

2023  
2024

# ANNUAL REPORT



**Deer Industry**  
New Zealand



# THRIVING WITH PASSION



*Inside cover photo: Mark Tapley*

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# FROM THE CHAIR & CEO



**PADDY BOYD**

Chair

It has been an eventful year for the deer industry and DINZ, with personnel and leadership changes, along with market access issues to contend with.

Your DINZ Board and Executive worked tirelessly over this unsettling time to consolidate and rebuild confidence in a farming sector that offers the world high-quality products.

A huge vote of appreciation goes to Innes Moffat for his years of service as DINZ Chief Executive until he retired from the role early in 2024. We wish him well for the future and thank him for the part he played in our industry.

Producer member Mandy Bell was the sitting DINZ chair at that time and stepped up as Executive Chair until the CE position could be filled. Gerard Hickey, who was Deputy Chair, took over as acting DINZ Chair until these changes were made. A big thanks must go to these two directors for their dedication to the industry over this period. Their work ethic and strategic planning was well supported by the whole Board.

Mandy Bell retired by rotation in June 2024. The Selection and Appointments Panel subsequently selected John Tacon as the new producer member. John has had many years' involvement with the deer industry, and we welcome that experience onto the Board.

Following that period of uncertainty, I was asked by the Board to step into the DINZ Chair role in July 2024. Knowing we had a great board of directors in place, comprising four exporter-appointed members and three other producer member appointees with a wealth of experience, made the decision to accept somewhat easier.

I have had 43 years' involvement in the deer industry, being Managing Director of Haldon Station Ltd which I

have developed over the past 30 years into a large deer breeding and velvet operation running 7,000 deer. I also farm a small deer unit at Pleasant Point, which I own with my wife, Barb.

With that lifetime in the industry, my past involvement as Chair of the Selection and Appointments Panel and many years as a producer member on the National Velveting Standards Body, along with participation in many other industry programmes, I believed that with such a strong Board alongside me, I could offer something back.

Rebuilding the confidence and trust both with our producers and customers has been a priority since then. While staying focused on our core role of market promotion and development, time has also been invested building a positive working relationship, understanding and trust with new Agriculture and Trade Minister Hon. Todd McClay and Biosecurity Minister Hon. Andrew Hoggard. Fostering these relationships has been imperative to communicating the importance of market access to our industry.

A huge vote of thanks must go to both Ministers and to MPI staff for their part in the timely restoration of the velvet protocol for China. This was a major issue for our industry last year, with the real possibility of market access being restricted well past this last harvest season. The Board also appreciates the effort put in by Rhys Griffiths, Emil Murphy and Damon Paling dealing with this negotiation.

Markets are covered elsewhere in this report, but I would like to add my own note of optimism.

Continuing strong demand for velvet products in key markets, ongoing development and promotion are pointing to a bright future. Similarly, the venison market

is showing strong signs of recovery. Current demand is encouraging, and this bodes well. Farmer confidence remains high, with hind numbers starting to stabilise and new deer farms being established across the country.

Another positive sign is the continued buoyancy in sire stag sales, reflecting the industry's commitment to genetic improvement and productivity gains. Demand for capital stock remains strong nationwide, demonstrating a solid belief in the future potential of deer farming.

Our industry has proven time and again its ability to adapt, innovate and grow. With the dedication of our farmers, processors, marketers and industry leaders, I

have no doubt that the sector will continue to strengthen and prosper.

Finally, I would like to acknowledge three industry icons who passed away during the year: Sir Tim Wallis, James Guild and Jock Allison. Each made a major contribution to our deer farming history, helping to define the shape and culture of our unique industry. 🦌

*Paddy Boyd*

*Chair, Deer Industry New Zealand*



## **RHYS GRIFFITHS**

**Chief Executive**

In a disruptive year that was dominated by market access concerns in China, DINZ still made significant long-term gains for velvet in our two biggest markets. A successful Health Functional Food claim for a velvet extract in Korea and signing a Memorandum of Understanding with a major Chinese pharmaceutical company put more wind in the velvet industry's sails for the medium to longer term. This will help further cement the position of velvet in markets as a modern, science-backed ingredient for pharmaceuticals and health foods. More about these developments can be found in our Markets report on page 6.

The challenge of negotiating our way through market access changes for frozen velvet to China (see page 7) was a marathon effort done at a sprint pace. The Ministry for Primary Industries was outstanding in its engagement. There was also excellent support given by the new Minister of Agriculture, Trade and Investment, who was appointed to these roles just as the issue emerged.

In the end, the successful handling of this issue was down to great relationships and perseverance.

All these achievements will help the velvet industry prosper in the long term.

On the venison side, there was continued stable pricing through the year, which has helped improve confidence, while efforts to diversify markets progressed well. The average venison schedule stayed firm and steady throughout the year, with the traditional pattern of chilled season peak and later troughs not experienced in

the same way as it has been historically. Other proteins were under pressure during this period, so this was especially pleasing for deer farmers.

Within DINZ, there was a change of leadership during the year. Long-serving Chief Executive Innes Moffatt left the role on 1 March after five years in the position and 18 years with DINZ. He earlier had marketing roles and led the Passion2Profit programme. During his time as CE, Innes navigated the organisation through complex challenges, including the Covid pandemic and changes within the industry. He also led significant structural changes at DINZ, keeping the organisation responsive to the needs of producers, processor/exporters and our markets.

