returned to the Branch of your choice.

The NZDFA relies on this relatively small subscription to function effectively, while continuing to deliver a strong, independent view for the producer at all levels of industry engagement.



What the NZDFA does

NZDFA national activities, alongside the Deer Industry 5-year strategic vision, planned for this year include:

- **Next Generation Programme:** Now going into its 13th year, the two-day event attracts 40 registrants each August. It is jointly funded via NZDFA and Deer Industry New Zealand.
- **Environment:** Ongoing work alongside DINZ's environmental stewardship programme with strong support and leadership in regional council environmental and water quality planning implications for deer farmers.
- **Support:** Providing support for DFA Branch-led activities and leadership development.
- **OSPRI NZ:** NZDFA is working closely with OSPRI to move into works based Tb monitoring for most regions in the near future and phasing out of formal skin testing obligations. We also have a good dialogue with NAIT and are seeking an exemption for deer from the proposed mandatory double tagging move.
- **DFA Stagline:** A monthly electronic newsletter to paid-up NZDFA members. Contents include local and national news, links to deer farming related information and as a diary of national and branch events.
- **NAIT Leader Tags:** Negotiated members discount on NAIT tags through Leader Tags with up to 15% savings on verification of current NZDFA membership. For an average-sized farm the savings cover the cost of the NZDFA subscription.
- **Annual October Branch Chair's Meeting:** This combined NZDFA, DINZ Board and Executive combined meeting with the Branch Chair's includes the "New Faces", an industry leadership development in association with DINZ and the Ian Spiers Memorial Trust.
- **Co-funding support for branch projects:** Some assistance for branch projects seeking funding from external sources is available on a case-by-case basis.

WYE HILLS MARLBOROUGH

MANAGEMENT

Owner: Jason Rentoul

Staff: One permanent, 5 part time

FARM GOALS AND OBJECTIVES

- Pay down debt after a long period of investing in farm infrastructure
- Keep workload under 45 hours per week
- Have systems that have reliable yields and are repeatable every year

SUSTAINABILITY AND ENVIRONMENT

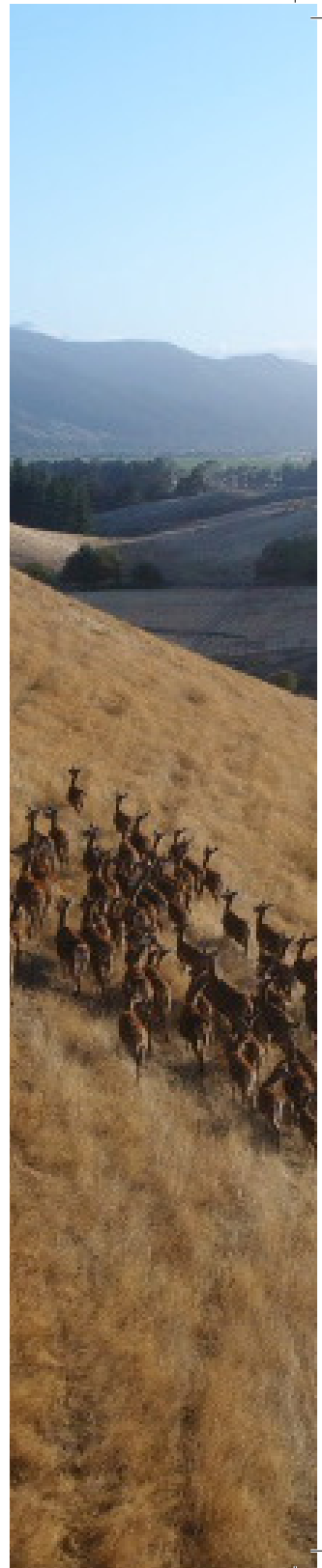
- Sediment traps in critical source areas
- Stock exclusion from Low slope water ways
- Wilding pine control program
- Pest control program – Pigs and feral deer hunted weekly
- Self re-setting kill traps for possums
- ZQ RX Certified Merino property
- Working through FAP+ Gold certification
- Native planting using 1BT grant funding

PRODUCTION TARGETS

- Maintain BCS of 4 or better for all stock classes
- Increase legume content in hill country pastures

RISK MANAGEMENT

- Dam storage for up to 76 days of vineyard irrigation
- Make 20% more baleage than required every year. After 4-5 years there is enough surplus built up to get the property through a dry summer. Droughts usually occur on a 4-5 year cycle
- Grain storage for up to 125 tonnes of barley. Grain has been stored for up to 7 years before it has been needed to get through a drought
- Ability to graze vineyards during the winter. Vineyard grazing has replaced winter cropping



FARM DETAILS

AREA

Total: 1,363 ha

Effective: 915 ha

Deer fenced: 200 ha

TOPOGRAPHY

Flat: 95 ha

Top dressed hill: 613 ha

Steep: 655 ha

Altitude: 260 - 1,120 m

CLIMATE

Rainfall: 1100 mm p.a.

