



Deer Industry
New Zealand

DEER INDUSTRY STRATEGY 2022-2027

EMBRACING THE FUTURE



Our vision for the industry is to reshape ourselves for the changing world. We will create a confident and growing deer industry that is fit, strong and healthy for the future.

OPPORTUNITIES TO ACCELERATE

OUR COMMUNITY

Fuelling our passion

Being driven by our love for our land, animals and community.

Sharing the story

Sharing stories of our industry doing good both locally and globally.

OUR LAND, ANIMALS AND PEOPLE

Acting with integrity, expertise, precision and pace

A new industry that strives for more and keeps lifting performance.

Kaitiakitanga – Guardians of our land

Enhancing the land, the water, the air and the people through our actions.

OUR VALUE CHAIN PARTNERS

Transform pure natural resource to pure natural food

High rates of innovation and breakthrough development create a pipeline of new products and markets the whole animal with new value.

Optimise every kilogram of the animal

Systematically find new ways to add value from every part of the animal.

OUR CONSUMERS

Share great products and experiences

Share products with our consumers and sustainably reward all of our people across the chain with high prices that reflect the quality of the product.

Engage and inform

Educate and demonstrate the exceptional food experience and health attributes of our products.

THRIVING WITH PASSION

— OUR PURPOSE

ENABLING OUR LAND, OUR PEOPLE AND OUR CONSUMERS TO THRIVE
— OUR VISION

LEADING A CONFIDENT INDUSTRY INTO THE FUTURE
— OUR FOCUS

STRATEGIC PILLARS

STRATEGIC OBJECTIVES

STRATEGIC PROJECTS

ESSENTIAL SERVICES

OUTCOMES

OUR COMMUNITY

Make the places we live in ever better for the future.

Community engagement (includes farmers)

OUR LAND, ANIMALS AND PEOPLE

Reward our people and our land with a sustainable future.

Animal welfare / velvet harvest

Innovation and knowledge to allow the industry to thrive

OUR VALUE CHAIN PARTNERS

Motivate our value chain partners through equitable returns.

Venison and co products, market, channel and promotion

Velvet health product

Venison promotion (link to attribute recognition)

QA Program

Farm land use and efficiency (includes emissions)

Velvet market (channel, access etc.)

Superior genetics and industry adoption

Industry engagement (through to market partners)

Fit for purpose DINZ – Connect all the industry with knowledge and enable collaboration to sustain the high rate of improvement across the industry and make breakthroughs for everyone

Most trusted agri-food users of land in New Zealand. Support to grow the industry for the future.

Appetite for adoption across the chain from farm to consumer. Thriving enterprises and growth in the use of land.

Developing consumer products and creating greater value that is confidently shared with our farmers.

Exceptional agri-food experiences and products contribute to consumer wellbeing.

THRIVING WITH PASSION

HOW WE WILL KNOW WE ARE ON TRACK TO A BETTER FUTURE

Our people on the land

Momentum to increase the number of farmed deer and the land for deer farming by 15%- 30%.

Health and well-being of consumers

Sharing more quality experiences and nutritional benefits with our customers.

Contribution to vibrant communities

Through increased employment, economic activity and successful enterprises linked to farming, food for our restaurants and a growing population for schools and groups in farming communities.

Contribution to innovation and knowledge

Industry investment in innovation breakthroughs, securing partner knowledge and increasing the adoption of new ideas and science outputs to support farming and development of deer products.

The success of the processors

Lifting the value of every kilogram of output, increasing processor returns and reducing seasonal and annual price volatility through customer relationship, channel roles, stories and product change.

Care for our farm animals

Caring for all deer through their life and critical events including veterinary care, shed handling, velvet harvest and transporting of livestock.

The success of the farmers

Confidence to grow the herd is supported by effective engagement and collaboration, improving production and emission efficiency and lifting return per kilogram of deer farming output.

The deer on the land

Sustainably improve the pasture to emission efficiency of a growing deer herd by increasing food and nutrition outputs with fewer emissions.

Guardians - Give back to the environment

Improve and sustain animal and plant genetics, farm practices, soil and water quality and biodiversity. Ensure land is dedicated to protecting and enhancing the environment.