DINZ Chair Mandy Bell stepped in as Executive Chair while a replacement was sought, putting in significant hours and sacrificing a huge amount of personal time. I was appointed as interim CE on 10 June and then in August was appointed by the Board as permanent CE.

Paddy Boyd became DINZ Chair in July.

My thanks to all DINZ staff for their ongoing commitment and dedication during a sometimes unsettled year. My thanks also to the DINZ Board for their support – their engagement, interest and experience is of huge assistance to me and all staff. 🦌

*Rhys Griffiths*

*Chief Executive, Deer Industry New Zealand*



# MARKET ACCESS AND DEVELOPMENT

## IN-MARKET ACTIVITY

Rhys Griffiths (in his former capacity as Manager Markets) led a delegation including former Executive Chair Mandy Bell, and Assistant Manager Markets, Virginia Connell to Korea and China to further develop DINZ relationships with markets in both countries. The tour included meetings with both traditional and contemporary velvet market partners and was followed by a short in-market visit to Taiwan.

One highlight was a culinary event for about 15 Korean chefs – many from Michelin-starred restaurants – at an event hosted by the New Zealand Ambassador to Korea, Dawn Bennett. Executive chef Graham Brown demonstrated various venison cuts and produced a much-appreciated range of dishes for the guests.



DINZ chef, Graham Brown



Hosts and guests at the Deer Industry New Zealand event at the residence of the New Zealand Ambassador to Korea, Dawn Bennet.

## VELVET

### CHINA MARKET ACCESS

The year's activities were dominated by efforts to secure ongoing market access for frozen velvet into China, following changes to market access requirements. These were announced in early November 2023, just as the 2023/24 velvet season was getting underway.

The immediate challenge was managed with the assistance of MPI, which negotiated a transition period that ensured that velvet from 2023/24 could be traded under existing conditions until 1 May 2024.

The focus for DINZ quickly swung to finding a market access solution for the 2024/25 season and beyond.

Given that trade protocols can sometimes take years to finalise, urgency was required. DINZ initially set up a Deer Velvet Access Group (DVAG) to help coordinate activity and guide communications. A trade specialist, Damon Paling, was appointed to lead the efforts to find a solution.

Throughout the period, DINZ met weekly with MPI officials, who worked tirelessly with their Chinese counterparts to expedite a solution.

These efforts started to bear fruit by June 2024, when MPI announced that an agreement on protocols for frozen velvet had been reached in principle. By August 2024, MPI expressed confidence that an export certificate for the 2024/25 season would be issued in time for the beginning of the season.

### MARKET CONDITIONS

Velvet market prices remained steady for the duration of the 2023/24 season.

### HEALTH FUNCTIONAL FOOD PRODUCTS

A significant development for the deer velvet industry was a first Ministry of Food and Drug Safety (MFDS)-approved Health Functional Food (HFF) claim on a novel extract/s containing – and promoting – New Zealand velvet in Korea. Gaining HFF approval requires human clinical trials and rigorous assessment by the MFDS.

The first company in Korea to start developing a HFF product was Kwangdong Pharmaceuticals (a product for prostate health), followed by Yuhan Care (an immune function product). Typically, it takes at least a year from approval to the launch of a new product.

### MEMORANDUM OF UNDERSTANDING SIGNED

Years of patient work in the Chinese market started to pay off in June with the signing of a Memorandum of Understanding (MOU) with prominent Chinese pharmaceutical company, Beijing Tong Ren Tang. This will lead to a high-profile company using and promoting New Zealand velvet as a hero ingredient in contemporary health foods, a major win for New Zealand velvet producers.

The MOU was signed by DINZ Chief Executive Rhys Griffiths and BTRT Chair Gu Hai Ou immediately prior to a gala dinner to welcome Chinese Premier Li Qiang to New Zealand.

# VENISON

## SUPPLY SITUATION

Tighter supply of venison animals for slaughter has been a continuing trend for several years. However, slaughter statistics indicate that retention of hinds for breeding herds has been increasing. While this puts more pressure on venison supplies in the short term, it indicates more interest in rebuilding and growing herds, a positive sign for the industry.

The venison schedule continued to remain steady.

Partly in response to the tight supply of venison, there has been greater effort put into growing the value of traditionally cheaper cuts, thus helping increase the return to producers per animal.

## MARKET DESTINATIONS

The United States and China moved from strength to strength as markets for New Zealand venison, underpinning the industry’s diversification strategy (see graphs).

