



Deer Industry News

Sire Sale Report

Conference Preview

WELLINGTON WELCOME
FOR DEER INDUSTRY;
CONSTITUTIONAL
REMINDERS

Parasites Workshop

WAIRARAPA FARMERS
REVEAL WIDE RANGE
OF APPROACHES TO
PARASITE CONTROL

OVERSEER®

NUTRIENT BUDGETS
AND HOTSPOTS;
WHAT OVERSEER CAN
AND CANNOT DO

Deer Industry News

OFFICIAL MAGAZINE OF DEER INDUSTRY NEW ZEALAND AND THE NEW ZEALAND DEER FARMERS' ASSOCIATION

ISSUE 82 | FEBRUARY/MARCH 2017

ISSN 1176-0753

Contents

Editorial	2
Deer Industry Conference	
Conferecing in the capital	3
AGM constitutional matters	4
DINZ News	
Time for a new generation	5
Passion2Profit	
New Advance Parties and technical information	7
Y2 Benelux: Summer success.	9
First Cervena MasterChef	10
Parasite control theme.	12
Industry News	
Venison and pinot noir	11
Sire Sales	
Deer sale report	15
Velvet Competition	
"Awesome" Top of the South	19
Wapiti in Wanaka	20
Markets	
Velvet update	24
Venison update	25
Environment	
OVERSEER® for deer farmers	27
People	
Genetics leadership recognised.	30
Supplied Content	
Tailor-made post solution	31

Cover: One of the 18 sires on offer at Wilkins Farming's North Island sale held in December. Photo: Pauline Pattullo.

Deer Industry News is published by Deer Industry New Zealand in February, April, June, August, October and December. It is circulated to all known deer farmers, processors, exporters and others with an interest in the deer industry. The opinions expressed in *Deer Industry News* do not necessarily reflect the views of Deer Industry New Zealand or the New Zealand Deer Farmers' Association.

EDITOR Phil Stewart, Words & Pictures

EDITORIAL AND ADVERTISING ENQUIRIES

Deer Industry News, PO Box 27-221, Wellington, Ph 04 384 4688, 021 620 399, email phil@wordpict.co.nz

CIRCULATION ENQUIRIES

Deer Industry New Zealand, PO Box 10-702, Wellington, Ph 04 471 6114, email info@deernz.org

Environment issues: let's be proactive

Opportunities to share good farming stories beyond rural media are scarce. The biennial deer farm environment awards offer one of the better openings to do this.



James Hoban.

LIKE SIMILAR AWARDS programmes, the biggest hurdle is convincing farmers to enter. We all know that the awards are a good thing and anyone who understands deer farms can vouch for the story on offer, so this reluctance to share what happens behind the farm gate amounts to a missed opportunity.

In the past decade, attacks on farming have increased. Some of these are better informed than others. Water quality, inductions, live export, rodeos, bobby calves, housed cows, sow crates, battery hens and climate change are all recent examples of issues where farming has found itself front and centre in the news, and appeared slow through a reactionary defence. A proactive explanation of farming reality would help to mitigate some of these stories but the second party to speak usually looks guilty.

Consider tailing, lamb and fawn survival, castration, transport stress and velvetting. All of these could be made into ridiculous but persuasive news stories one day. The best form of defence will be taking a proactive approach before an issue arises.

Water quality poses the most immediate challenge for deer farmers. For many Hurunui farmers, reading about the Waikato water debates has felt like *deja vu*. The Hurunui story was known across the country. Regional council staff were forced to admit, by their governors, in the face of massive public opposition, that council policy was unreasonable. Politicians, communities, industry groups and green stakeholders were all aware of the Hurunui story.

Why then, has Waikato arrived in a situation where less intensive farms are on the back foot once again, while intensive farmers enjoy the benefits of a grandfathered approach to nutrient allocation?

The most likely answer is that a combination of lack of public understanding, sector greed and regional council policy is disadvantaging sheep, beef and deer farmers. Add the resource disparity between Beef+Lamb New Zealand and DINZ, and the behemoths DairyNZ and Fonterra, and the picture for dryland farmers is not pretty.

In the wake of the Waikato debacle, dairy, irrigation and other industry leaders have publicly called on "team ag" to unite and fight regulation together. Having deer, sheep and beef farmers onside, bringing their lower stocking rates, biodiversity and family-themed business to the argument would help strengthen the position of the intensive farmers. The unfortunate reality is that they are asking for this unification now, when in a number of catchments they have already got what they want, at the expense of others.

Through involvement with the deer industry in several different initiatives, I've always been impressed by the general standard of farming. So too could the general public be impressed, but they won't find out about it unless you share your stories as farmers and an industry.

To show the public they are good stewards, most deer farmers do not have to do anything rash. Good farm management is good environmental management. Documenting what you do and why, in a Farm Environment Plan (FEP) is a simple and rewarding exercise. An entire sector being able to tell the public that its farmers have completed FEPs, and that they are implemented rather than gathering dust in the bottom drawer, would be compelling. The deer sector should be able to grasp this opportunity more quickly than the dairy or sheep and beef sectors. It would help future proof your industry.

Two jobs for deer farmers in 2017: finish or revisit your FEP and seriously look at supporting the environment awards. ■

– James Hoban, Farm Environment Consultant

• For further information: deernz.org/environment-awards

Conferencing in the Capital

The 2017 Annual Deer Industry Conference (working title *Embracing Change*) will be held in Wellington on Friday 26 and Saturday 27 May, concluding at about 1.00pm following the 42nd NZDFA AGM. We'll have a full preview in our next issue, but here's what we can tell you so far.

- As part of the DINZ Board request to review the event, we have aimed to produce a single-day relevant agribusiness conference including high profile keynote speakers, P2P reporting, venison and velvet marketing sessions and updates from the DINZ Board and Executive.
- The conference will be preceded by the 3rd Annual Advance Party (AP) Conference on Thursday 25 May. While this will be a closed session for AP participants, members will be encouraged to stay on for an informal social on the evening of 25th as this is an important part of sharing experiences. We will then encourage as many AP members as possible to attend the agribusiness day on the Friday.
- Conference delegates who want to arrive the day before will be encouraged to mix with Advance Party attendees in an informal welcome function and social event at the venue. We have chosen these dates and timings to enable the best possible air travel rates, especially as Wellington and most other New Zealand destinations have increasingly heavy demand. It will pay to commit as early as possible.
- The Annual Awards Dinner on Friday 26th (and possibly the conference itself) will be held at the spectacular Te Wharewaka o Pōneke building on the Wellington waterfront (pictured below).
www.wharewakaoponeke.co.nz
- As we go to press, we are securing accommodation in Wellington city close by the preferred venue choice of Wharewaka. (The November earthquake has led to issues with some hotels but we are close to having that sorted.)
- The conference concludes on Saturday 27 May by 1.00pm, with quick-fire short presentations on a series of technical/research areas from DEERresearch, followed by the NZDFA AGM.
- The Friday agribusiness session by request will also feature a session for deer farming partners, "Partners in Agriculture", with these delegates joining in the main conference around that breakout to listen to relevant keynote speakers who are being finalised at present.
- The conference programme, venue and direction were being finalised after discussion with the DINZ Board (on 16 February) and Executive Committee (25 February, before the Rising Stars Antler Competition in Rotorua).
- For the fourth year running, the event will be live streamed, but with some streamlining to ensure discussions from the floor are not compromised.
- Registrations and conference management will again be supplied by Pat Johnston of Destination Conference Management and organisation via the DFA Executive Committee and DINZ staff. Details will be available via the website as topics and speakers are finalised and we are experiencing a solid inquiry and commitment for support from our traditional sponsors.

For further information please contact Tony Pearse at tony.pearse@deernz.org, 021 719 038 or Pat Johnson pat@dcms.co.nz 027 215 9807 ■



AGM constitutional matters: NZDFA and DINZ nominations: 2017/18 year

A) Executive Committee nominations

Call for nominations for NZDFA positions

Members of the NZDFA Executive Committee are elected for a two-year term. Members retire by rotation.

Nominations are now called for the following positions:

- Executive Committee member, South Island, one vacancy. (Current member, **Kris Orange** retires by rotation and is not seeking a further nomination.)
- Executive Committee member, **Member At Large**, 1 vacancy. (Current member, **David Morgan** retires by rotation)

Nominations are invited for both positions. A nominee need not be resident in the Island of nomination but the following conditions are required:

These two Executive Committee vacancies are open to wider nomination from all NZDFA members.

For the **Island-based** Executive Committee position each nomination must:

- be in writing and specify the Island that the nominee seeks to represent
- **be moved and seconded by two other Full, Life or Elected members of the Association resident in the same Island as the vacancy**
- be signed by the nominee
- be delivered to the Association's office by **5.00pm on Friday, 31 March 2017**.

Note: The nominee must be a current financial member of the Association.

For the Executive Committee **Member at Large** positions each nomination must:

- be in writing
- **be moved and seconded by two other Full, Life or Elected members of the Association**
- be signed by the nominee
- be delivered to the Association's office by **5.00pm on Friday, 31 March 2017**.

Note: The nominee must be a current financial member of the Association.

All nominees are entitled to submit a statement of about 150 words in support of their election. This statement must be sent to members at the same time as the ballot papers.

Should an election be necessary, details of postal voting and procedures, candidate profiles and confirmation of timelines will be sent with the April 2017 edition of *Deer Industry News* or by separate post to meet deadlines. Postal voting runs for 21 days and must close 7 clear days prior to the AGM on Saturday 27 May 2017 (i.e. **voting opens on Friday 28 April 2017 closing on Saturday 20 May 2017**).

B) Selection and Appointment Panel (SAP)

The role of the SAP is to make producer representative appointments to the Deer Industry New Zealand Board and

to meet with those appointees at least twice a year to discuss industry matters and their roles as Deer Industry New Zealand representatives.

The 8-member SAP is made up from:

- Four Executive Committee members
- Four elected non-Executive Committee members: a farmer member from each of the North and South Islands and two elected Members At Large.

The elected non-Executive Committee members whose term expires at the forthcoming AGM are (North Island) **Donald Whyte, Mid Canterbury**, (retirement by rotation) and **Brian Russell, Southland, Member at large**.

Nominations are now called for the following positions:

- SAP member, North Island, one vacancy.
- SAP member, Member at Large, one vacancy.

