

STAGLINE ONLINE

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Stagline Online is a monthly newsletter for members of the NZ Deer Farmers' Association

EXECUTIVE COMMITTEE REPORT

Central Hawkes Bay has gone from famine to feast with phenomenal spring growth rates that are making managing pasture quality a challenge. We have had a very mild winter after the one in a hundred-year drought of last summer and autumn. Water tables are still very low, but last week's light rain and warm temperatures has meant there is plenty of feed around to make silage.

Velvetting of MA stags is nearly all done in the Bay and we got underway about three weeks ahead of normal, maybe due to the warm winter. Weights are generally up and that is somewhat at odds with most farmers heeding the message about earlier cutting, with no one pushing velvet out as much as in the past. Stock is generally in good condition and weaners have grown well despite the drought, due to the kind weather. The hinds are now set stocked for calving (our Mesopotamian fallow already have fawns up and running and our red hinds started today, on 2 November) and so the calendar keeps ticking over.

Last week I attended the Taihape NZDFA Branch meeting with Tony Cochrane (DINZ Board member and PGG Wrightson's National Velvet Manager), Catharine Sayer (Science and Policy Manager for DINZ), Tony Pearce and Mark McCoard (DFA) to discuss the new VelTrak tags which are to be rolled out next year. This was a great opportunity to hear farmer and veterinarian feedback of the system and to explain questions around how it will work at the coal face.

This new tag system has been developed to overcome the shortfalls in the old plastic tags and to enable the QA pathway to be robust, with a paperless system that enables accurate traceability to ensure all the hard work being done with RCS shed standards and velvet harvesting is recognised.

With our product making inroads into the food health supplement sector this traceability and Quality Assurance ensures NZ velvet antler's credibility. Over the next few months information around the system will be in the usual deer farming Media which will give more detail around how it will work and what changes there are. There will be 2 phases pre introduction of VelTrak. Now through February 2021 is the awareness programme and this will be followed through autumn and winter with specific training sessions run by DINZ and via the DFA branch structures and industry media.

If you have any questions, concerns or feedback regarding VelTraK, please don't hesitate to get in touch with your DFA Branch Chair, Executive Committee or the DINZ office. The new tags are going to be used next velvetting season so keep an eye out for the opportunities to see how it will work.

Have a good spring and good luck with the stag sales!

- Karen Middelberg DFA Executive Committee, Hawkes Bay

VENISON MARKET UPDATE

VENISON PROCESSORS COMMITTED TO DEVELOPING NEW MARKETS AMID COVID.

DINZ has spoken to senior representatives at all the venison marketing companies over the last couple of days and they all confirm that they will maintain processing capacity for deer even though market conditions in Europe and North America are extremely challenging. At the time of writing, all venison plants are open and operating as normal.

Alliance Group confirm they will temporarily close Lorneville for three weeks in January to undertake their planned upgrade programme. During this time Smithfield will operate to ensure processing capacity is maintained. Companies are working with farmers to manage their production schedule over the coming months. We encourage you to speak with your processor representative about your killing requirements and book in space if you have not already done so.

The window for supplying the European autumn is now closed, with good volumes of animals at good weights supplied through September and October. Unfortunately with the change in seasons, Europe has seen a significant increase in Covid-19 cases, seeing over 200,000 new daily cases in the last week. Most countries have announced new lockdown measures. Our key markets of Belgium, Netherlands and Germany will see restaurants once again closed for at least four weeks to in-house dining, with take-aways only. These restrictions will have a significant impact on consumption of all quality meats. It now seems likely that consumption of venison will be lower through the game season and importers will be reluctant to buy more venison in early 2021.

News across the Atlantic is also less than ideal, as the US enters its third wave of increasing Covid-19 infections, currently seeing around 100,000 daily infections. More restrictions are being place on how restaurants operate. For example Chicago has once again banned indoor dining indefinitely. With winter setting in, outdoor dining will not be an option for many states, so restaurants will be back to operating take-

away only. A US\$120 billion relief bill for restaurants was passed by the House of Representatives, however it still needs to be passed in the Senate and the timeline for this is uncertain.