## NORTH AMERICAN RETAIL ACCELERATOR (NARA) PROGRAMME

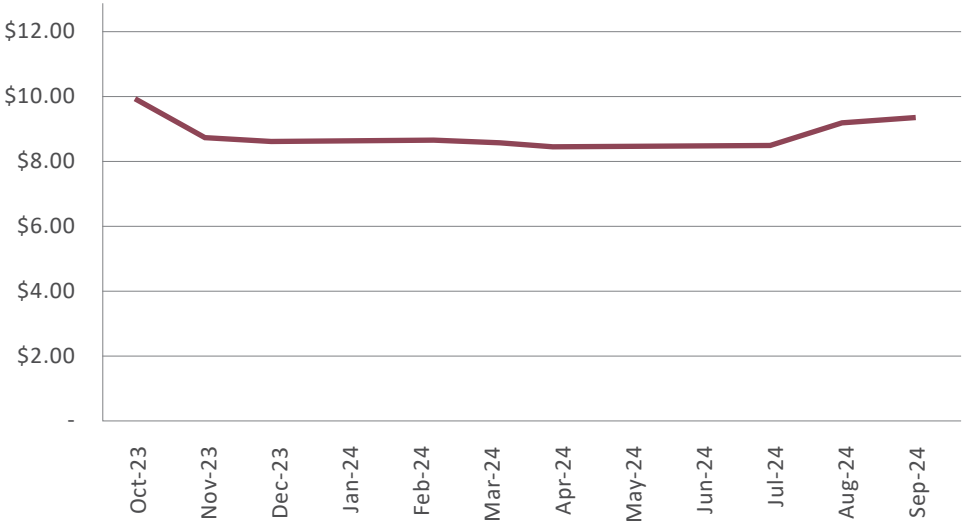
This programme aims to build on recent momentum gained in North American markets, growing both volume and value. There has been a special emphasis on leg cuts for retail. The initiative underscores the industry’s drive to diversify markets, both regionally and by sector.

The NARA programme complements the foodservice sector by engaging directly with consumers and adding more value to parts of the carcass that are less valued in traditional European markets.

The \$4.9 million, three-year project commenced on 1 July 2024. About one-third of the funding was supplied by MPI through the Sustainable Food and Fibre Futures programme, with DINZ and venison exporters supplying the balance.

The five main New Zealand venison exporters have strongly supported the programme, investing more than was scheduled, indicating strong confidence in the initiative and in this market. The programme is forecast to deliver a 4:1 return on investment by its conclusion in 2027. 🦌

Venison Schedule average \$/kg, 2023/24



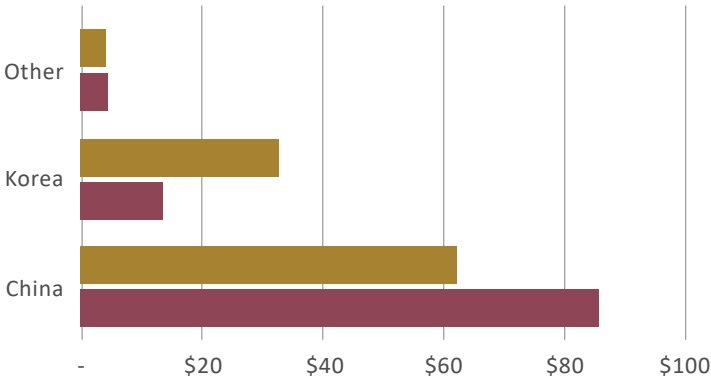
Source: AgriHQ



INDUSTRY TRENDS

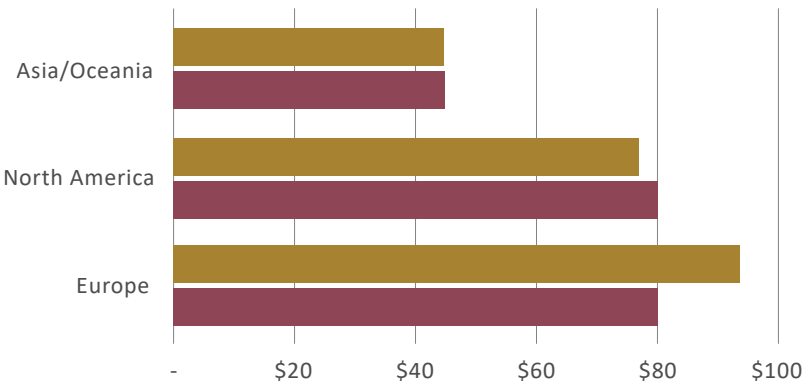
Velvet exports by destination to Sept 2024 (NZD FOB, \$000,000)

2023/24 saw the previous year’s direct exports to Korea flip as market access to China for frozen velvet loomed, given a one-year extension.



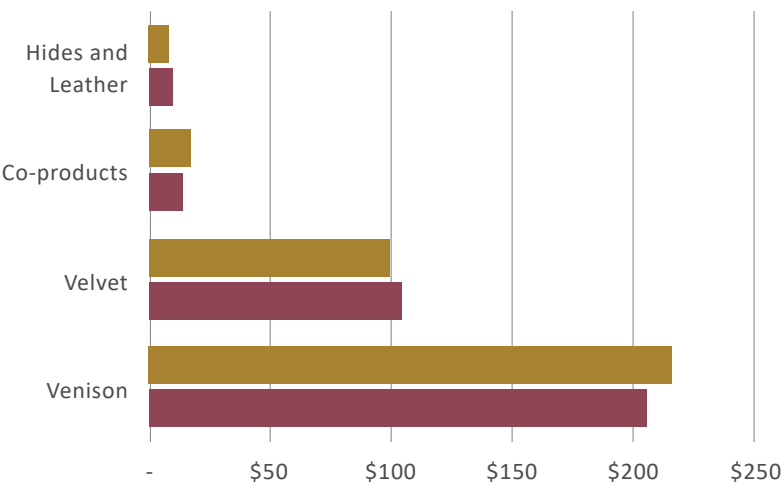
Venison exports by region to Sept 2024 (NZD FOB, \$000,000)

Venison exports to Europe slowed as supply decreased, but this was offset somewhat by the potential for continued growth in the North American market.