Summer: Dry

OTHER

- 18 ha pastural irrigation
- 50 ha vineyard canopy
- 449 ha native regeneration carbon sink
- 58 ha lucerne
- 5 ha barley grown for seed annually
- 8 ha Raphno planted each spring as a break crop in pasture renewal program. Currently used to finish lambs but would use to finish deer if venison prices were higher
- 2.7 ha plastic lined irrigation dam
- Stock water supply: Two reticulated systems from two bores and one gravity siphon. The remainder is supplied by dams

STOCK NUMBERS

SHEEP

CB = A shedding crossbred sheep flock

M = Merino flock

| | |
|-------------------|-----|
| CB MA Ewes | 139 |
| CB Two Tooth Ewes | 244 |
| CB Ewe Hoggets | 190 |
| CB Ram/wx Lambs | 5 |
| CB Rams | 20 |
| M MA Ewes | 649 |
| M Two Tooth Ewes | 282 |
| M Ewe Hoggets | 240 |
| M Ram/Wx Hoggets | 67 |
| M Ewe Lambs | 423 |
| M Ram/Wx Lambs | 423 |
| M Rams | 14 |

COWS

| | |
|----------------|----|
| MA Cows | 50 |
| Hfr Calves | 23 |
| Str Calves | 38 |
| Breeding Bulls | 2 |

DEER

| | |
|------------|-----|
| R2 Hinds | 75 |
| Hind Fawns | 138 |
| Stag Fawns | 124 |
| R1 Stags | 66 |
| R2 Stags | 40 |
| MA Stags | 231 |

BEEES

| | |
|----------|-----|
| Beehives | 100 |
|----------|-----|



UPPER AVON FARMS MARLBOROUGH

MANAGEMENT

Owner: Darren Clifford

Staff: 6 permanent, 2 full time seasonal

FARM GOALS AND OBJECTIVES

- Reduce core debt following substantial development and investment
- Utilise existing infrastructure and abilities to provide further income over the whole company
- Providing staff career opportunities and reducing key person risk.

SUSTAINABILITY AND ENVIRONMENT

- Pest control program, possum, pigs, goats and feral deer hunting weekly
- Wilding pine control program
- Native planting plan underway

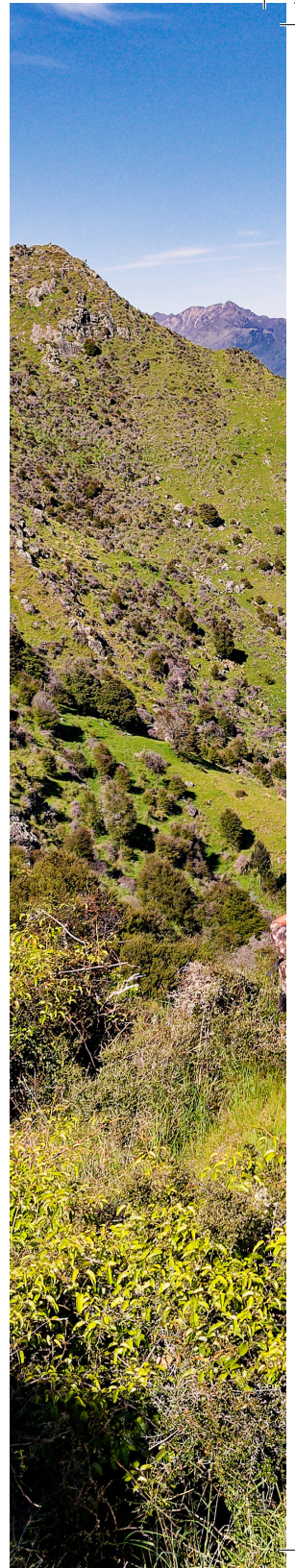
PRODUCTION TARGETS

Constant improvement of:

- Velvet production
- BCS
- SCI measurement
- Weaning weight for calves and lambs

RISK MANAGEMENT

- Monitoring and reducing environmental exposure.
- Promote and foster a strong Health & Safety workplace.