Venison marketing companies also indicate that shipping continues to present challenges to getting products to market. New Zealand's airfreight capacity has reduced by 25% compared to last year with airfreight routes limited and space still expensive.

Venison marketing companies and their importers continue to adapt to the challenges of Covid-19. A key focus for all the companies and DINZ is the shift into retail in the USA. As part of Passion2Profit a new US retail project has been created to support companies and their retail partners to undertake increased retail promotion. This will be supported by consumer insight work from DINZ as well as identifying key food media in locations where our companies are working and increasing the publicity around New Zealand venison. Recent research has indicated that while initially during lockdowns consumers turned to comfort foods, there has been a shift to consumers looking for healthier options, as well as seeking out new food experiences, which fits well with what our venison can offer consumers. I look forward sharing details about these activities in the coming months.

- Nick Taylor, Venison Marketing Manager, DINZ

VELVET MARKET UPDATE

GLOBAL UNCERTAINTY MAY IMPACT NZ VELVET RETURNS

If it was a normal year, some indicators would suggest continued stability for the upcoming velvet season.

The reality is that this year is far from normal. All economists predict a severe global economic impact due to Covid-19. In NZ, Covid-19 has also resulted in logistics issues (particularly around airfreight) and new rules for operating at velvet packhouses. And all this is certainly in the background while velvet production levels continue to increase.

However, some facts remain positive:

1. There were 20 new velvet products launched in Korea this year alone. 17 of these promote the NZ origin of their ingredient and two are from major companies (that would have included some formal due diligence).
2. NZ government officials based in our main Asian markets report that NZ foods (particularly health foods) are performing well.
3. Velvet antler products main use is for anti-fatigue and immune function – not a bad market to be operating in at the moment.
4. Russian velvet still doesn't have formal access into China. Hard work put in by the NZ industry and particularly producers to meet MPI's Regulatory Control Scheme, affords and ensures NZ front door access into China.
5. Processed NZ velvet has a unique tariff advantage that keeps getting better. The tariff rate for NZ velvet as at 1/1/21 will be 10.6%, virtually half what frozen velvet or velvet from other countries are at 20%.

There is no evidence that velvet consumption will be down (In fact the opposite might be true). However, the process of getting NZ velvet from the farm to consumers which can be compounded by finance issues, economic confidence, freight costs and emerging regulations, could likely be an impacting factor on what prices are paid this year to NZ producers. If the larger velvet importers misjudge the market price levels, they report that they could be out of business the following year.

At the time of writing, it is still too early to predict where prices for this season will be. There will inevitably be some headwinds. However, one reassuring fact is that NZ velvet is well respected and consumption increasing. We will be well placed once recovery starts.

- Rhys Griffiths, Manager - Markets, DINZ

SICK OF WRITING DOWN VELVET TAG NUMBERS?

If you find the paperwork associated with velvetting a chore, then you'll be pleased to know that this will be the last season you'll have to write down tag numbers by hand and fill out a paper Velvet Status Declaration (VSD).

Next season, the whole system goes electronic using VelTrak. Vets will allocate tags by number to each of their farmer clients. These tags will next be scanned by the buyer or the packhouse – either when the velvet arrives in their store, or when they pick up the velvet from your farm.

DINZ science and policy manager Catharine Sayer who has managed the development of VelTrak, says farmers won't have to do any recording or scanning. "You will just need to have internet access or a mobile signal, so you can register on the system and approve the electronic VSDs when your buyer or packhouse emails them through. If you have neither of these, you will need to get someone you trust to receive and approve VSDs for you."

The change will be made possible by the embedding of a wafer-thin UHF (ultra-high frequency) electronic chip in each velvet tag. The tags will look very similar to the current luggage-style tags.