Value of deer product exports to Sept 2024 (\$000,000)

Export receipts held steady for the year, with a slight decline in venison exports due to less supply.



2022/23 2023/24

Source: Statistics New Zealand

# SCIENCE AND RESEARCH

## ENVIRONMENTAL STEWARDSHIP

Changes in policy direction at a national level have flowed through to environmental stewardship work for the deer industry.

### REGULATION

DINZ has supported the intent of planned reforms to the **Resource Management Act (RMA)**, which are expected to occur through 2025. While the two Acts that will replace the RMA will emphasise property rights, the deer industry is concerned that creating two Acts could lead to stricter regulations for rural sector businesses compared with their urban counterparts.

The **National Policy Statement for Freshwater Management (NPS-FM) 2020** has created ongoing concerns, and DINZ has been advocating for change on the deer industry's behalf. Engagement with government agencies on the NPS-FM focused on water takes, changes to national environmental standards for freshwater, and regulatory changes affecting farming.

DINZ was pleased that the government took steps to extend the requirement to notify regional freshwater plans until the end of 2027, and will replace the current NPS-FM 2020 over the next one to two years, recognising it is too complex and expensive, and will not deliver desired results.

### REGIONAL GOVERNMENT

DINZ engaged extensively with councils on their freshwater policy statements and other proposed regulations that impact deer farmers, and also encouraged and supported DFA branches making their own submissions. In some cases, we worked jointly with other rural representatives like Beef + Lamb NZ and Federated Farmers to represent the interests of farmers. Regional Council Plans for freshwater are at varying stages of development, meaning the input from DINZ and the deer industry covered a wide range, from overarching policies to detailed regulation of farming activities such as Freshwater Farm Plan rules.

The DINZ Environmental Stewardship Manager has met with a number of Regional Councils to better gauge their positions on Freshwater Farm Plans. This has helped inform DINZ's advice to central government on its review of freshwater farm planning. It also helped glean better information for deer farmers on how to comply with changing regional requirements.

### BIODIVERSITY AND PEST MANAGEMENT

The deer industry, along with other rural sector and environmental organisations, is concerned that the Department of Conservation (DOC) does not have sufficient resources for effective pest control – especially of possums and ungulates – on public land.

While DOC's strategy to make more effective use of hunters could help reduce numbers of some ungulates, DINZ believes this approach will fall short of what is required to protect the environment while also managing the ongoing risk from diseases such as bovine tuberculosis.

We are working with a wide range of organisations in a National Wild Animals Management Coordination Group to collaboratively develop policies for effective pest management on public land with increased funding. The group includes MPI, OSPRI, Manaaki Whenua – Landcare Research, Federated Farmers, Forest & Bird, DOC, NZ Game Animal Council, NZ Deer Stalkers Association, regional council and iwi representatives among others.

## CLIMATE CHANGE

The DINZ Changing Climate Strategy, underway in 2024, fits within the overall Thrive 2035 industry strategy.

Broadly speaking, the deer industry's climate change strategy is structured around three key themes:

- Resilient farming solutions
- Climate collaboration
- Climate-smart farming

**Resilient farming solutions** aims to help build resilience into the industry. This includes planning and preparing for things like changes in the distribution of animal and plant pests, plant species, changing weather patterns, sea level changes and availability of freshwater.

**Climate collaboration** ensures that the industry fosters strong relationships with farmers, other sectors and key stakeholders to share resources and knowledge.

**Climate-smart farming** aims to enhance the ability of deer farming systems to meet regulatory expectations while better understanding the deer industry's own emissions profile.

DINZ remains strongly opposed to implementation of emissions pricing for deer farmers by 2030 and is concerned that revised Nationally Determined Contributions to biogenic methane could lead to extensive afforestation on productive land, with flow-on consequences for New Zealand's productivity and competitiveness in global food markets.

Work by MPI on development of a reliable on-farm calculator for estimating greenhouse gas emissions made good progress with some input from DINZ and deer farmers. A desired outcome of this collaborative work is to show that deer farmers produce the most carbon-efficient products in the world. 🦌





## POLICY AND RESEARCH

### RESEARCH STRATEGY

In order to deploy the deer industry's investment to the greatest advantage, the DINZ Board established a Research Committee to provide strategic guidance for the industry research programme.

This helps ensure the investment made by DINZ and the Research Trust is properly aligned and aimed at delivering credible, practical results that lead to improved outcomes for the industry. The committee is supported by a Research Advisory Panel (see right).

### WORKING RELATIONSHIP WITH AGRESEARCH

The end of the 23/24 financial year marked the completion of the four-year Science4Success programme. Deer research activities at AgResearch continued, however.

Changes at both DINZ and AgResearch necessitated some new processes to ensure positive outcomes for both parties. This resulted in some high-quality proposals, as well as improved approaches to contracting multi-year projects. Several large projects were contracted and are ready to start for the next financial year. These involve a wide range of AgResearch personnel.

### TOMORROW'S DEER PROGRAMME

A three-year contract for the Tomorrow's Deer programme, utilising the deer herd at Invermay, was agreed upon between DINZ and AgResearch. This recognises the importance of the herd to the industry and enables both parties to plan with greater confidence.

### RESEARCH ADVISORY PANEL

The Research Advisory Panel (RAP) provides support and recommendations to the DINZ Research Committee. This includes recommending research priorities, proposing an annual research plan, monitoring ongoing research, and evaluating completed projects.