Each nomination must be in writing and moved and seconded by two full, life or elected members, signed by the nominee and delivered to the Association offices by **5.00pm on Friday 31 March 2017**.

The nominees must be Full, Life or Elected members of the NZDFA. Further, nominees:

- may **not** be a member of the Deer Industry Association,
- **cannot** hold more than a 20% interest in any organisation that is a member of the Deer Industry Association,
- **cannot** be a candidate for membership of the Deer Industry New Zealand Board, or a current member of the Deer Industry New Zealand Board.

[The voting procedure and timing of the process is the same as that for the positions on the Executive Committee.]

C) NZDFA Appointment to Deer Industry New Zealand Board

The Ministerial approval of the Regulations to allow a 50:50 levy share from producers and the processor/exporter sector was formalised in October 2004 in the Deer Industry New Zealand Regulations 2004.

The Deer Industry New Zealand Board comprises four producer-appointed representatives and four representatives appointed by the processing/exporting sector. The producer representatives are selected by the New Zealand Deer Farmers' Association through an Electoral College process, and have been appointed for a **three-year term** on recommendation by the NZDFA's Selection and Appointment Panel according to its detailed Operating Code of Practice and then advised to the Minister. Successful appointments who retire by rotation are eligible for further terms.

Nominations are now called for the following NZDFA-appointed positions on the DINZ Board:

1 vacancy: Deer Industry New Zealand Board member retiring by rotation, **Clive Jermy, Canterbury**

1 extraordinary vacancy: Deer Industry New Zealand Board members standing down after 1 additional year as planned: **Andy**

Time for a new generation



Andy Macfarlane

shared by processor/marketers and producers. That structure assists greatly in creating intelligent debate around the board table, followed by collaborative actions outside.

It was from such strategic discussions, with all parties knowing we had to think differently if we were to turn around industry shrinkage, that the “Passion2Profit” (P2P) programme was born.

What is good for an individual entity, short term, is not necessarily good for an industry as a whole, and the challenge of P2P is to align interests as much as possible.

To be successful and grow, any industry must be good at the “3Cs”:

- confidence
- communication
- collective action.

The responsibility for that rests with everyone, from offshore

AS MY TIME as Chair of Deer Industry New Zealand will finish in mid-2017, it is time to reflect on the strengths of our industry structure and why I encourage others to consider standing for the Board.

The key factor that first motivated me to stand when approached was the industry structure, which is jointly

marketers, processors, DINZ Board and management, DFA producers, and the service sector. DINZ can show leadership to assist confidence, create better communication channels, and motivate individuals to take responsibility for collective action.

A good example of that is our “Advance Party” concept.

The industry has matured from one that started with live capture, and focused on game meat, to an industry focused on premium positioning of our key products (mainly venison and velvet, but also co-products). We now also have an opportunity for a new generation of leaders to help guide the industry into a position of capitalising on the opportunities ahead.

I have been privileged to chair the industry through a period of challenge that has led to a focused turnaround.

As producers, we are lucky to have experienced and capable governors from the processing and marketing sector, who think “deer industry” when around our board table. Further, we have an extremely capable executive team, led by Dan Coup.

I stand down in late June to ensure there are opportunities for another generation of leaders to join our very capable producer representatives on the DINZ Board.

I encourage anyone thinking they have something to offer, to put their name forward. I am very happy to discuss the opportunity. I can be reached on **027 432 3964** or andy@mrb.co.nz

Best of luck for 2017. ■

– Andy Macfarlane, Chair DINZ

Macfarlane, Canterbury. Please note the appointment of a successor to this vacant Board position will be for a 24-month term.

The nomination must be moved and seconded by Full, Life or Elected members, signed by the nominee and delivered to the Association’s offices before **5.00pm on Friday 31 March 2017**.

The NZDFA Constitution (2013) refers:

- 37.9 **Nominations for DINZ:** The Returning Officer shall publicly announce, in writing, the names of the retiring Association representatives of DINZ and call for nominations for their replacement, prior to the end of March each year. Nominations shall be:
- (a) made by any two Full Members, Elected Members or Life members of the NZDFA
 - (b) in writing; and
 - (c) in the hands of the Returning Officer at a date to be specified which will be before the Annual General Meeting of the Association each year.
- 37.10 **Eligibility for Selection as DINZ Representative:** All persons interested or engaged in the deer farming industry shall be eligible for nomination, with the exception of employees of DINZ or of the Association. Each nominee for selection shall be required to make a written declaration of any office held or managerial position or financial interest that either the nominee or any of the nominee’s immediate family or any partner or fellow shareholder in any deer farming project has in any organisation which deals directly in the products of

or materials for the deer farming industry.

- 37.11 **Right to Address AGM:** Each nominee for selection as a DINZ representative may address the Annual General Meeting of the Association at a time and date to be specified by the Executive Committee.

- 37.12 **Selection Process:** As soon as possible after the closing date for nominations the Returning Officer shall publish to all Branches and in *Deer Industry News* a full list of the persons nominated, together with any declarations of interests received from them. On the date determined for the selection (but not later than the end of **June** each year), the Selection and Appointment Panel shall convene, interview and select from the nominees as many Association representatives as are required to fill available vacancies on DINZ.

Nominations for the positions will be considered by the Selection and Appointment Panel following the 2017 AGM within 21 days of that meeting, with recommendations and appointment to the Board being advised to the Minister for Primary Industries at that time subject to the Operating Code of Practice procedures.

Nomination forms

Nomination forms for the Executive Committee, SAP and Deer Industry New Zealand vacancies can be obtained from the Association’s office: Phone: 04 473 4500; Fax: 04 472 5549; email: tony.pearse@deernz.org

Nomination forms are also available through your local Branch

continued on page 6

Constitutional: continued

Chairman, Secretary or the Producer Manager and will be posted on the website: www.deernz.org

For further information please contact the Returning Officer, Tony Pearce at the Deer Industry New Zealand office or 021 719 038 or tony.pearse@deernz.org

Awards and competitions

Matuschka Award 2017

Nominations are called for a farmer or farming entity who or which has made a significant ongoing or lifetime of contribution to deer farming and the NZDFA in particular at Branch level.

The award recognises the grass roots farmer and unsung contributor to local area activities, functions and core spirit of deer farming. It will be announced at the Deer Industry Conference awards function on the evening of Friday 26 May 2017 at the conference Awards Dinner held at the **Wharewaka Function Centre, 2 Taranaki Street (on the Waterfront), Wellington.**

As recognition of the unsung heroes at Branch level, it is appropriate that the award itself be presented to the 2017 winner at a special mid-winter function in the recipient's Branch.

Nominations should be made through the appropriate Branch. It is not a requirement of the award that the nominee be aware of the fact that a nomination has gone forward. Nominations must be submitted to the NZDFA no later than **5.00pm on Monday, 15 May 2017.**

For further information contact:

- Producer Communications and Administration. Cenwynn Philip 04 471 6110, cenwynn.philip@deernz.org
- Producer Manager, Tony Pearce, 021 719 038, tony.pearse@deernz.org

MSD Photographic competition

Following the ongoing success of the large number of high quality entries last year the annual deer industry photographic competition will again be a feature of the 2017 annual conference. The competition will be judged through the *Deer Industry News* editorial group with prizes announced at the conference and include both a Judges' and People's Choice award.

The rules and entry form are available on request from the DINZ office or can be downloaded from the website:

www.deernz.org/MSD-photo-competition

In general, all photos must be of subjects that are suitable for

wider publication, taking into account the public's perception of the deer industry. The judges retain the right to disqualify any photo they deem to be unsuitable in this regard.

Judging criteria

- technical aspects (focus, composition, quality of print etc)
- conveying core values including best practice for animal welfare, environmental stewardship and animal husbandry
- ability to show the industry in a positive light
- that special "wow" factor that makes the shot stand out.

Eligibility to enter

The competition is open to all participants in the deer industry – farmers, farm employees or those employed in a subsidiary industry (transport, vets, research, fertiliser, seed etc).

Preferred subject material

- **Deer in the field:** This shows farmed deer in their "natural" setting – in crop or pasture or hill country for example. It could be individual animals or groups; stags, hinds, fawns, weaners).
- **People working with deer:** Positive images of animal husbandry work, e.g., shifting animals, drafting, tagging, Tb testing, vaccinating etc).
- **Our deer farming environment:** An opportunity to show off the environmental enhancement that goes hand in hand with best practice. In these photos the farm environment is the star. The deer are present but play a bit part.

Format of entries

Photos will need to be submitted as 8" x 10" prints for mounting and display. Either landscape (wide) or portrait (tall) format are acceptable. The electronic file used to make the print must also be submitted.

Make sure your digital camera is set to take pictures in high resolution format.

It should be a jpeg file of about 2.5Mb to meet these criteria but .tif file format is also acceptable. The digital file must be in its original state and not altered in any way.

For further information contact:

- Producer Communications and Administration. Cenwynn Philip 04 471 6110, cenwynn.philip@deernz.org
 - Producer Manager, Tony Pearce, 021 719 038, tony.pearse@deernz.org
 - *Deer Industry News*, Editor Phil Stewart, 04 384 4688, phil@wordpict.co.nz
- Download entry form and rules:
- www.deernz.org/MSD-photo-competition ■



Johne's Management Ltd



Season	Annual lesion incidence (%)
2006	1.5
2007	2.0
2008	2.3
2009	3.8
2010	3.5
2011	3.0
2012	1.0
2013	1.5
2014	2.7

Make the most out of your deer this season with a health plan and expert support from the Johne's Consultant Network.

Contact JML for details
0800 456 453

New Advance Parties and technical information

Two further Advance Parties have got going in the southern South Island, writes Passion2Profit Manager, **Innes Moffat**. He also reminds deer farmers of the wealth of useful information that's becoming available through a new online newsletter, an updated poster for planning venison production targets, and the ever-expanding information resources in Deer Facts.

Breeding, Feeding Healthy Deer

KEEP AN EYE out in your email inbox for a new monthly email from DINZ: *Breeding Feeding Healthy Deer*. It contains new and not-so new seasonally relevant links to information on deer farming. Recent topics have included links to the projects Advance Parties are working on.