"VelTrak is another major investment in the long-term future of the industry. It helps secure the major investment farmers have already made in shed upgrades to comply with the Regulated Control Scheme for velvet removal," Catharine says.

"Major health food companies increasingly require traceability as a condition of supply. Because our competitors are unlikely to match the sophistication of VelTrak, it will help maintain the premium position that NZ velvet enjoys in Korea. DINZ and velvet marketers also expect it to encourage demand from healthy food companies in China for whom proof of quality and traceability are critically important."

NO NEED TO COUNT THE STICKS IN EACH CONSIGNMENT

Catharine says a common question from farmers about VelTrak is whether they need to know the number of sticks in each consignment - by pre-counting before the consignment leaves the farm - in order to approve the electronic VSD.

She says the answer is no, the situation matching current practice, whereby most farmers fill out a paper VSD without knowing the precise number of sticks covered by it.

"The number of sticks and the barcode numbers of each stick will be listed on the eVSD. As our testing confirms that the accuracy of the scanning technology is close to 100%, if you recognise the pre-populated approximate weight of the consignment, the date of pick-up and the name of the buyer, you can have confidence in the number of sticks and tag numbers listed in the VSD. "

Catharine says another similar question is, "Will I miss out on being paid for a stick if it is not scanned correctly by the recipient?". Again the answer is no.

"VelTrak has nothing to do with the commercial arrangements you have with the buyer. Your buyer will continue to pay on weight and grade, not the precise number of sticks listed in the eVSD. However your buyer could choose not to pay for the consignment until you have approved the VSD so it is important to act promptly as soon as you receive a notification email that a VSD is awaiting your approval."

DINZ will provide detailed training to all VelTrak users in 2021.

CALLING FOR A DINZ BOARD OBSERVER



After a successful first year, the DINZ board is again offering someone with an interest in taking a leadership role in the deer industry the chance to be a board observer for 12 months.

This role is intended to help the observer with their personal and professional development. During the year, the observer will have the opportunity to attend training at the Institute of Directors at DINZ expense.

A selection sub-committee of DINZ Board members will assess expressions of interest and then interview a shortlist of candidates. An appointment will be made in late 2020, for a person to attend DINZ Board meetings during 2020. For more information, including the selection criteria, [click here >> \(http://www.deernz.org/calling-board-observers#.Xfq56GQzaUm\)](http://www.deernz.org/calling-board-observers#.Xfq56GQzaUm).

Submit applications c/o DINZ chief executive Innes Moffat, innes.moffat@deernz.org (<mailto:innes.moffat@deernz.org>), tel 021 465 121.

Applications close 30 November 2020.

RHYS GRIFFITHS ON SARAH'S COUNTRY

Rhys Griffiths (DINZ Manager, Markets) joined [Sarah Perriam \(https://www.facebook.com/sarahscountry\)](https://www.facebook.com/sarahscountry) on Sarah's Country last night. Sarah asks Rhys how do we drive demand for New Zealand deer velvet with so much global uncertainty?

Watch below or head to youtu.be/Xy7JvAgngYU >> (<https://youtu.be/Xy7JvAgngYU>).

REMINDER: VELVETTING AND SOCIAL MEDIA

With technology now so accessible and the ability to share photos, information and ideas with others easily, it is a great tool for everyone, including deer farmers. However, social media is not the place to share velvetting photos or videos.

In New Zealand, by virtue of our relationship as farmers with specialist deer veterinarians and our well established NVSB and QA programmes, we are able to grow and harvest velvet antler to the highest standards.

We do however also understand that there are rare occasions where things may not go as well as expected through some animal behaviour exceptions or some other variable. We appreciate that there may be a response to document those unusual rarities through photo or some other sharing of that exception.

Once done if posted on the internet or shared via email there is very limited control on how these are viewed and further shared. If viewed by people outside of the industry, there is a high chance that these could be misconstrued and cause harm to the industry.

We would encourage you to have conversations with staff, letting them know your expectations around photos and/or videos taken, not only while velvetting, but around the deer shed and elsewhere on farm.