STOCK NUMBERS

SHEEP

| | |
|--------------------------------------|------|
| Breeding ewes including replacements | 2500 |
|--------------------------------------|------|

COWS

| | |
|--------------------------------------|-----|
| Breeding cows including replacements | 250 |
|--------------------------------------|-----|

DEER

| | |
|-----------------------------------|-----|
| Velvetting stags including mature | 150 |
|-----------------------------------|-----|



FARM DETAILS

AREA

Total: 2000 ha

Effective: 1680 ha

Deer-fenced: 60 ha

Ring-fenced: 900 ha

CLIMATE

Rainfall: 1100 mm p.a.

Summer: Dry

OTHER

- Lucerne platform
- K-Line irrigation

MARLDENE ESTATE SEDDON

MANAGEMENT

Owner: Justin and Rebecca Stevens, Sharon Stevens

Staff: 2 full time

FARM GOALS AND OBJECTIVES

- Currently developing and expanding vineyard
- Increasing production to maintain financial stability
- Increase irrigation
- Make better use of modern technology

SUSTAINABILITY AND ENVIRONMENT

- Fencing off waterways
- Eco sourcing seeds
- FAP and SWNZ certified
- Early country more suited to Velvet
- Deer in vineyard to reduce disease
- Recycling vineyard sprayer

PRODUCTION TARGETS

- Quality not quantity
- Velvet increased via genetics
- Continue improving hill country

RISK MANAGEMENT

- Dam storage for 60 days
- Produce our own Baleage
- Destock early in drought
- Graze deer in vineyard
- Own spraying and drilling

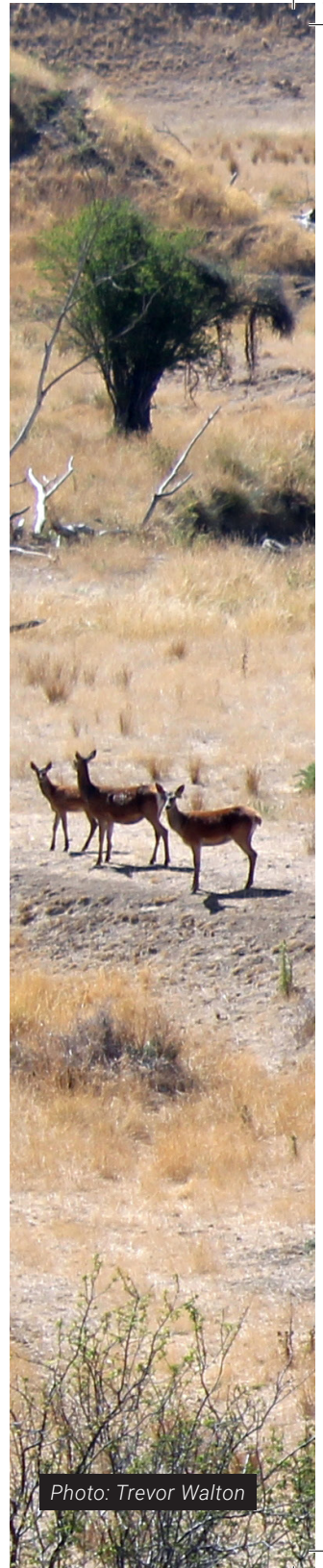


Photo: Trevor Walton



STOCK NUMBERS

SHEEP

| | |
|----------------------|----|
| MA Ewes | 50 |
| Lambs | 65 |
| Rams (Fred and Bear) | 2 |

DEER

| | |
|----------|-----|
| R1 Hinds | 59 |
| R2 Hinds | 35 |
| MA Hinds | 114 |
| R1 Stags | 60 |
| R2 Stags | 50 |
| MA Stags | 205 |

FARM DETAILS

AREA

Total: 182 ha

Deer fenced: 175 ha

CLIMATE

Rainfall: 375 - 2,400 mm (15 - 96 in) p.a.