Southland's "Next Gen" Advance Party underway

The 24th Advance Party has started in Southland. Dave Lawrence gathered a group who met for the first time in late December and agreed to form the Southland "Next Gen" Advance Party. Relative newcomer to the deer industry Nathan Coburn is chair, and the group asked Dave Lawrence to facilitate. The members include Troy Griffiths, Tyler Peters, Warren Ross, Cam Nelson, Tom and Nicola Wylie, Alan and Tanya Clark, Bruce and Jenny Paterson, Darryl Carr, Nathan Coburn and Selina Dowling, and Scott McKenzie. Their operations range from fairly intensive velvet to extensive venison breeding and finishing, but common themes of R2 reproduction rates, soil management and feed quality will be worked on across the group.

North Canterbury Advance party activities

It's got dry again in North Canterbury, but as these notes from their December meeting show, North Canterbury Advance Party members enjoyed a great spring and early summer.

- **Sam Zino** has sold 804 of 867 weaners at an average 54.3kg. Velvet averaged about 5.62kg. Baleage is made and one silage pit filled. Fodder beet is sown on both units and 20ha of lucerne baleage was due to be made. Hoggets and triplets moved to finishing unit. Finished fencing paddocks that he told Wayne Allan he'd fence, back at the start of the Focus Farm programme.
- **Mark and Gill Forrester** had 20 spikers left to go. They finished weaners by the end of October at an average of 57kg which is the best they've ever done. Quite a few fawns around which was looking promising (from a distance). Fodder beet

was drilled in September and the seed rep said it was the most advanced crop they have seen this year. Barley was still to go in silage pit. Plenty of feed on hand and Mark and Gill have bought more ewes!

- **Richard Murchison** has had the best killing season he's experienced, with 31 tail enders about to leave. Most are reds, nothing under 95kg liveweight in the last two drafts, average 55kg carcass weight. Weaners he was waiting on were cancelled two days before they were due. Finished weaning lambs so now ewes and lambs will go into the deer unit. Fodder beet is sown – insecticide twice because it rained 10 minutes after the first spray. Rape paddocks have gone into Pasja or temporary grass.
- **Jeff Begg** had a good spring. All weaners apart from 20 lates were gone by Christmas. Weights have caught up. Contracted half his deer and non-contracted deer were due to go. Four paddocks of lucerne in; fatten has been a problem. Could consider mowing fatten above the lucerne. Have sprayed, but too late. Have also tried a spray and pray rape and grass paddock which is looking awesome.
- **Craig and Matthew Rutherford** are trying tall fescue. They know it has to be managed carefully but they are quite excited by what it offers. Tall fescue is being used at Quartz Hill with very good results (see December 2016 *Deer Industry News*, page 16). They believe it starts growing a month before ryegrass and offers good cover for clover early. Quartz Hill had amazing clover in September this year with tall fescue. It doesn't have a grass grub problem, has to be looked after in the first year to get properly established and should be spring sown.

New South Otago Group underway

The new South Otago Advance Party had its first farm meeting on 7 December at Richard and Sarah Currie's Woodside property, followed by the Otago DFA's velvet competition. Black Forest Woodside is one of two farms run in conjunction with Black Forrest Clinton and is used as a growing out block for replacement hinds and stags. Stock are selected for the velvet/trophy market and also growth rate genetics. After a farm tour the group set about discussing and analysing the opportunities Richard had identified.

Farm objectives

1. Farm as profitably as possible on a grass-based system
2. Improve reproductive efficiency
3. Increase voluntary intake using high-quality forages.

Opportunities

continued on page 8

P2P update: continued

Get your Deer Facts folder

Deer Facts are available free of charge to anyone in the New Zealand deer industry. Please contact us at DINZ for a complete set, and to have your name added to the distribution list to ensure you receive future Deer Fact sheets.

The following Deer Facts are now available:

Breeding

- 01 Deer Select: the importance of genetic improvement
- 02 Best practice pregnancy scanning

Biosecurity

- 01 Exotic diseases: take the risk seriously

Environment

- 01 Protecting waterways from wallow and feed pad run-off

Handling

- 01 Staying safe: safe management of deer
- 02 Transport of deer in New Zealand

Health

- 01 Fusobacteriosis
- 02 Leptospirosis
- 03 Internal parasites
- 04 Yersiniosis
- 05 Facial eczema
- 06 Johne's disease
- 07 Ticks
- 08 Tuberculosis
- 09 Copper

Management for profit

- 01 Best practice weaning
- 02 Best practice mating management
- 03 Growing weaners for the spring venison market
- 04 Best practice management of pregnant hinds

Nutrition

- 01 Feeding stags for optimal velvet production
- 02 Drought feeding and supplements
- 03 Feeding hinds for maximum fawn growth
- 04 Growing weaners faster with better autumn feeding

If you are missing any fact sheets you can download them from the DINZ website

www.deernz.org/deer-facts or contact the DINZ office and we will post them to you (New Zealand only).



- Higher fawning percentage. Richard thinks disturbance to calving hinds at Woodside may affect reproductive performance, noting a drop between scanning and weaning, particularly in first calvers. Because he scans early to fetal age, there is an opportunity to late scan again in September to determine if losses are happening during winter, rather than around calving time. He is aiming to calve more hinds at Clinton to see if the weaning percentage improves.
- Wintering and spring mob sizes: Richard felt that mob sizes could be optimized (100 – 160) to improve growth rates.
- Trace elements: The group discussed the impact of trace elements on growth and options for copper supplementation. Richard agreed to monitor copper/selenium levels in his deer to provide the group a picture of seasonal variation, e.g. by liver sampling dry hinds in June, and yearlings in spring.

Venison growth curves: How are you plotting?

Included with this edition of *Deer Industry News* is the 2017 venison production growth targets poster. This poster plots growth and drafting weights for three venison systems.

Venison production systems in New Zealand are diverse, with a range of different breeding and finishing systems. Under any system, growth performance of venison animals is critical to achieving production goals and profitability (relative to the cost base of different systems). It also has a large impact on the timing of feed demand, with higher growth performance requiring more feed earlier (including during winter), but less total feed within the finishing system as earlier average kill dates free up feed for other enterprises.

The venison growth curves on this chart represent targets for three systems:

1. moderate hinds and an extensive finishing system
2. larger hinds and a more intensive finishing system
3. wapiti-cross venison animals and an intensive finishing system.

Regular monitoring (e.g. 4–6 weekly weighing) allows early detection of issues affecting performance, and gives scope to address limitations (e.g. feed or animal health) while animals still have potential to grow. This deer-shed wall planner, now printed in a handy A2 format, can be used to set your targets for deer growth rates of venison animals (draw your own goals onto the chart), and then plot performance against the targets.

Online tools are available to calculate the differing income from differing growth rates at

www.deernz.org/deer-growth-curves

Training for rural professionals

Knowing more about deer and how they are farmed will improve the quality of services provided by rural professionals. DINZ is offering interested rural bankers, agronomists, farm consultants and others a series one-off days of “total immersion” into deer farming that will help them:

- better understand deer industry products and farming practices
- get to know deer and why they are different than sheep or cattle
- analyse real data and tour a working deer farm
- discuss issues and questions with other professionals and think about helping improve the bottom line on deer farms

Y2 Benelux: Summer success

by Alison Spencer, *Deer Industry News* writer

Year two of the programme trialling Cervena® venison as a summer menu option in the Belgium, Netherlands and Luxembourg (Benelux) region has encouraged exporters, their market partners and chefs to continue and expand the programme in 2017.

THE CERVENA BENELUX programme is a major part of the seven-year Passion2Profit (P2P) Primary Growth Partnership programme co-funded by the deer industry and Ministry for Primary Industries (MPI).

Three of the five venison exporters took part in the trial in 2016 – First Light Venison, Silver Fern Farms and Alliance Group. Each has been working with their foodservice wholesaler – Hanos, Sligro and Metro, respectively – on a series of promotional activities, including in-store tastings and events, recipes, chef competitions, promotional material and public relations.

DINZ venison marketing manager, Marianne Wilson, explains the immediate programme goal – agreed by the marketing working group of all five venison exporters, DINZ and MPI – is to target Belgian and Dutch chefs positioning Cervena venison as a premium, high-value and lighter meat suitable for summer meals. The model will be extended to other non-traditional markets.

“The ultimate goal is to lift year-round sales of chilled New Zealand venison and to ensure 1,200 tonnes of venison will be available for those non-traditional markets,” she says.

About 50 tonnes of chilled Cervena venison was sold during the promotion period, gaining an estimated premium of €2.50 per kg over the range of equivalent frozen cuts.

“Overall, exporters and their marketing partners say the promotion has been successful from their point of view. We’ve also had very encouraging feedback from chefs who have been well motivated to turn out for events and promotions and are



DINZ chef Shannon Campbell (right) is part of the team working to persuade Benelux chefs to try Cervena venison as a lighter option for summer menus.

enthusiastic to continue using Cervena in 2017.”

Wilson is pleased too the summer eating message seems to be getting through. “The large majority of the chefs spoken to during the assessment process see Cervena as high quality and good value. They also accept that Cervena is a good option for summer menus, which is the change we really want to see,” she says.

The Cervena trial capitalises on chefs wanting to offer new and unique taste experiences to their diners.

Based on the year-two assessment, the marketing working group has agreed to continue with the summer positioning in year three, along with the premium pricing strategy. The programme in 2017 will reinforce key messages about the quality and availability of Cervena to ensure consistency between the participating companies. Additional activities will be introduced to target diners to increase their acceptance of venison in the summer.

“We will work with distributors, wholesalers and waiting staff, alongside the chefs, to help get the message out that Cervena is ‘now in season’, that it comes from young grass-fed deer and its consistent quality and flavour make it ideal for chefs to express their creativity,” says Wilson. ■



Benelux chefs have been enticed to try Cervena at demonstrations like these in the region.

- access a resources directory
- develop contacts in the deer sector.

The free workshop will be on a commercial deer farm and supported by local technical experts in genetics, feeding, environment, health and management of deer.

It will also provide opportunities for invitations to deer industry events to increase rural professionals’ contacts in the sector. ■

New DSP in South Canterbury

Silver Fern Farms’ new venison processing plant at Pareora, South Canterbury, was commissioned in December, following the closure of its plant at Islington, Christchurch. The \$7 million development includes expanded cold storage facilities that have enabled most of the company’s cool storage in the region to be consolidated on to the one site. Pareora now processes beef, sheep and deer and is conveniently located for many of its suppliers.

First Cervena® MasterChef winner samples New Zealand

The first winner of the Hanos Cervena MasterChef competition was inspired by what he saw and sampled during a recent whirlwind trip to New Zealand.