FARMER TECH WEBINAR SERIES NOVEMBER 2020



DINZ invites farmers to join a series of technical webinars online via Zoom to hear about a topic of interest in more depth; explore how the topic works; and to take away some ideas for use on their own farm.

The webinars will involve an expert presenting on a topic with farmers able to ask questions during the presentation using the chat box function on Zoom or even better, by submitting questions beforehand when registering. A moderator will combine questions where they overlap.

If you're new to Zoom, don't worry we can help you through it, just let us know when you register. The webinars are free to participate and Zoom seems to cope with most internet connections.

KEEN TO JOIN?

You must register for each webinar. To do this click [here \(https://www.surveymonkey.com/r/TechWebinarsNov2020\)](https://www.surveymonkey.com/r/TechWebinarsNov2020) to fill out a form or email Rob Aloe direct on [rob.aloe@deernz.org \(mailto:rob.aloe@deernz.org\)](mailto:rob.aloe@deernz.org) with the webinar you're interested in and with any questions.

www.surveymonkey.com/r/TechWebinarsNov2020 (<http://www.surveymonkey.com/r/TechWebinarsNov2020>)

Note: Once you have registered, information and talk links to the presentation will be emailed closer to the time.



Thinking of making a purchase in the coming stag sale season but not sure what you're looking for? Join Deer Select manager Sharon McIntyre help you understand genetic traits and breeding values (BVs), session includes Q&A with Sharon.



CARLA 101. Heard of CARLA but not sure what it's about? Join Jamie Ward for this webinar to help better understand the first tool in the deer industry to select deer for resistance to internal parasites. Jamie will answer any questions you have at the end of his presentation. Commercial farmers and breeders tune in !

REMINDER: NAIT, ASDS & DECLARATION TO LIVESTOCK TRANSPORTER

The Ministry for Primary Industries requires all livestock to have their NAIT eartags up to date. The Animal Status Declaration (ASD) and Declaration to Livestock Transporter (DLT) must both be completed and given to the driver. These are available below for downloading and printing at home; it is also possible to get a book of these posted to you.

Ensure all livestock have correct NAIT eartags to avoid fines or prosecution.

Transporters will NOT carry any livestock without their correct NAIT eartags and necessary documentation (ASD and DLT Forms).

LINKS FOR FORMS

1. Standalone Declaration to Livestock Transporter (DLT) form: <https://bit.ly/3ltOds5>
2. ASD including Declaration to Livestock Transporter (DLT) form: <https://bit.ly/34xvsgp>
3. To request a book of ASD forms: <https://bit.ly/2GzvmNj>

BACKGROUND: WHAT IS CHANGING?

From 14 June 2020, it has been an offence to transport an untagged animal – except for animals that have an unsafe to tag exemption.

The offence does not apply to a transport operator carrying a paper or eASD declaration from the farmer that the animals being moved are tagged and registered in NAIT.

All farmers moving animals off-farm should be prepared to provide their transport operator with a **paper or eASD** declaration that animals are NAIT compliant.

To avoid delays, OSPRI advises farmers to:

- Check all animals are tagged and registered in NAIT
- Declare any unsafe to tag animals in NAIT and ensure the animals are clearly marked
- Fill in the declaration (paper or eASD) ready for your transporter to collect

HOW DO I REQUEST A TRANSPORTER DECLARATION FORM?

You can request a book of ASD forms using the link above or call OSPRI 0800 482 463.

The Declaration to Livestock Transporters (DLT) is included on the bottom of new ASD forms and can also be completed in the eASD application, but you can also request standalone Declaration to Livestock Transporters (DLT) forms if you're still using old ASD books: <https://bit.ly/3ltOds5>

CAN I EMAIL MY ASD DECLARATION FORM TO MY TRANSPORTER?

You can fill out an editable online ASD form, available at: <https://bit.ly/34xvsgp>

This must be sent or emailed to your transporter **in advance** of the animals leaving your farm. You must keep copies of all ASD forms that are sent or emailed.