Usually 900 mm (36 in)

Summer: Dry

OTHER

- 12 ha vineyard canopy adding 6 ha in 2025
- 16 ha Lucerne irrigation
- Winter crops: Rape, barley, grass
- Water storage 20,000 cubic meters
- Stock water is tank supply via irrigation



BEN MORVEN FARM MARLBOROUGH

MANAGEMENT

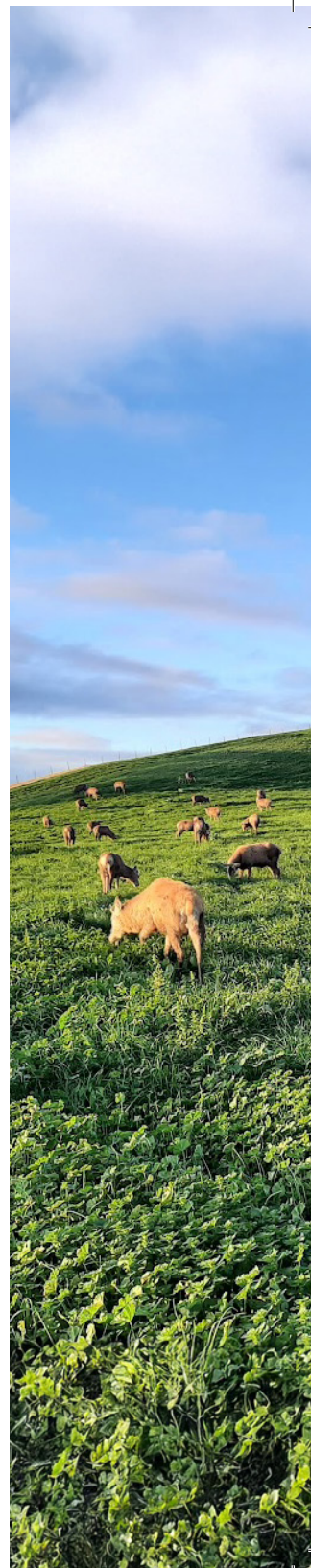
Owner: Geoff and Nic Hayes

FARM GOALS AND OBJECTIVES

- To achieve the best outcome with a low input system
- Improve farm efficiency
- Make best use of land given our location and climate
- Provide a healthy business and farm for future generations

SUSTAINABILITY AND ENVIRONMENT

- Native planting and erosion control
- Sediment traps between stock and waterways
- Stock exclusion from all waterways
- FAP certified





STOCK NUMBERS

SHEEP

| | |
|---------------------|---------|
| Clean up sheep | 30-50 |
| Winter fatten lambs | 150-250 |

COWS

| | |
|---------|----|
| R2 Hfrs | 35 |
|---------|----|

DEER

| | |
|----------|-----|
| MA Stags | 140 |
|----------|-----|



FARM DETAILS

AREA

Total: 140 ha

Owned: 113 ha

Leased: 27 ha

Deer-fenced: 80 ha

Vineyard: 32 ha vineyard canopy

TOPOGRAPHY

Altitude: 25 m - 195 m

CLIMATE

Rainfall: 350 mm - 600 mm p.a.

Summer: Dry

OTHER

- 13,000 natives planted along waterway
- 3,500 Eucalyptus planted in 2023 to help with erosion
- 8 ha Lucerne due to go in
- 4 ha Raphno planted 2024
Used to hold lambs over summer until vineyard grazing is available, cattle graze the rest of the time
- Stock water supply: 100% reticulated systems
28,000 cubic meter dam for vineyard as a back up to council water supply

ATTENDEES

Alex Price
Archie White
Ashleigh Palmer
Brendon Ormsby
Cameron Beck
Cameron Harwood
Chris Philpott
Craig Lawrence
Dave Robertson
Dylan Robertson
Eddie Millichamp
Ella Crean
Emily Goodman
Georgie Neill
Holly Stokes
Jackson Dempster
Joel Loxton
Kaleb Godsiff
Koby Stevenson
Lochie Roberts
Lynda Gray
Matthew Cooper
Matthew Sigglecow
Murray Elwood
Nicola Elwood
Quinn Hale
Sam Martin
Sophie White

Tania Taylor
Will Harley
William Long
Zac Rogers

NZDFA EXECUTIVE COMMITTEE

Mark McCoard, Karen Middelberg, Evan Potter

DEER INDUSTRY NZ (DINZ)

Lindsay Fung, Cameron Frecklington

SPONSORS

- Datamars: James Sutherland
- Duncan NZ
- PGG Wrightson: Luke Thompson
- Saint Clair Family Estate
- Ravensdown: Debbie Thomson
- Stevens Family: Justin Stevens
- Vetlife: Chloe Adams
- Yealands

HOSTS

- Wye Hills: Jason Rentoul
- Upper Avon Farms: Darren Clifford
- Marldene Estate: Justin and Rebecca Stevens
- Ben Morven: Geoff and Nic Hayes