DUTCH CHEF AND co-owner of Eetcafe Schuitendiep in Groningen in the Netherlands, Simon Feitsma, was accompanied by his partner Jessica Baars, who runs the restaurant. Together they enjoyed a two week prize-winning tour of New Zealand last December.

“It was an amazing lifetime experience,” he says, adding the couple gained a really good impression of New Zealand and its deer industry during their visit. Their itinerary took them from Auckland to the Queenstown region, followed by the lower North Island. Stops included homestays at Hawke’s Bay deer farms, discussions with venison marketers and top New Zealand restaurants, along with sightseeing.

“We saw the farmers work nice and friendly with the deer, which have a very nice life on the farm and also live in very beautiful surroundings,” he comments.

Inspired by the New Zealand and venison cuisine he saw on the trip, he says it was great to see how other chefs work with the fresh New Zealand produce, which was unknown to him before the competition.

“They are very proud of it, just like the farmers.”

Now, using their first-hand experience, the couple will be able to describe New Zealand to their diners, how its people live and how deer are raised.

In addition, Cervena dishes inspired by the trip will be appearing on the Eetcafe Schuitendiep’s menu in 2017.

“Especially one inspired by the Cervena black pudding and rhubarb kimchi we ate at Logan Brown in Wellington,” says Feitsma.

The Cervena MasterChef competition was organised by Benelux foodservice wholesaler Hanos and supported by DINZ as part of the joint deer industry/government Passion2Profit programme. This particular project aims to introduce Cervena to the Benelux countries (see page 9).

Feitsma was one of nine finalist chefs from different regions throughout Benelux to take part in the final at Hanos’s flagship store in Delft last February. The chefs had to come up with a dish using Cervena venison, interpreting the theme “street food” to show the meat’s versatility beyond the usual winter dishes. Judges said the food presented by all the competitors was of a high standard, was “tasty, modern and inventive” and gave Cervena a prominent role.

Following the success of 2016, the 2017 competition is already underway and

Feitsma is looking forward to joining the judging panel for the final, which took place on 20 February, again in the Hanos flagship store in Delft.

He says he has already fielded plenty of questions about his experience during the semi-finals from chefs eager to visit New Zealand. “The prize of a visit to New Zealand is definitely a key reason why so many good chefs enter the competition. I thoroughly recommend the competition experience – and most definitely the prize.” ■



Feitsma (left) receiving his prize from First Light Venison sales manager Toni Frost, who attended the final at Hanos’s Delft store.

PRELIMINARY NOTICE TAIHAPE WEANER DEER SALES



Red & hybrid deer, bred on strong Taihape hill country

Wed 5 April – Stags

Thurs 6 April – Hinds

Waiouru Deer Selling Complex – 12 noon start

For details contact Andrew Peters: (06) 388 0929

Robert Auld (PGG) 0275 901 335 or Derek Mickleson (Carrfields) 0274 719 025

Venison Pinot Noir

In a perfect Best Friends Forever (BFF) pairing, New Zealand venison was centre-plate at one of the New Zealand wine world's top events recently.

AT THE END of January, more than 600 wine makers, tasters and food and wine writers gathered on Wellington's waterfront for Pinot Noir NZ 2017 – arguably New Zealand's most significant wine event. Each of the three days had a theme also reflected in the food: Embrace, Explore, Evolve.

Venison's culinary BFF relationship with pinot noir was explored at the "From Here to There" lunch by DINZ executive chef, Graham Brown, who was there as a guest chef over the conference, alongside other big names Al Brown and Josh Emmett. Graham's lunch menu included an entrée of tea smoked Cervena® venison with roasted beetroot, Canterbury raspberries and walnuts, goat's cheese and rocket with raspberry vinaigrette. This was followed by a main course of barbecued Cervena venison knuckle with orange and sumac and zhoug relish, watermelon, rockmelon, date and kumara salad with sheep's milk cheese.

Graham spoke to the diners about the versatility of a Pinot Noir culinary best friend, described by the conference organisers as "the sustainably farmed, grass-fed glory of New Zealand venison".

Keynote speakers included the world's most respected wine critic and journalist, Jancis Robinson Master of Wine, OBE. She was joined by winemaker and Grammy Award-winning frontman of alternative metal band Tool, Maynard James Keenan, Japan's sake and wine master Kenchi Ohashi, and Australian wine provocateur, Mike Bennie.

Graham's menu was an insight into how travelling the world promoting venison has influenced his culinary style, and he featured dishes and ingredients with Middle East, European and Japanese tones.

The three guest chefs were led by Pinot Noir NZ's culinary director Ruth Pretty. All four were described as "culinary heavyweights ... bringing a gastronomic spark to Pinot Noir 2017", by Pinot Noir chair Ben Glover.

"It was a wonderful opportunity to showcase the very best of New Zealand food, along with our wines, to guests from around the world," he said.

The eagerly anticipated event had sold out by early December. ■



Graham Brown hard at work plating up the entrées during the Pinot Noir NZ 2017 event. Photo: Mike Heydon/Jet Photography

MSD Animal Health Photographic Awards

Capture the magic!

It's time to get out there and capture images of the animals, the land, the people and the industry we love.

MSD Animal Health has kindly agreed to continue its support for the deer industry's annual photographic awards, so let's show them and the world what makes our animals and our industry so special.

Entry deadline is 17 May.
See page 6 for further details.

For an entry form contact:

Cenwynn Philip, Deer Industry New Zealand

Phone 04 471 6110, email
cenwynn.philip@deernz.org

or download the form from
www.deernz.org/MSD-photo-competition

Photo: "Domestics over who's leading the sleigh"
by Emma Coutts. People's Choice winner 2016.



Parasite control theme for Wairarapa workshop

by Phil Stewart, *Deer Industry News* Editor

Wairarapa deer farmers gathered for a P2P Regional Workshop with members of the local Advance Party at the Carterton property of Quentin Connell on 17 November. The focus of the day was parasite management, with Pania Flint leading an in-depth discussion on the most effective strategies.

BEFORE THE WORKSHOP, however, the 20 attendees took a farm walk around Connell's property and talked over their own experience. General discussion about the value of the groups proved once again that Advance Party members are sitting up and taking notice of what others are doing – within their own group and also in other parts of the country.

Advance party activity

Quentin Connell has two blocks, one just east of Carterton, carrying about 70 velvetting stags and some finishing stock and another further north at Mikimiki, near Masterton, which carries about 80 breeding hinds and the majority of the finishers. He also runs a few elite hinds nearby on Phil Gray's property, and these are used to channel top velvet genetics back into the breeding herd.

Breeding is mainly done via AI, using Deer Improvement semen from English stags with good venison breeding values. Connell believes he is actually getting good dual purpose animals this way, but did also splash out on some Morpheus semen from Deer Genetics recently to give the velvet side a boost.

He has been velvetting for about 20 years with weights steadily improving over that time. The cutting cut-off for two-year-old stags is a relatively modest 2.0kg, although Connell pointed out that this was based on the first cut – regrowth among his velvetters is usually quite substantial. Pania Flint used a table showing Connell's velvet weights for all age groups over several years to point out that while feeding and health are factors, genetics is the dominant influence over velvet performance. One age cohort, born at the end of 2011 and now aged five, had consistently outperformed its contemporaries.

Like his Wairarapa neighbours, Connell was inspired by what he'd seen Hawke's Bay Advance Party deer farmers achieving, and had tried growing winter kale. To his surprise, this had worked out cheaper than baleage, "but be careful grazing this on a slope or you could end up putting the soil into the creek," he cautioned. At his Mikimiki property Connell has put in a clover/Pasja/plantain mix for autumn feeding.

Adrian Moody was also impressed by what he'd seen in Hawke's Bay and had planted Spitfire rape, kale plus swedes, and clover plus chicory, mainly for winter feeding. (See *Deer Industry News*, August/September 2016, page 16 for more on Moody's "spray and pray" project.)

Sophie Atkinson farms at Wharerata, an organic farm in the Pirinoa district of South Wairarapa, where they run 300 hinds. She



Velvetting stags at Quentin Connell's Carterton property.

attended last year's Next Generation conference and liked what she saw at the Zino farms in North Canterbury, especially the way they could preserve autumn feed by wintering weaners on fodder beet and kale. She noted that deer are less susceptible than cattle to acidosis on fodder beet.

Tony Robinson runs a "weekend" operation with 100 breeding hinds for venison and 70 velvetting stags west of Carterton. About 80 percent of the hinds go to terminal sire. He said it was too wet in 2016 to try winter crops, but had been renewing pastures and was fencing a new block. "I'll be trying a winter crop in 2017." He said the Advance Party has been great for support and networking, and had taught him the significance of proper feeding. Another tip he'd picked up was the importance of fawn-proof fencing.

Also enjoying the collegiality of the Advance Party is **Mike Allen**, who runs 300 hinds in summer-dry hill country to the east of Carterton. He said group members are trying different things on their own properties, "so you don't have to try everything on your own place – you can learn from them". The topography limits his ability to cultivate and he can provide good quality feed for his deer only in short bursts. He's adapting to these constraints by shifting the balance away from trading weaners and more towards velvet.

Parasite management workshop

A quick poll of all those present revealed a wide variety of opinions, knowledge and approaches to internal parasite control.



Visitors to the P2P Regional Workshop on internal parasites took a farm walk between rain showers.

Several preferred to use few or no treatments, while others used “the works”. Comments and experience from the workshop included the following:

- Changed from Cydectin Pour-on to Cydectin Injection. (Pour-on was good for lungworm but not gutworms.)
- Not keen on using a triple combo drench. “That’s not what we farm for.”
- Some people don’t drench but try to reduce impact of parasites through feeding well.
- Don’t wean in autumn and don’t drench except occasional individual animals that are obviously affected. “I don’t want to farm deer like I farmed sheep.”
- Have not drenched routinely for seven or eight years. Only drench if there is a Yersinia risk, because parasites can apparently set off an outbreak in weaners. (This suggestion was raised by two people at the workshop.)
- Ticks are also starting to take hold in the Wairarapa. These bring *Theileria* to cattle (but not deer).
- Organic farm – no drenches used.
- Have cut drenching back, but this may have affected weaner weights. Considering using cross grazing, crops, high-tannin feed, etc to help reduce parasite impact.
- Weaners drenched every 28–30 days. Took part in on-farm AgResearch faecal egg count reduction test trial using Cydectin Pour-On and then Cydectin Injection. Both appeared to kill all worms, although this might have just been suppression of egg laying rather than actually killing the adult worms in the case of the pour-on.
- Drench hinds only if they need it; weaners drenched at 28–36 day intervals, mainly for lungworm. Usually use Cydectin Injection on weaners at 1.5 times the label dose; sometimes use an oral drench if other than lungworms appear to be a problem.
- R2s are drenched proactively in summer, using “whatever is on hand at the time”. Mixed age animals are drenched only if required.
- At weaning, red weaners get Oxfen C mixed with Oxfen C+, along with Cydectin Injection, then another treatment two

months later. Hybrid weaners can get an additional drench, but “I have to be careful about the 90-day withholding period”.

