



New Zealand Deer Farmers' Association

Dear All

Re: Velvet seminar proceedings

As you may be aware Clive Jermy, Stanfield Deer Stud, and the Canterbury branch NZDFA hosted the **3rd Pre Season Velvet Antler Seminar** on the 4th of August 2009.

The seminar was well attended by approximately 130 deer farmers interested in velvet production.

The seminar agenda included speakers on

- ☐ DINZ's 5 year strategic plan for velvet. – Mark O'Connor & Rhys Griffins
- ☐ Market update. The emergence of China – Chris Taylor, Taimex Trading
- ☐ The new procurement and selling system, the cooperative model – James Guild
- ☐ Velvet research update – Dr William Rolleston
- ☐ Velvet and genetics'. The genome and SNIP technology plus the velvet antler and EBV's. – Dr Jason Archer
- ☐ Nutrition for antler development. – Greg Smith, MSc Texas A&M
- ☐ The trophy industry, NZ's position in the global market, the competition and the future. – John Scurr, Cardrona Safaris
- ☐ Welfare update for velvet and safari industries. – John Tacon, DINZ
- ☐ New season venison Outlook. – Glenn Tyrrell, Group marketing manager Silver Fern Farms

All the speakers' presentations have been printed (45 double side pages) and the Canterbury branch are offering copies of these proceedings to all interested deer farmers for the cost of \$15 per copy (inclusive of postage).

This is an important opportunity for velvet producers to read about and get to understand the new cooperative velvet procurement and selling proposal as we lead up to the coming velvet season.

We are asking the branch's to collect and collate orders and the money for the proceedings from their members and to forward them on to the Canterbury branch. On receipt of both the money and addresses we will post the proceedings out to those who have ordered them.

Please send orders and cheques to:
Malcolm Gilbert (*payable to Canterbury branch NZDFA*)
1153 Reeces Road,
Omihiri, RD 3
Amberley, 7483

Sincerely yours,

Malcolm Gilbert
Chairman Canterbury branch