While the RAP has no formal governance role, the group provides a useful, broader perspective from industry, making recommendations and providing key information to support decision-makers considering research strategy, priorities or investments.

The RAP comprises seven members:

- Two DINZ Executive members appointed by the CEO
- Two members appointed by the New Zealand Deer Farmers' Association
- One member appointed by AgResearch
- Two members from the wider industry, appointed by the DINZ Research Committee to ensure the RAP has the appropriate mix of skills.


Members are appointed for two years, with the option for reappointment.

### OSPRI AND NAIT

The Biosecurity Act provides for pest management plans to be reviewed at least every 10 years. In line with this requirement, a review of the National Bovine Tuberculosis Pest Management Plan was initiated. This will provide the Minister for Biosecurity with recommendations on the future of the TB programme, as well as creating an opportunity to refine TB management.

Following an in-depth review of the MyOSPRI platform initiated by shareholders, the OSPRI Board determined that the most effective and sustainable way forward was to discontinue further development of MyOSPRI and focus on rebuilding NAIT. This significantly impaired the value of the NAIT system. It also led to a further review of the structure and function of shareholders' oversight of OSPRI.

### ACCESS TO RESEARCH INFORMATION

Improving access to deer industry research results is an ongoing project. During this period improvements were made to the research repository. This included moving it under the same infrastructure as the DINZ website. 

## DEER SELECT

The long-anticipated across-breed evaluation, which would enable comparable breeding values (BVs) for elk/wapiti with red deer, was a key target, due to be delivered to Deer Select breeders in January/February 2024.

This came with challenges, however, including a lack of data on velvet and mature female weight from half-breds, as well as accommodating Elk Supreme data for velvet traits. The mismatch in numbers between red deer and elk/wapiti also created statistical hurdles.

For one of the most referred-to traits, weight at 12 months, about 12–13 kg was added to the current W12 BV for elk/wapiti when combined with red deer, although, as expected, there was considerable overlap with the trait range for each separate breed.

In March, breeders decided to continue with separate breed evaluations to provide the best possible BVs within each of the two breeds.

Following this decision, more work was needed to deliver this, especially on the Meat module, which is based on slaughter data from the Deer Progeny Test and Deer Link. The work was mostly done for the across-breed, with just some adjustments required to tailor it by breed.

Two new fertility BVs were introduced. These will provide an important insight into any negative impacts on fertility and survival that might have resulted from heavy selection for other production traits. This will help ensure that improved traits such as growth do not come at the expense of reproductive success.

The developments above were part of a major upgrade for Deer Select, the first since its inception in 2005. In addition to the above, Deer Select 2 features:

- updated velvet heritabilities, based on Deer Select records
- new and updated economic indexes with new sub-indexes
- a separate growth trait for post-weaning weight gain
- nProve, a platform for breeders to interact with their own data

Because of limitations on availability of key people, delivery of Deer Select 2 was delayed somewhat before its introduction at the end of 2024.

Deer Select versions 1 and 2 were run in parallel through the summer of 2024/25, with Version 1 due to be switched off in autumn 2025. The improved Deer Select 2 will be automated as the standard evaluations for red deer and elk/wapiti.

Also planned is a programme to upskill deer breeders in the use of nProve, with extension activities and resources targeted at both breeders and commercial deer farmers on the new breeding values, as well as updated indexes and sub-indexes, in the lead-up to the 2025 selling season. 🦌





# INDUSTRY PRACTICE AND CAPABILITY

## INTEGRATED FARM PLANNING

Modern farms need a raft of plans in place, from environmental management to animal health to biosecurity. The diversity of farm systems and sizes, however, means that one size does not fit all. A more tailored approach to farm planning is needed.

A \$700,000 boost over three years from MPI's Integrated Farm Planning (IFP) Accelerator fund is supporting DINZ to deliver practical support to help farmers not only to meet regulatory requirements but to succeed beyond them.

In the year to September 2024, initial work was carried out to understand what deer farmers need most in this space, and to train the trusted advisers and facilitators who work with them. Pilot workshops were carried out in Southland in partnership with Ballance and Rabobank to help farmers develop practical farm environment plans.

This groundwork identified activities required across three streams in 2025: resources, workshops and rapid assessments.

Resources will help farmers and industry groups navigate the options available to them in farm planning, including apps, printed templates, and systems developed for this.

Workshops will provide group support for farmers to learn from each other and from trusted experts in areas of farm planning that are most relevant to their region.


Rapid assessments will help individual farms identify what they need to gain certification through the New Zealand Farm Assurance Programme (NZFAP and NZFAP Plus). 🦌





## INDUSTRY PATHWAYS

In July, the Massey University Deer Big Day Out was held in Manawātū for final year veterinary students. The programme involved sessions on deer handling, genetics, velvet and velvetting, and how deer can be integrated into a farming enterprise. They also heard from a recent Massey graduate sharing their experiences of working with deer.


Regular lecturing slots at Lincoln University also provided opportunities to engage students studying farm management with deer farm systems and integration of deer into farm systems. 

## ADVANCE PARTIES AND DEER INDUSTRY ENVIRONMENT GROUPS

DINZ established the Advance Parties (APs) to improve profitability among New Zealand deer farmers as part of the seven-year Passion2Profit programme, which ran until September 2022. APs are a farmer-centric means of encouraging adoption of new practices to improve deer farming profitability. These small groups of like-minded farmers help each other implement, record and observe changes on their properties, with external assistance when needed.