WHY IS THIS NECESSARY NOW?

This law has been introduced to reduce the number of untagged animals being moved without any accountability. It also aims to drive incentives for the tagging and registering of animals.

WHAT ABOUT THE LIVESTOCK TRANSPORTERS?

The transporters are united on the new legislation following extensive consultation throughout the country with members and farmers. The universal advice is not to transport animals unless they receive a completed paper ASD or eASD declaration from the farmer.

RURAL PROFESSIONALS WORKSHOP – MANAWATU

Thursday 19 November 2020

Venue: Fordell Hall, Station Road, Fordell 4577 [View Map \(https://maps.google.com/?q=Station%20Road%20%20Fordell%204577\)](https://maps.google.com/?q=Station%20Road%20%20Fordell%204577)

Farm Visit: The Lairds property, 904 No 2 Line RD 2 Wanganui 4572

Date: Thursday 19 November

Start time: 8.30am

Facilitator: Pania Flint

<< CLICK HERE TO REGISTER >> ([HTTPS://FORM.JOTFORM.COM/201738591862867](https://form.jotform.com/201738591862867))

The programme for the Deer Introduction workshop is as follows:

8.30am - Welcome and Introductions

8.45am - Presentations about the deer industry and farming practices

10.30am - Farm Tour

12:00pm - Review of farm tour and group exercises

12:30pm – Lunch

1:00pm – An overview of deer farm production/finances

3:00pm - General discussions and exercises

4.30pm - Close with options for further learning

Notes:

- Morning tea, lunch and afternoon tea will be provided.
- Some vehicles may be required to get to the farm. The facilitator will discuss this with the group.
- Any changes to the run times for the day will be at the discretion of the facilitator.

Facilitators contact details

Pania Flint – 027 718 1076 / paniaflint@gmail.com (<mailto:paniaflint@gmail.com>)

For more information about the day, or for any changes to registrations please phone Amy Wills on 021 929 246 or email amy.wills@deernz.org (<mailto:amy.wills@deernz.org>).

Workshops for Rural Professionals are funded by the Passion2Profit programme, a Primary Growth Partnership co-funded by Deer Industry New Zealand and the Ministry for Primary Industries.

2020/21 VELVET AND HARD ANTLER COMPETITIONS

See all the details, including entry forms (when available) at deernz.org/2020-21-velvet-and-hard-antler-competitions (<http://deernz.org/2020-21-velvet-and-hard-antler-competitions>)

- **Central Regions / Taihape** - Sat 14 Nov
- **Hawke's Bay** - Tue 17 Nov
- **North Island Velvet & HA Competition** - Sat 21 Nov

- SCNO - Fri 27 Nov
- Kaipara - Sun 6 Dec
- National Velvet & Trophy Antler Competition - Tue 8 Dec

To update or add a listing, email details through to Cenwynn on cenwynn.philip@deernz.org (<mailto:cenwynn.philip@deernz.org?subject=Velvet%20Comps>)



NOTICEBOARD

WINTER GRAZING ACTION GROUP – EXPECTATIONS DOCUMENT

Looking for information on wintering, including the outcomes from the Winter Grazing Action Group, head to www.mpi.govt.nz/wintering (<http://www.mpi.govt.nz/wintering>).

You can find the short-term expected outcomes document can be found here: <https://www.agriculture.govt.nz/dmsdocument/41683-Short-term-expected-outcomes-for-animal-welfare> (<https://www.agriculture.govt.nz/dmsdocument/41683-Short-term-expected-outcomes-for-animal-welfare>).

STUDENT LOOKING FOR A PLACEMENT ON DEER FARM

My name is Stephanie Rigg. I am a first-year veterinary student at Massey University and I am looking for a deer farm on which to undertake two weeks of practical work experience as a requirement for my programme. If you can help me out or need more information, please get in touch on annemaree.rigg@gmail.com (<mailto:annemaree.rigg@gmail.com>) or 021 0240 6899.