- Mixed age hybrid stags (not the reds) get a drench at the end of the roar.
- Weaner hinds kept as replacements drenched with Scanda oral from weaning through to the end of August – no more after that.
- Weaners given Exodus oral, or a combination of Oxfen C and Oxfen C+.

Facilitator Pania Flint said the discussion showed a very wide range of strategies were used and three main questions had been raised:

1. How best to **monitor** internal parasite status and impacts?
 2. What is the most effective **drench** regime to use?
 3. What **other strategies** can be used to help reduce or eliminate the amount of drench used, while still controlling parasites effectively?
1. **Monitoring**
 - Deer do not develop immunity to lungworm until about nine months of age and to gutworms until 15–18 months.
 - Faecal egg counting for gutworms is not a reliable indicator of burdens in young deer beyond about May and not a very reliable way to monitor drench efficacy beyond that point.
 - Faecal larval counting is useful for monitoring lungworm burdens at any age.
 - “Chase and listen” for the tell-tale soft cough is a basic but effective way to pick up lungworm issues in weaners. These are mainly a problem in late summer/autumn.
 - Monitoring weight gains in young deer is a good proxy for spotting the effects of parasites. By drenching only part of a mob and monitoring weights you’ll get a better idea of how much parasites are suppressing growth.
 - Having gut samples from slaughtered deer sent off for counting of adult worms is a good way of seeing how much a line was being affected by parasites. (This can be requested through your processor.)

continued on page 14

Wairarapa parasites: continued

A newly planted kale crop coming through. Advance Party members in the Wairarapa have been picking up on the winter crop experience of their Hawke's Bay counterparts.

- On-farm post mortems can also be done on deer that have died – lungworm especially is easy to see, even in the trachea in bad cases.

2. Drench regimes

Only a few BZ (white) and macrocyclic lactones (mectins) are registered for deer, with short (10 day) or zero withholding periods. Using unregistered products or dose rates means a default 91-day withholding period. This is especially difficult for those supplying the spring chilled venison market, who cannot use these products beyond mid winter.

It is far more effective to use two or three active ingredients in combination rather than in rotation. Pania Flint explained that when used alone, year after year, resistance to a new single active ingredient (e.g., BZs) starts to develop after only five years. But when used in combination with another product or products, the onset of resistance is delayed by a much greater time.

Flint said that in theory, three new active ingredients used singly, five years each in sequence, would give a total of only 15 years' reliable worm control (5+5+5 years). However if they were used as a triple combination from the outset, resistance may not develop for up to 125 years. While this was just theoretical and the actual situation would vary farm by farm, it showed the limitations of using drenches in rotation rather than in combination.

"On some sheep farms, resistance to BZ drenches after many years of single-active use has actually been reversed by changing to a combination drench."

She said moxidectin delivered as a pour-on (e.g., Cydectin Pour-on) had been effective against internal parasites for 20 years or so, but although it still killed lungworm, gutworms were becoming resistant. Pour-ons were convenient to use but were the least effective way of delivering active ingredient to the blood, compared with oral or injectable formulations.

While the levamisole component of a triple combination was not particularly effective when used alone, it appeared to have a synergistic effect with the BZ and mectin components in combination. Flint said there were no hard and fast rules about how a triple combination should be administered to deer and there were several ways this could be done.

3. Other strategies

Immunity to parasites can be compromised by stress, poor nutrition, copper deficiency, disease and so on. In other words,

calm, well-fed and healthy animals are better able to stave off internal parasites.

Trials at Lincoln and Massey showed that deer need less drenching when cross-grazed with cattle.

Cross grazing is especially effective at cleaning up lungworm, gutworms less so. Running sheep or cattle on pasture in summer before hinds and fawns join from late January will help reduce the lungworm challenge.

Higher stocking rates will increase contamination of pastures with eggs and larvae, and therefore the challenge from parasites, even when pasture covers are quite long.

Cultivation kills worm larvae by drying them out. Larvae hide in dung patches when it's dry, so ploughing or harrowing breaks these up and dries them.

Frost will kill lungworm larvae but not those of gutworms.

Direct drilling crops has some environmental benefits (reduced soil losses) but is less effective than cultivation at killing existing larvae on pasture.

Crops provide respite from internal parasites because the larvae can't climb onto the leaves. However grass strips around the edges or grass in runoff paddocks will still harbour larvae, so deer won't always be completely protected on crop. Forages like chicory, plantain, clover and Sulla (a legume) also provide relief from parasite burdens where they are not mixed with grass.

New grass will have low levels of parasite larvae, but the new pasture will be infected quite quickly once it's been grazed.

If you don't use drenches and cull based on weight gain, you could be gradually selecting for animals with greater resistance to parasites. However, the CARLA test has potential to accelerate this process.

High levels of the CARLA antibody, present in both sheep and deer, give individual animals a degree of resistance to internal parasites. The antibody prevents larvae in the gut from developing beyond their third stage and becoming adults. The AgResearch CARLA test measures levels of the antibody. Ability to produce the antibody varies between animals, so an estimated breeding value for resistance to parasites may become available. For further information: www.deernz.org/carla-and-worm-resistance ■

Don't overlook minerals

If deer, especially adults, are looking as though they might need drenching, don't overlook minerals as a cause of their ill thrift.

Copper deficiency is the most common culprit, but uptake is a complex matter. Presence of other elements such as sulphur, molybdenum (especially) and iron can all affect copper uptake. Thiomolybdates in the rumen (formed from molybdenum and sulphur) can bind up copper.

Soil pH can be another factor, with higher pH from liming decreasing copper availability.

Giving copper injections or bullets to overcome a deficiency in deer could be short-lived if the presence of other elements is binding the copper in the body.

A soil test will help reveal any of these background issues. If soil molybdenum levels are high, for example, there is probably no point in putting copper in fertiliser.

For further information see the Deer Fact on copper, available online at: <http://deernz.org.nz/deer-facts>

Deer sale report

by Phil Stewart, *Deer Industry News* Editor

The Crowley family busted through the six-figure mark for the second year running this year. This time it was the turn of Joe Crowley of Tower farms, selling a son of Leon out of a Moccona daughter to Mount Cecil Trophy (Duncan Fraser) for \$138,000.

TODD CROWLEY (CROWLEY Deer) had another solid sale following last year's sale of a \$128,000 sire to the Canes. This year he sold a hind for an exceptional \$55,000, probably one of the more valuable elite hinds to go under the hammer in recent years.

Despite these exceptional prices, the 2016/17 sale season was a little patchy for some. In the summary below we have this year introduced a figure for each sale showing how its average price compares with last year. We add the caveat that when numbers of sires sold are low, or if there is one exceptionally high price, this figure doesn't always tell the full story. Overall, however, more sales featured lower averages this year than those that improved. Some, like Netherdale, bounced back strongly from a fairly quiet sale last year. Netherdale's David Stevens said buyers were starting to pay closer attention to breeding values and were clear about the genetic lines they wanted.

He said in the market for antler genetics, there was a strong preference for strong, clean traditional styles. Hinds were also receiving close scrutiny, with buyers favouring well-grown R2s that would be ready for a successful first fawning.

Joe Crowley (Tower Farms) said the uncertain velvet market this year had cast some gloom over the industry, but there were still buyers sticking closely to good velvet and trophy genetics.

There was good support for venison genetics, with Ruapehu Red Deer having a complete clearance at solid prices and Wilkins Farming doing the same at its North Island sale with a 61 percent improvement on last year's average.

Those selling yearling hinds or lines of young velvetting stags did well, with many total clearances reported at strong prices.

The overall sire offering from recorded sales was down a just little to 816 stags or bulls (829 last year). The overall clearance rate (85%) was up 2% on last year. Wapiti sales were generally more successful, with many achieving complete clearances and a 90% rate overall. Of the red stags on offer, 83% were sold at auction.

Our thanks to those who responded to our survey and submitted sale reports, and to Wilkins farming for the photos used in this report and on the cover. ■

ALTRIVE RED DEER 13 January, Waipounamu, Southland

Stags sold	26 of 28 on offer (25 3yr sire stags and one 2yr trophy sire stag)		
Top price	\$60,000		
Average	% change from last year	\$10,103	-19%

Other animals sold 54 yearling hinds sold with a top price of \$15,000 and an average of \$1,901
62 two year old velvet stags sold with an average price of \$1,415 with one pen of 10 making \$1,700

Comment Huge crowds at all the Southland sales with 78 registered buyers at Altrive. Very strong interest in our velvet genetics with Lot 1, which took 2nd place in the national 3yr old competition selling for \$60,000. Prices were very similar to last year but even stronger demand for our yearling hinds. The 30 years of performance recording and presenting this information with the pedigrees of the hinds on offer is giving buyers confidence that these hinds breed on. This was shown by the hinds averaging \$1,900 with a complete clearance of the 54 on offer and a top price of \$15,000, with more enquires for hinds after the sale.

ARAWATA DEER FARM* 13 January, Pine Bush, Southland

Stags sold	19 of 20 2yo on offer		
Top price	\$10,000		
Average	% change from last year	\$4,963	-1%
Other animals sold	25 of 25 hinds on offer; top \$3,100, average \$942 (+51% on last year). 26 of 26 velvetting stags, \$1,450 each (+45% on last year)		

BLACK FOREST* 14 January, Outram

Stags sold	24 of 31 on offer		
Top price	\$9,000		
Average	% change from last year	\$3,800	-13%
Other animals sold	4 of 15 hinds on offer; top \$1,550, average \$1,137).		