The groups still functioning have stood the test of time since the P2P programme ended two years previously. Currently there are 19 active groups: 16 APs (six in the North Island and 10 in the South) and three Deer Industry Environment Groups (all South Island). The groups involve about 278 people, both owners and staff.

A conference for facilitators in August at High Peak Station, Canterbury, focused on:

- facilitator skills
- how groups operate
- support needs
- support tools available for developing integrated farm plans. 

## DEERQA QUALITY ASSURANCE PROGRAMMES

The deer industry's DeerQA quality assurance programmes have been visionary. VelTrak for farm-to-processor velvet traceability and the DeerQA Transport Programme are two examples where the industry has demonstrated leadership and ownership in areas such as animal welfare, farming practices and traceability.

This year marks four years since the introduction of VelTrak. This web-based tool enables people who handle, store or transport deer velvet after harvest to log in and retrieve data to meet their "one up, one down" supply chain traceability requirements.


DINZ has continued to fine-tune VelTrak to ensure the requirements of the Regulated Control Scheme (RCS) for Deer Velvet Harvest are met.

The oversight provided by the National Velvetting Standards Body (NVSB) of the removal of velvet to comply with animal welfare requirements and the RCS is an important aspect of the DeerQA quality assurance programme.

At the end of 2024, 986 velvetters were registered in the programme, up from 950 in 2023. The NVSB also informs DINZ on potential risk and areas for further research to ensure high standards of animal welfare are maintained. The welfare of farmed deer is part of the industry's social licence, and this drives the continued focus by the NVSB on animal welfare when considering processes and management of velvet removal. Ongoing research into new and improved practices alongside regular reviews of standards are integral to maintaining high welfare standards.

The deer industry maintains a strong connection to industry forums, such as the Farm to Processor Animal Welfare Forum (hosted by MPI) and Animal Welfare Network Aotearoa, ensuring that work undertaken by the deer industry is recognised and supported within these groups.

The DeerQA Transport Programme supports the safe transport of deer. DINZ provides driver training, and auditing of transport operators and stock crates to ensure a high level of animal welfare is maintained.

The former DeerPro and Johne's Management Limited no longer exist. The Johne's disease monitoring programme is now managed by DINZ. Work has started on simplifying the reporting and data management functions for this programme. 

# PRODUCER MANAGEMENT

## LEADERSHIP AND ACTIVITIES

Considerable planning was invested during the year to help rebuild NZDFA branch strength and activities, and there were signs of this paying off by the end of the period.

Two new branch chairs were appointed: Amanda Brooks (Nelson) and Miles Hellberg (Hawke's Bay).

Craig North (Southland) was appointed to the OSPRI Stakeholders' Group.

During the year, Jamie Ward stepped down from the NZDFA Executive Committee. Evan Potter (Hawke's Bay) was appointed to fill the vacancy.

On the Selection and Appointments Panel, Graham Peck (South Canterbury-North Otago) was replaced by Dave Lawrence (Southland) by election. 🦌

## CONDITIONS AFFECTING PRODUCERS

Some areas, especially North Canterbury but also Marlborough, Central Otago and Wairarapa, experienced tough growing conditions and prolonged dry spells.

Deer farmer confidence in venison languished through 2023/24, with hind numbers still lower than ideal and more farmers transitioning to velvet. However, by the end of the period, venison prices were starting to recover and compared favourably to lamb. Farmers were also encouraged by the growing demand for elk meat in the United States.

Velvet producers were concerned about the uncertainties around market access for velvet product into China, but were relieved to see new trade protocols were likely to be in place in time for the 2024/25 season.

Also, a source of some relief was the newly elected government's commitment to ease back timeframes for environmental regulations and the disbanding of He Waka Eke Noa. 🦌



## EVENTS

### NZDFA BRANCH CHAIRS' MEETING

At their October 2023 meeting, DFA chairs were encouraged by a favourable growing season and efforts to reinvigorate branches. Highlights of the two days included:

- reflection on NZDFA strategic focus and putting decisions into practice
- a report on the distribution of cyclone recovery funds
- update from DINZ on organisational structure and roles
- presentations from MPI officials on on-farm support and biosecurity
- discussion with OSPRI representative on scanning and registration issues
- NZ Game Animal Council presentation on illegal hunting issues

### ENGAGING WITH BOP SECONDARY STUDENTS

The NZDFA Bay of Plenty branch responded positively to an enquiry from Tauranga Boys' College, hosting visits by senior students on several farms and familiarising the boys with the industry and its products. The local branch and DINZ joined forces to sponsor awards for the college's top agriculture students, promoting agricultural science and deer farming to the "next, next generation". The relationship between the branch and the school is now ongoing.

### ENVIRONMENT AWARD FIELD DAY

Richard and Sarah Burdon of Glen Dene Station, Hawea, winners of the Premier 2023 Elworthy Environmental Award, hosted a field day for about 60 visitors on the property in December 2023. A highlight of their achievements has been an integrated farm environment plan, now fully digitised and capturing data on metrics such as nutrients, irrigation and waterway management. This information helps with the collection of timely information to fulfil environmental regulations and consents. In 2011, the Burdons became early adopters of the Emissions Trading Scheme.



