

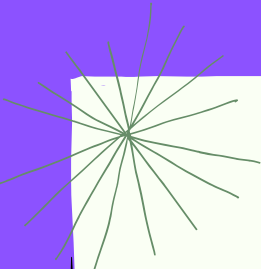
THE BIG DEER TOUR 2021

IZZY'S HIGHLIGHTS !!



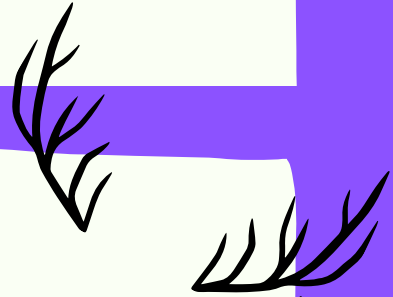
MOUNTAIN RIVER VENISON

- A direct insight into venison processing & marketing
- USA is the biggest market
- Differentiate from competitors by offering high end cuts to niche markets



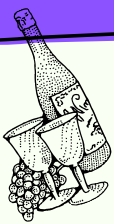
PROVELCO

- Formed by 22 farmers to better understand market opportunities
- Trade agreements and restrictions creating opportunities and challenges
- Function of velvet: blood health, immune system, anti-fatigue, cognitive function



VENISON COOKING EXPERIENCE

- Learnt how to produce and present high quality venison meals
- Venison wellington, kebabs, medallion
- Chatting with Nick Taylor - DINZ venison marketing manager



DEER MILKING @ LINCOLN HILLS

- Very interesting overview of farm operation
- Hands-on experience of milking deer
- Learnt about what deer milk has the potential to be made into
- Experiencing difficulties with creating a powdered product due to high protein and fat content



NORTHBANK STATION

- Ag consultancy session with Wayne Allan
- Importance of industry connections and working together to achieve a shared goal
- Intensive deer farming operation - it was great to compare different farming systems over the week



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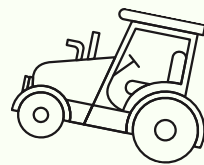
IZZY'S HIGHLIGHTS !!



DINZ & DFA MEETING

- This was a really interesting session seeing the connection between farmers and board members
- Social media is a key linkage for farmers to consumers
- Valtrac - will it return a better price from market??
Growth market: Chinese health food

MELIOR FARM VISIT



- Breeding and finishing farm
- 900ha - 100ha forestry - 170ha irrigation
- Integrated farm system:
- 18 month bull beefies are complementary in terms of feed but difficult in terms of labour and opportunities
- Align employee values with farm values



BEN DHU STATION

Breeding values to drive genetic gain

- Focus on fine tuning current operation rather than getting bigger
- Mackenzie country advance group - "great group to be involved in"
- PKE fed to stags after the roar - lift in production

WAI WANAKA

- Optimal integration of animal, soil, water & people health
- 6 farms currently working on GHG emissions -> 170 roll out plan
- Future thinking rather than strategic planning - 50 year view
- BUSINESS environment plan
- Great discussion regarding overseer
- Using science & research to communicate that yes we already do that and this is how we prove it

ALPINE DEER NZ

- Founded in 1964 by Sir Tim Wallis
- Co-products / Velvet / Pet
- Focus on: adding value to deer, short value chain, innovation & customer
- Market access remains the on-going overarching issue



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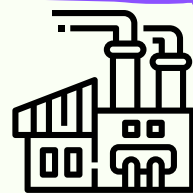
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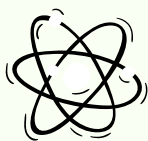
CLACHANBURN STATION

- Diverse deer farming system with trophy hunting business
- Technology oriented - self designed deer crush system
- Advance party programme + Simon Glennie

DUNCAN PROCESSING PLANT



- 50,000 deer killed per year
- Traceability !! Consumer & safety driven
- 5 market crashes since the industry began and we have recovered from each of them
- Shipping issues are creating issues within the business currently



INVERMAY

- Deer farm systems research
- farm is a 'key support structure'
- Carla /Genomic tools / DEERselect / waterway monitoring
- Positive correlation between deer & human interaction



SILVER FERN FARMS

- Operational efficiency is key
- previous company issues - overcapacity of production... reduction from 22 plants to 14
- Food company not a meat company
- Plate 2 Pasture perspective - consumer to farm approach
- SFF graduate programme

THANK YOU DINZ

- The Big Deer Tour was a week full of learning, networking and bloody good fun! For someone who had little previous connection to the deer industry I am so grateful for the opportunity and it has inspired me to be connected with the deer industry in my future career endeavours.