BROCK DEER 12 January, Merino Downs, Gore

Stags sold	20 of 23 on offer		
Top price	\$22,000		
Average	% change from last year	\$6,900	-10%

continued on page 16

Deer sale report: continued

Other animals sold 18 of 23 yearling hinds on offer; average \$1,080 (up 10% on last year), top \$3,050
40 of 40 2yr velvetting stags on offer; average \$1,040

CANES DEER
 18 December, Reporoa

Stags sold 14 of 18 3yr stags on offer

Top price \$50,000

Average % change from last year \$13,000 -31%

Other animals sold 10 hinds, average \$3,300

Comment OK result considering velvet situation at the time. Sold three stags in the weeks following sale; another three didn't reach reserve.

CLACHANBURN ELK*
 18 January

Bulls sold 66 of 66 on offer

Top price \$5,200

Average % change from last year \$3,425 -1.5%

CONNEMARA
 15 January, Manapouri

Bulls sold 30 of 30 on offer

Top price \$7,500

Average % change from last year \$3,762 -1.4%

Comment Seven bulls close to 350kg; a truly quality line of excellent temperament sires with records; some real bargains for valued clients

CROWLEY DEER
 18 December, Holland Road, Hamilton

Stags sold 11 of 11 on offer

Top price \$60,000

Average % change from last year \$13,772 -35%

Other animals sold 12 of 14 hinds on offer; average \$8,327 (+62% on last year), top \$55,000

Comment Great sale, many thanks to all the supporters and attendees. Special thanks to my beautiful wife for her continued support and encouragement!

DEER GENETICS*
 9 January: 3 year stags
 10 January: 2 year stags and 1 yr elite hinds

Stags sold 3 year stags: 10 of 13 on offer
2 year stags: 16 of 18 on offer

Top price 3 year stags: \$11,000
2 year stags: \$31,000

Average 3 year stags: \$6,290 (-50% on last year)
2 year stags: \$6,619 (-20% on last year)

Other animals sold 1yr hinds: 20 of 20 on offer; average \$1,450 (-29% on last year), top \$3,100

EDENDALE DEER – WHYTE FARMING
 19 January

Bulls sold 27 of 29 on offer

Top price \$6,000

Average % change from last year \$3,900 +1%

Other animals sold Wapiti terminal sires

Comment A rapid Helmsman sale averaged the same as last year with regular clients and some new clients attending. Sires are being sent from Otago through to Blenheim. Thank you to all those attending from Donald, Leigh and the team.

FAIRLIGHT STATION*
 14 December

Stags sold 14 of 19 on offer

Top price \$6,000

Average % change from last year \$1,900 -31%

FOVERAN DEER PARK
 9 January at Foveran

Stags sold 34 of 68 on offer

Top price \$19,000

Average % change from last year \$4,309 -4%

Other animals sold 3 of 8 yearling hinds, average \$1,067, top \$1,200

Comment Not a big clearance. Fewer buyers than usual. Main focus is antler, so uncertainty in velvet market may have affected the sale this year.

LITTLEBOURNE*
 17 January, Winton

Bulls sold 6 of 18 on offer

Top price \$3,200

Average % change from last year \$2,800 -37%

LITTLEDALE DEER PARK
 11 January, Mount Hutt Station

Stags sold 9 of 9 on offer

Top price \$14,500

Average \$5,622

Comment Reasonable sale after not having one last year. Top stag purchased by Foveran.

LOCHINVAR WAPITI*
15 January, Te Anau

Bulls sold	25 of 25 on offer		
Top price	\$8,800		
Average	% change from last year	\$4,928	+26%

MARANOA DEER
16 December, Maranoa, Takapau

Stags sold	21 of 25 on offer		
Top price	\$6,500		
Average	% change from last year	\$3,563	+6%
Other animals sold	33 of 33 yearling hinds; average \$580		
Comment	An improvement on last year, although we had hoped for a better lift given the market conditions.		

NETHERDALE RED DEER
12 January, Balfour, Southland

Stags sold	27 of 28 3yo sires on offer		
Top price	\$80,000		
Average	% change from last year	\$12,981	+42%
Other animals sold	40 of 40 hinds on offer; average \$1,179, top \$2,200. 79 2yr velvet stags: average \$1,331 ea; range \$1,000 (ave. 3.08kg) to \$1,800 (ave. 4.2kg) 41 of 41 maiden hinds sold, top price \$3800, average for the 41 hinds \$1626 (+38% on last year). 61 of 61 2yo red velvet stags sold, top pen of 8 sold for \$2000 each, average for 61 stags \$1404 (+5.5% on last year).		
Comment	Large gallery from throughout NZ (estimated 180). Lot 1, a 3yo red sire stag cutting 10.50kg sold for \$80,000. Other notable sales were Lot 2 \$25,000, Lot 3 \$19,000, Lot 4 \$18,500, Lot 6 \$30,000, Lot 13 23,500, and Lot 18 \$22,500. Also on offer 12 straws of Harlem semen, all sold for \$400 a straw and 6 straws of Henshaw, all sold for \$325. A better line up compared with last year, with the average velvet weight of the 3yo red sale sire stags 7.00kg and the heaviest maiden red hind 117kg. Purchasers were focused on clean heavy velvet and this was reflected in the prices.		

PAMPAS HEIGHTS
17 December, on farm, Rotorua

Stags sold	13 of 25 on offer sold on the day.		
Top price	\$5,200		
Average	% change from last year	\$3,723	-25.5%
Other animals sold	9 of 14 yearling hinds on offer sold on the day (average \$935)		

Comment

Very disappointing bidding at the first Buy North sale of the year. However there has been good interest after the sale. Our policy of offering our best stag for auction in the ring, but not selling after bids close (turned in at \$16,000), is not well understood. Several punters wanted to buy Lot 4 after the sale with offers of up to \$25,000. We have retained him at the stud as a Master Sire.

PEEL FOREST ESTATE
9 December: Forrester sires (venison)

Stags sold	45 of 47 on offer (total clearance after)		
Top price	\$11,200		
Average	% change from last year	\$6,300	+1.6%
Other animals sold	We also had a selection of trophy stags on offer as private treaty at a set price. 13 offered, 7 sold with top price \$33,000 and average price of \$10,150.		

Comment

Very strong demand for Forresters from mainly repeat buyers. Stags were in excellent condition weighing up to 233kg and producing velvet up to 7.9kg

PEEL FOREST ESTATE
10 January: Velvet sires

Stags sold	15 of 19 on offer		
Top price	\$21,000		
Average	% change from last year	\$9,000	+42%
Comment	Strong sale with 11 out of 19 stags on offer cutting over 7kg, very clean good style velvet. All stags now sold.		

RAINCLIFF STATION*
20 January, Pleasant Point

Bulls sold	31 of 31 on offer		
Top price	\$7,000		
Average	% change from last year	\$5,097	+58%

RAROA RED DEER
19 December, Cambridge

Stags sold	18 of 26 on offer		
Top price	\$5,500		
Average	% change from last year	\$3,100	-28%

ROTHESAY RED DEER*
3yo and advanced 2yo stags
10 January, Darts Road, Methven

Stags sold	8 of 10 on offer		
Top price	\$17,000		
Average	\$9,713		

continued on page 18

Deer sale report: continued

ROTHESAY RED DEER*
 2yo stags
 21 January, Darts Road, Methven

Stags sold	10 of 12 on offer
Top price	\$3,800
Average	\$2,520
Other animals sold	49 of 49 velvetting stags on offer; average \$804.

RUAPEHU RED DEER
 14 December, Pukenua Road, Taihape

Stags sold	32 of 32 on offer
Top price	\$8,600
Average	\$5,243
% change from last year	-12%

Comment Biggest ever crowd for sale and increased number of stags put up for auction. Demand still outstripping supply.

SARNIA DEER*
 19 December

Stags sold	13 of 13 on offer
Top price	\$10,000
Average	\$5,354
% change from last year	+10%

Other animals sold 8 of 9 hinds on offer; average \$675.

TIKANA WAPITI
 17 January, on farm at Browns, Winton

Bulls sold	16 of 23 on offer
Top price	\$18,500
Average	\$7,440
% change from last year	-19%

Other animals sold Seven mixed age cows on offer, all sold. Top price \$7,000, average \$4,640 (+40% on last year)

Comment Good sale overall. Strong demand for cows resulted in lift in average of \$1400. Seven of the 3 year old bulls on offer were cutting over 10kg EW Supreme compared to one or two in previous years. Supply at this end market possibly greater than demand. Average price for bulls back \$1700 on last year.

TOWER FARMS DEER
 18 December at Tower Farms

Stags sold	21 of 23 on offer
Top price	\$138,000
Average	\$15,283
% change from last year	+67%

Other animals sold 19 hinds sold; average \$1,821 (up 42% on last year), top \$3,400

Comment Very pleased with sale, up on last year. Top priced stag was a son of Leon out of a Moccona daughter.

WILKINS FARMING
 16 December, North Island: Te Maire, Hawke's Bay

Stags sold	18 of 18 on offer
Top price	\$8,400
Average	\$4,678
% change from last year	+61%

Comment It was great to see some new faces and purchasers alongside our regulars. We appreciate the support we get at this sale and are looking forward to presenting an excellent line up of animals for the 2017 sale. We would also like to once again acknowledge the impressive upgrade George and Laura have made to their facilities which helps us host our sale day. Many thanks to our purchasers and under bidders.

WILKINS FARMING
 16 January, South Island: Wilkins Farming, Athol

Stags sold	55 of 57 on offer
Top price	\$14,000
Average	\$4,824
% change from last year	-1.5%

Comment A really good crowd with buyers coming from all parts of the South Island and as far as Hawke's Bay and the Central North Island. Demand was strong, especially around our 144, 334, Rock Me and Churchill sons. Our European line up had a top liveweight of 272kg and average sale day weight of 233kg – impressive for 2yo animals. We would like to thank the successful purchasers as well as under bidders for their support and the effort made travelling to be present at our sale. Again we are looking forward to presenting an excellent line up of animals at our 2018 sale.

*Source: PGG Wrightson Deer, <http://deer.agonline.co.nz>



Enjoying a beer after the Wilkins Farming North Island sale are, from left: George Williams, Willem Akkersma, Richard Hilson and Keith Burden. Photo: Pauline Pattullo, Wilkins Farming.

“Awesome” Top of the South

by Grant Hasse, Committee Chair, Top of the South Velvet and Hard Antler Competition

An awesome number of entries – over 50 – was received for the Top of the South Velvet and Hard Antler Competition. There was also an awesome number of farmers and industry associates in attendance and an awesomely enjoyable evening for the awards.