*Richard and Sarah Burdon, Glen Dene Station, Hawea, winners of the Premier 2023 Elworthy Environmental Award.*

### DEER TO SUCCEED

The Hawke's Bay branch of NZDFA hosted a morale-boosting showcase for deer farming focused on weaning in March 2024. The farm tours were complemented by presentations from an AgResearch nutrition scientist and a veterinarian/deer farmer, with discussions exploring what makes for successful deer weaning.

### DEER INDUSTRY CONFERENCE

Hawke's Bay remained in the limelight in May 2024, hosting the 49th Deer Industry Conference in Napier. The conference was packed into a busy one-day format, beginning with the NZDFA AGM, followed by updates from DINZ. Market access for frozen velvet to China was, unsurprisingly, a focus.

The afternoon session offered a range of workshop options. Farming for venison, science and environment, genetics and feeding strategies were among the high-quality offerings. Keynote addresses from Rabobank's Jen Corkran and the inimitable Murray Matuschka were contrasting in style but equally entertaining and informative.

The following day, Kate and Ru Gaddum hosted a field day on the spectacular Rangimoe Station in Kereru near the Ruahine Ranges. The day featured the couple's biodiversity initiatives as well as their vision for the farm business.

### NEXT GENERATION

The 2024 NZDFA Next Generation conference, now in its 12th year, was based in Palmerston North over two days in August. Attendees included a good mix of university students and farm cadets, as well as many young people already working in the industry. Continuing the trend of recent years, the first day was based around on-farm visits. Two farms, Dwight and Sarah Adlam (near Shannon) and Mike Humphrey (Feilding), each with a velvet focus, opened their doors to attendees.

The second day featured a visit to Venison Packers in Feilding, hosted by First Light Foods. The event wrapped up with a session led by BakerAg consultant Matt Carroll, looking at pathways into the industry, ownership options and how deer fit into a multi-species system. 🦌



# SUMMARY CONSOLIDATED FINANCIAL STATEMENTS

## SUMMARY STATEMENT OF COMPREHENSIVE REVENUE AND EXPENDITURE

For the year ended 30 September 2024	Consolidated 2024 (\$000)	Consolidated 2023 (\$000)
<b>Revenue income</b>		
Venison levy income	3,140	3,600
Velvet levy income	3,213	3,025
Tbfree levy income	1,121	1,197
NAIT levy	242	259
Grant income	229	578
Other revenue	802	673
<b>Total Revenue</b>	<b>8,747</b>	<b>9,332</b>
<b>Expenditure</b>		
Research expenditure	1,069	830
Market Access and Development	2,120	2,165
Industry Capability and QA	1,501	1,636
Tbfree and NAIT expenditure	1,375	1,274
Other expenditure	2,969	3,147
<b>Total Expenditure</b>	<b>9,034</b>	<b>9,052</b>
Change in proportionate share in consortium net assets	6	-
<b>Total Comprehensive Revenue and Expenditure Before Taxation</b>	<b>(281)</b>	<b>280</b>
Taxation Expense	-	-
<b>Total Comprehensive Revenue and Expenditure After Taxation</b>	<b>(281)</b>	<b>280</b>

## SUMMARY STATEMENT OF FINANCIAL POSITION

As at 30 September 2024	Consolidated 2024 (\$000)	Consolidated 2023 (\$000)
<b>Accumulated Funds</b>	<b>3,679</b>	<b>3,960</b>
<i>Represented by:</i>		
<b>Current Assets</b>		
Cash at Bank	3,226	2,876
Investments	840	1,050
Stock - VelTrak Tags	142	151
Accounts receivable and other receivables	692	686
	<b>4,900</b>	<b>4,763</b>
<b>Non Current Assets</b>		
Property, plant and equipment	22	30
Intangible assets	81	192
Investments in joint ventures	10	-
	<b>113</b>	<b>222</b>
<b>Total assets</b>	<b>5,013</b>	<b>4,985</b>
<b>Current liabilities</b>		
Accounts payable and accruals	1,219	909
Employee entitlements	102	100
	<b>1,321</b>	<b>1,009</b>
<b>Non current liabilities</b>		
Accrued lease liabilities	13	16
<b>Total liabilities</b>	<b>1,334</b>	<b>1,025</b>
<b>Net Assets</b>	<b>3,679</b>	<b>3,960</b>



Chair of the Board  
Date: 21 November 2024



Chair of Audit and Risk committee  
Date: 21 November 2024

## SUMMARY STATEMENT OF CHANGES IN EQUITY

For the year ended 30 September 2024	Consolidated 2024 (\$000)	Consolidated 2023 (\$000)
Opening Equity	3,960	3,680
Total Comprehensive Revenue and Expenditure After Taxation	(281)	280
Closing equity	3,679	3,960

## SUMMARY STATEMENT OF CASH FLOWS

For the year ended 30 September 2024	Consolidated 2024 (\$000)	Consolidated 2023 (\$000)
Net cashflows from operating activities	184	731
Net cashflows from/(used in) investing activities	166	(823)
Net increase/(decrease) cash held	350	(92)
Opening Cash Balance at the start of the year	2,876	2,968
Closing Cash Balance at the end of the year	3,226	2,876

## NOTES TO SUMMARY FINANCIAL STATEMENTS

The specific disclosures included in this summary financial report have been extracted from the full financial report which was authorised for issue on 21 November 2024.