METSERVICE OUTLOOK – NOVEMBER 2020

November weather patterns are expected to favour a very La Niña-like storyline. High pressures are forecast to favour areas east and south of the country, with intermittent Tasman Lows and easterly winds across northern New Zealand.

For all North Island regions, expect some decent rainfall tallies for the first half of the month, due to a clear signal for northern Tasman Sea lows. However, expect rainfall to be rather 'hit and miss' with respect to where the heavier falls occur. Overall, a wetter than usual November is signalled across the North Island. Buller, Nelson and Marlborough are also expected to see a wetter than normal November, overall.

Below normal monthly rainfall totals are forecast across the south of the South Island, with near normal-to-below normal rainfall for Canterbury.

Well above average November temperatures are expected, with muggy conditions common across the North Island (especially for the first half of the month).

BOTTOM LINE: *A wetter than usual November is forecast across the North Island, as well as Buller, Nelson and Marlborough. For the south of the South Island, a drier than usual November is expected. November temperatures are predicted to run well above average, with muggy conditions common across the North Island.*

You can sign up for the MetService's Monthly Outlook right to your inbox - [click here to subscribe \(https://about.metservice.com/our-company/ways-to-get-the-weather/weather-email-lists/monthly-outlook-email\)](https://about.metservice.com/our-company/ways-to-get-the-weather/weather-email-lists/monthly-outlook-email).

Source: www.metservice.com/rural/monthly-outlook (<http://www.metservice.com/rural/monthly-outlook>).

Joke of the Month

A priest, A rabbit and a minister walk into a bar.

The bartender asks the rabbit, "What will you have?"

The rabbit shakes his head and answers, "I have no idea, the only reason I'm here is because of Autocorrect."

CALENDAR OF EVENTS

Event	Date	Details
2020/21 Velvet and Hard Antler Competitions	Various	<p>Calendar of the NZDFA Velvet Competitions for the 2020/21 year. To update or add a listing, email details through to Cenwynn on cenwynn.philip@deernz.org (mailto:cenwynn.philip@deernz.org?subject=Velvet%20Comps).</p> <ul style="list-style-type: none"> ▸ Central Regions / Taihape - Sat 14 Nov ▸ Hawke's Bay - Tue 17 Nov ▸ North Island Velvet & HA Competition - Sat 21 Nov ▸ SCNO - Fri 27 Nov ▸ Kaipara - Sun 6 Dec ▸ National Velvet & Trohy Antler Competition - Tue 8 Dec
'Deer genetics made easy'	1.30pm Tuesday, November 17, 2020	<p><i>DINZ Farmer Tech Webinar Series 2020</i></p> <p>Thinking of making a purchase in the coming stag sale season but not sure what you're looking for? Join Deer Select manager Sharon McIntyre help you understand genetic traits and breeding values (BVs), session includes Q&A with Sharon.</p> <p>REGISTER HERE >> (http://www.surveymonkey.com/r/TechWebinarsNov2020)</p>
Deer Workshops for Rural Professionals – Manawatu	Thursday, November 19, 2020	<p>The next workshop is being held in the Wanganui/Manawatu region Thursday 19 November at the Fordell Hall and will be a one day Introductory level workshop. To register your interest in attending please register. REGISTER HERE NOW >> (https://form.jotform.com/201738591862867)</p>
'What is CARLA?'	1.30pm Tuesday, November 24, 2020	<p><i>DINZ Farmer Tech Webinar Series 2020</i></p> <p>CARLA 101. Heard of CARLA but not sure what it's about? Join Jamie Ward for this webinar to help better understand the first tool in the deer industry to select deer for resistance to internal parasites. Jamie will answer any questions you have at the end of his presentation. Commercial farmers and breeders tune in!</p> <p>REGISTER HERE >> (http://www.surveymonkey.com/r/TechWebinarsNov2020)</p>