THE CANTERBURY WEST Coast Branch of NZDFA facilitated the 2016 Top of the South Velvet and Hard Antler competition held in Darfield following the judging at PGG Wrightson’s Christchurch facilities on 5 and 6 December.

The event is also aimed to inform and engage attendees. The afternoon started with a seminar and discussion with Stacey Cosnett of Farmlands Nutrition around feeding for velvet and was followed by a timely processing, healthy food and state of the market presentation from Rhys Griffiths, DINZ’s Market Manager Asia. Attending farmers took part in open discussions and comments based on their own feed management systems that over years have been suited to their operations.

The afternoon’s highlight of course was the velvet display in its two-category concept, based on age group classes and the commercial lines. Full results are available online at www.deernz.org or by request from gandshasse@xtra.co.nz. Farmers within the catchment area were sent hard copies with their December *Deer Industry News*.

The commercial classes were once again hotly contested and this year’s entries comprised a well-cut and immaculately presented quality line-up across all entries. For example, first and second places in the “three heads under 5kg” category were separated by less than \$3.50 and there was about \$1,600 value per entry, for all entries. A near perfect combo was entered, 4.97kg, 4.99kg and 4.99kg of SAT velvet totalling \$1,644.50.

The red deer age group classes were the real stand out. Entries surpassed previous competitions both in number and the high quality of the velvet presented. For the future I believe the competition classes need to include a five year red class, to accommodate all the great four-year-old red velvet presented this year.

We would like to thank the Marlborough farmers and their DFA Branch in particular for their support this year under trying

conditions. Some of their entries were among the best I have seen in competition and confirm the competition’s mission statement: “To provide a platform to display quality velvet and antler grown and harvested in the ‘Top of the South Island’ through competition.”

Awards were presented, often backed by rousing support. I’d like to acknowledge the input of the committee that put this together so well, and the caterers, Lovely Grubb, for helping make this a great evening.

My biggest thanks go to our 2016 sponsors for all their support, be it financial, in kind, transport or our venue for the judging. They were **Farmlands Nutrition, Zee Tags, PGG Wrightson, Provelco, Hawker Velvet, Xcell Breeding Services, FMG, Fogarty Deer, Tasman Velvet, Ballance Agrinutrients, Elk & Wapiti Society, Rural Livestock, Central Deer Freighters, Mountain River Processors and Central Canterbury Elk Breeders.**

I hope to see you all at the 2017 competition. ■



Grant Hasse (left) with Peter and Jemma Swann, winners of the 2106 Competition Champion Award. Photo: Blair Waller.



PAREX
INTERNATIONAL
EST. 1993

VELVET WANTED
WE ARE CURRENTLY BUYING
ALL GRADES OF VELVET
ALL ENQUIRIES
PLEASE CONTACT JOHAN PARK
Ph +64 3 349 5544
Mobile +64 21 197 2239
Email parexi@paradise.net.nz
26 Halwyn Drive, Hornby, Christchurch 8042

PAREX INTERNATIONAL
Want to add Value? We can help.
ESTABLISHED IN 1993, PAREX INTERNATIONAL HAS BEEN A LEADING PROCESSOR AND EXPORTER OF NEW ZEALAND DEER VELVET
We are a 100% New Zealand owned and operated company. Our goal is to provide the highest standard of deer velvet around the world. We export processed and frozen velvet for a variety of different markets. If you have any queries please feel free to contact us.
WWW.PAREXI.CO.NZ



Wapiti in Wanaka

by Phil Stewart, *Deer Industry News* Editor

The Elk & Wapiti Society celebrated its 30th birthday in Wanaka on 28 January with a field day at Cattle Flat Station followed by an entertaining Scottish-flavoured function at the Lake Wanaka Centre. Principle sponsor for the society's velvet and antler competition was Hawker Velvet.

Annual velvet and hard antler awards

TIKANA MAINTAINED ITS dominance of the awards this year, with Dave Lawrence and Donna Day winning the two, three, four and six year categories. Their sire, Nepia, won the Open class and was honoured as Champion of Champions, with a stunning 26.05kg head (see photo).

Nepia took the same accolade last year and "is going from strength to strength" according to sponsor, Nathan Hawker. Nepia sons took out first and second places in the 3-year-old class. Reserve Champion was Whyte Farming for its Open Typical Hard Antler entry, Seattle believed to be the best scoring typical hard antler in New Zealand to date .



Nepia's 26.05kg head won the Open Supreme Elk Class and Champion of Champions.



Donna Day accepts the Champion of Champions winner's sash on behalf of Tikana, from Nathan Hawker.



Seattle's head won the Open Typical Hard Antler category and was Reserve Champion scoring 496.



Grant Hasse (left), Tracey Maclean and Murray Hagen (right) got in touch with their Scottish sides for the piping in of the haggis.

Sir Tim Wallis made a welcome appearance at the awards evening. He said he was delighted to see the potential that he and Mike Bringans had spotted in Canadian elk all those years ago now being borne out in New Zealand herds.

Society president, John Falconer, complimented entrants on the quality of this year's heads. He noted that even the last-placed 3-year-old head was an impressive 7.48kg, while some of the hard antler was "as big as you'll see anywhere in New Zealand". He said the numbers at the celebration were a little down on what he'd hoped, but was philosophical. "Attendance at events like these seems to be pretty closely tied to the velvet price."

Dave Lawrence had special thanks for Gold sponsor PGG Wrightson, which has backed the competition right from the start, with its network of agents and depots providing great logistical support.

Results summary: Velvet

Place	Name	Owner	Sire	Total weight (kg)
2 Year (sponsor: Tikana)				
1	Forecaster	Tikana	Storm	8.37
2	Rainbow	Tikana	Storm	5.87
3	14/805	Raincliff	Solomon	5.70
3 Year (sponsor: Xcell Breeding Services)				
1	Thor	Tikana	Nepia	16.27
2	Merlot	Tikana	Nepia	11.63
3	White 61	Littlebourne	Red 83	8.17
4 Year				
1	Isobar	Tikana	Storm	12.86
2	Dijon	Achnahanat & Elkarama	Declan	10.41
3	21	Connemara	Mojo	11.98
5 Year				
1	Tartan	Raincliff	Trilogy	19.47
2	Beckham	Tikana	WB333	14.70
6 Year				
1	Moseby	Tikana	G607	17.11
2	Luther	Connemara	Trilogy	18.30
3	Y68	Littlebourne		12.08
Open				
1	Nepia	Tikana	WB333	26.05
2	Trilogy	Longridge Elk	Silverado	22.12
3	Moseby	Tikana	G607	17.11

Results summary: Hard Antler

Place	Name	Owner	Sire	Score
Open Non-typical Hard Antler				
1	P52	Clachanburn	Flash	476½ 7yr
2	Yukon	Whyte Farming	Y801	519½ 6yr
Open Typical Hard Antler				
1	Seattle	Whyte Farming	Y801	496 6yr

2	Y192	Whyte Farming	Y801	458¼ 6yr
---	------	---------------	------	-------------

2 year Non-typical

1	WP988	Whyte Farming	P920	325½
2	WP914	Whyte Farming	Tomohawk	303

2 year Typical

1	WP912	NZ Bison	Big Steve	290¾
2	WP976	NZ Bison	P920	306½

Special awards

The late **Winston Day**, a pioneer in the New Zealand elk/wapiti industry, was acknowledged by having his name attached to a special award by the Elk and Wapiti Society, which this year went to **Dave Edmonds**. Dave, with son Dean, made a strong contribution to the development of the elk/wapiti industry in New Zealand. The award to Dave consisted of a drawing by artist Madison Pringle of "any of your bulls that you'd like".

Announcing the award, Tommy May recalled being part of a three-way syndicate with Mike Bringans and Winston, that imported a Canadian bull, Trudeau. Tommy said that whoever hosted Trudeau and the other syndicate cows at mating time always got the best calving percentages. "It looks as though the local cows always bossed the visitors," he said.

Winston, who also happened to be the uncle of Donna Day (Tikana) was a "great breeder and fantastic to deal with", Tommy said.

The **Evan Meredith Memorial Award** was this year presented *in absentia* to a man synonymous with the elk/wapiti industry in New Zealand and worldwide, **Mike Bringans**.

Announcing the award, DINZ Producer Manager, Tony Pearse, said it was fitting in the society's 30th year to present it to



Dave Lawrence was honoured with life membership of the Elk and Wapiti Society.

continued on page 22

Elk/wapiti: continued

someone of Mike Bringans' stature. "He's made an outstanding contribution to the industry, nationally and internationally. He has an encyclopaedic knowledge of deer genetics and elk/wapiti farming. His contribution to the industry in all countries where the animals are farmed has been monumental."

Tony said it was hoped to make a presentation to Mike in person during one of his frequent visits to New Zealand.

Another who has become synonymous with the elk/wapiti sector is **Dave Lawrence**. His contribution was acknowledged with the awarding of Life Membership of the Elk and Wapiti Society, and a special trophy to mark the award. President, John Falconer, said Dave's contributions, with the support of partner Donna Day, were extensive. As well as establishing a leading elk/wapiti stud, he had helped set up DeerSouth, one of the earliest benchmarking

systems, had worked tirelessly to find solutions to fading elk syndrome, was closely involved in Focus Farms and the Deer Progeny Test programme, and was now part of the Advance Party programme.

Accepting the award, Dave said he was honoured and humbled. "If you have a passion for the breed as I do, [you'll understand how] it's not hard to get involved. I think elk and wapiti breeders are a pretty special crew. We might be competitors but we work hard together for the good of the industry."

Thirty years in thirty minutes

The evening's feature speaker was Tony Pearse, a man who has worked with elk/wapiti farmers throughout the 30 years the society has existed. It's impossible to do justice to his

Springing a surprise

If you've ever socialised with Tony Pearse – and that would include most of the deer industry – you'll know he's an excellent raconteur. So it was no surprise when he wove a couple of entertaining anecdotes into his after dinner keynote speech at the Elk and Wapiti Society's 30th anniversary celebration in Wanaka.

BUT EVEN THE worldliest elk and wapiti farmers were unprepared for Tony's level of commitment when it comes to spinning a good yarn.