The full financial statements have been prepared in accordance with Public Benefit Entity Accounting Standards Reduced Disclosure Regime. The full financial statements have been audited and an unmodified audit opinion has been issued. These summary financial statements comply with PBE FRS 43. Figures are in New Zealand dollars, which is the Deer Industry New Zealand Consolidated Group's presentation currency. All summary financial information has been rounded to the nearest thousand.

The summary financial report does not include all the disclosures provided in the full financial statements and cannot be expected to provide as complete an understanding as provided by the full financial report of the Group.

If you require a set of accounts, please contact Rhys Griffiths on email – [rhys.griffiths@deernz.org](mailto:rhys.griffiths@deernz.org) and we will forward a copy to you.

The Audit and Risk Committee asked the auditors to have a focus on expenditure during the transition between permanent CEOs, with no issues reported.



## INDEPENDENT AUDITOR'S REPORT

### TO THE READERS OF DEER INDUSTRY NEW ZEALAND GROUP'S SUMMARY CONSOLIDATED FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 SEPTEMBER 2024

The Auditor-General is the auditor of Deer Industry New Zealand and its controlled entities (collectively referred to as 'the Group'). The Auditor-General has appointed me, Hamish Anton, using the staff and resources of Deloitte Limited, to carry out the audit of the summary consolidated financial statements of the Group on his behalf.

#### Opinion

The summary consolidated financial statements of Deer Industry New Zealand Group on page 18 to 19, that comprise the summary consolidated statement of financial position as at 30 September 2024, the summary consolidated statement of comprehensive revenue and expenditure, summary consolidated statement of changes in equity and summary consolidated statement of cash flows for the year ended on that date, and related notes, are derived from the full consolidated financial statements for the year ended 30 September 2024 that we have audited.

In our opinion, the summary consolidated financial statements are consistent, in all material respects, with the audited full consolidated financial statements for the year ended 30 September 2024, in accordance with PBE FRS-43: *Summary Financial Statements* issued by the New Zealand Accounting Standards Board.

#### Summary consolidated financial statements

The summary consolidated financial statements do not contain all the disclosures required by generally accepted accounting practice in New Zealand in accordance with Public Benefit Entity Standards Reduced Disclosure Regime. Reading the summary consolidated financial statements and the auditor's report thereon, therefore, is not a substitute for reading the audited consolidated financial statements and the auditor's report thereon.

The summary financial statements do not reflect the effects of events that occurred subsequent to the date of our auditor's report on the full financial statements.

#### The full financial statements and the full statement of performance and our audit report thereon

We expressed an unmodified audit opinion on the full consolidated financial statements for the year ended 30 September 2024 and in our auditor's report dated 21 November 2024.

#### Board of Directors' responsibility for the summary consolidated financial statements

The Board of Directors are responsible on behalf of Deer Industry New Zealand Group for the preparation of the summary consolidated financial statements in accordance with PBE FRS-43: *Summary Financial Statements* issued by the New Zealand Accounting Standards Board.

#### Auditor's responsibility

Our responsibility is to express an opinion on whether the summary consolidated financial statements are consistent, in all material respects, with the audited full consolidated financial statements of Deer Industry New Zealand Group, based on our procedures, which were carried out in accordance with the Auditor-General's Auditing Standards, which incorporate the Professional and Ethical Standards and the International Standards on Auditing (New Zealand) issued by the New Zealand Auditing and Assurance Standards Board.

Other than in our capacity as auditor, we have no relationship with, or interests in, the Deer Industry New Zealand Group.

A blue ink signature, appearing to be "H. Anton", written in a cursive style.

**Hamish Anton, Deloitte Limited**

On behalf of the Auditor-General, Wellington, New Zealand

21 November 2024



# BOARD MEMBERS

## APPOINTED BY THE NEW ZEALAND DEER FARMERS' ASSOCIATION



**PADDY BOYD**

Manager of Haldon Station



**HAMISH FRASER**

Partner and Officer of  
Venator New Zealand Limited  
Partnership, Fraser Deer  
Limited Partnership



**JACQUELINE  
ROWARTH**

Director of DairyNZ, Director  
of Ravensdown, Shareholder  
and director of Oraka Farming,  
Adjunct Professor of Lincoln  
University



**JOHN TACON**

*(part year)*

Independent contractor



**CAMILLE FLACK**

Board Observer



**MANDY BELL**

*(part year)*

## ELECTED BY VENISON MARKETERS AND PROCESSORS



**GERARD HICKEY**

Officer of Firstlight Foods,  
Shareholder of Firstlight Foods



**NIGEL JONES**

Officer of Alliance Group  
Limited



**DAVE COURTNEY**

Officer of Silver Fern Farms

## ELECTED BY VELVET MARKETERS AND PROCESSORS



**TONY COCHRANE**

Officer PGG Wrightson Ltd, Director and Shareholder of Green  
Antler Ltd, Shareholder of Farmlands



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154 Featherston Street, Wellington 6011

## INDEMNIFICATION AND INSURANCE OF OFFICERS AND DIRECTORS

Deer Industry New Zealand indemnifies all directors named in this report, and current executive directors of the Group against all liabilities (other than to Deer Industry New Zealand or members of the Group) which arise out of the performance of their normal duties as director or executive officer, unless the liability relates to conduct involving lack of good faith and dereliction of health and safety duties. To manage this risk, the Group has Association Liability insurance.