This tale involved a trip in the early 1990s to Alberta, Canada, with Neville Cunningham, where they were attending a national velvet and antler competition, and elk convention. Needing some refreshment after the event, the pair found themselves in the Crazy Horse Gentlemen's Club. Here the entertainment included not the expected darts and snooker, but – well let's not beat around the bush – an exotic dancer, stage name GI Jane. The wide-eyed Kiwis were enthralled with the spectacular act, which ended with "Jane" clad only in a camouflage G-string, stuffed with money from her appreciative audience.

Tony engaged the dancer in conversation after her act, and asked about her extraordinary athleticism – was she a gymnast perhaps? No, "Jane" replied, "I'm a springboard diver – Alberta champion in fact".

"What a coincidence!" Tony heard himself say. "I'm a New Zealand springboard diving champion!" There ensued a long conversation about the virtues of elk velvet, the convention and the joys of diving.

At this point of his story Tony, "in the interests of truth", calmly removed his shirt and displayed his actual diving medals, to gasps and hoots from the audience. Not satisfied with the effect, he dropped his trousers to reveal a lurid pair of diver's speedos. The final result was, he conceded, something akin to "a thong on a beach ball", but had the Wanaka audience cheering just as much as those gentlemen in Alberta, all those years ago.

Your intrepid reporter was, along with the rest of the audience, caught flat footed by this bravura performance, so could only manage a shaky, blurred photograph* of Tony's disrobing. However, with the assistance of a skilled artist and eyewitness testimony, we have managed to reconstruct the scene as accurately

as possible and offer this drawing to share with *Deer Industry News* readers who could not be at this great event.

*An allegedly genuine photograph of Tony clad in his medals and little else has been circulating on social media. This has clearly been doctored and is a prime example of the "fake news" that's so prevalent these days. ■



presentation in these pages, but notes from his extensive and entertaining speech (see sidebar opposite for a flavour of just how entertaining) are available on the DINZ website: www.deernz.org/pearse-elk

Tony began by acknowledging the many pioneers of the elk/wapiti sector who are no longer with us, but who have made an indelible contribution to the farming and culture of the breed in New Zealand.

Recalling how elk/wapiti sires helped solve the conundrum of getting venison animals ready for market in less than 12 months, Tony noted the huge contribution also made by veterinarians and researchers in the early days of the industry.

The early days of the Elk and Wapiti Society saw tempestuous times, including the demolition of the livestock taxation scheme by Roger Douglas and intense public debates about the merits or otherwise of elk/wapiti. The passion vented around the society's committee table was matched only by the passion members had for their deer. One early issue was the relationship with the DFA, which had been formed a decade earlier, in 1975, and has since settled into peaceful coexistence between the two organisations.

A key to the success in the early days was the sharing of knowledge and practical information within the sector, among scientists, vets and farmers – something that continues today. Loyalty has also been an enduring quality. Tony said membership of the society had been consistently in the 80–150 range and subs had remained at \$100 from the beginning.

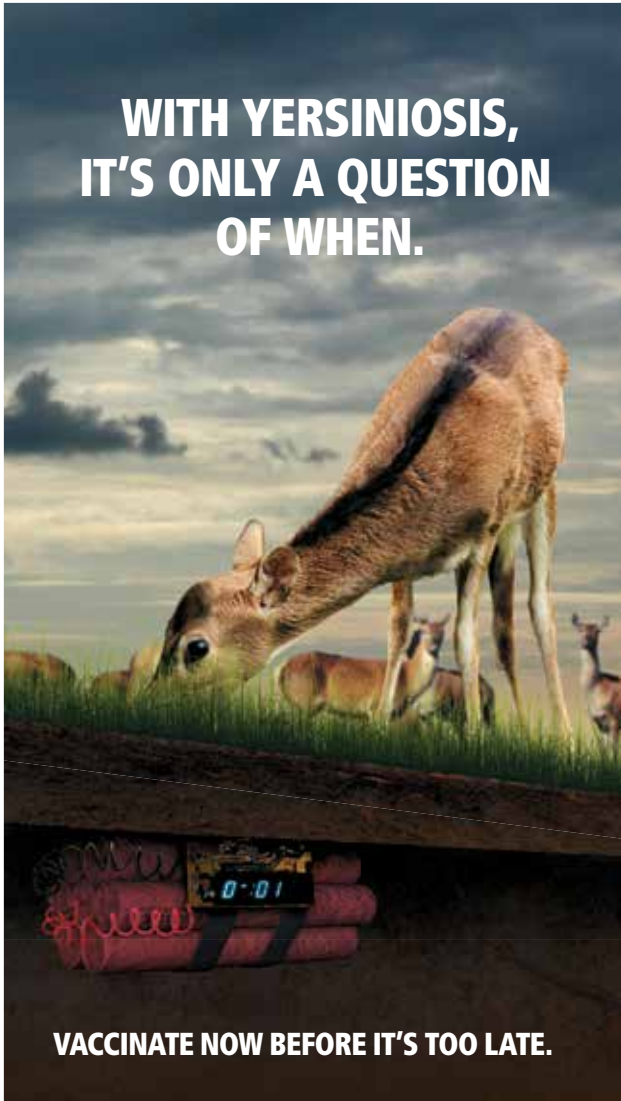
The early membership understood the importance of communication when it came to promoting and developing the breed as a valued part of the deer industry, and Tony acknowledged the significance of the first comprehensive handbook, *Wapiti Behind the Wire*, published by David Yerex in 1990. The content was put together in partnership with Tim Wallis, including a legendary spell on the *Ranganui* in Fiordland – sessions of intense writing punctuated by fishing, diving and giant meals, Tony recalled.

He was optimistic for the future of the breed, noting the commitment of elk/wapiti breeders to the Deer Progeny Test and Deer Link and predicting that commercial venison farmers would be eventually finishing hind and stag venison at 65–80kg in 8–12 months. Research was still focused to an extent on issues pertinent to elk/wapiti, such as parasitism, and the industry had raised considerable funds to support research.

Tony's presentation was intriguing glimpse into three decades of the culture and history that has developed around this singular breed of deer and people. He finished by committing to create an enduring record of this beginning phase of elk/wapiti farming in New Zealand by writing a history of the first 30 years – an enterprise that will be enthusiastically supported by all those in the industry.

Research auction

Continuing a long tradition, society members finished the evening by dipping deeply into their pockets in support of the research auction. Top price for the evening was \$2850 for a life-sized driftwood deer sculpture, with five straws of Seattle semen fetching a healthy \$2100. All told, the auction raised an impressive \$11,600 to help fund future research projects. ■

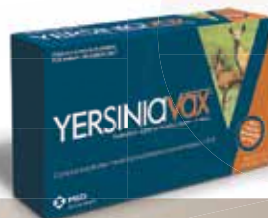


**WITH YERSINIOSIS,
IT'S ONLY A QUESTION
OF WHEN.**

VACCINATE NOW BEFORE IT'S TOO LATE.

Yersiniosis is a highly infectious disease that strikes weaner deer during late autumn and winter. Commonly triggered by stresses such as - poor nutrition, changes in feed, yarding, transport and bad weather - it rapidly leads to bloody scours and death.

To protect your herd over weaning and through the high risk periods, talk to your vet now about Yersiniavax®.



AVAILABLE ONLY UNDER VETERINARY AUTHORISATION.
ACVM No: A6151. *Registered trademark. Schering-Plough Animal Health Ltd.
Phone: 0800 800 543. www.msd-animal-health.co.nz. NZ/YSVX/0914/0001



Velvet update

After a tense start to the 2016/17 season, reasonable volumes of velvet finally started to trade. Export statistics suggest that velvet trade leading up to the Christmas period wasn't far behind that in recent years. While prices are back from the highs of the past two years, long-term prospects remain positive. Focus now turns to ensuring velvet meets an evolving regulatory environment that will be in force by next season.

A growing industry

THE VELVET INDUSTRY has experienced seven years of strengthening prices and growing production. In the 2008/09 season, about 440 tonnes of velvet was traded, achieving a weighted average price of \$59/kg (implied total farmgate value \$26m). In the 2015/16 season, 603 tonnes was traded at an average of around \$125/kg (implied total farmgate value \$75m). The start of this season looked to unsettle the rapid growth experienced over recent years.

Several major velvet trades were finally transacted around Christmas, although prices were lower than many exporters had hoped for. The initial stand-off was caused by usual pre-season market posturing, somewhat fuelled by last-minute market complications.

Recently released export statistics show that total exports of velvet in September, October and November 2016 were about \$2.5m – not far from 2015 figures (Figure 1). These are not the peak months for velvet sales, but it does suggest that trade has been ticking over quietly throughout the season. December statistics will reveal more once they are available. Anecdotal reports suggest that the trade trend continued to be buoyant through to January.

Exports to key markets

Despite a setback with regulatory changes disrupting issuance of import licences, Chinese processors were still active early in the

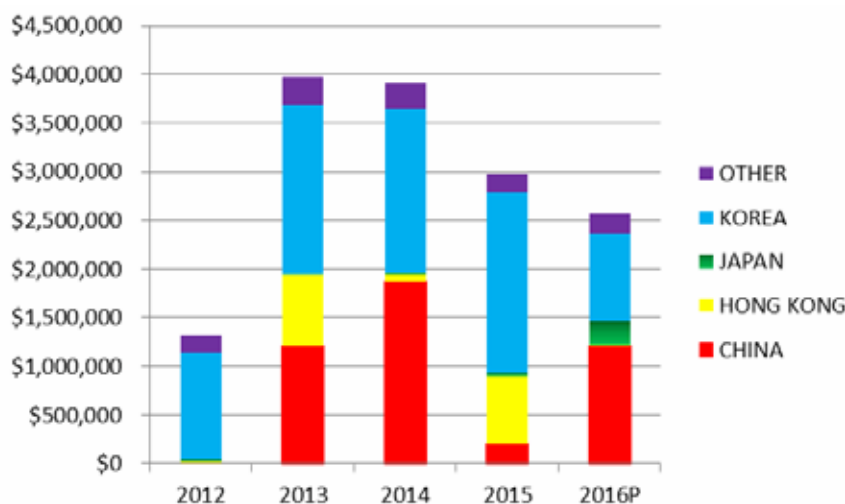


Figure 1: FOB velvet exports (NZ\$) for September, October and November by market

season. According to some exporters, about 100 tonnes of unused and unexpired quota remained from the previous year's Chinese velvet import permits. This provided enough access to meet some of the early season demand.

In recent weeks, Chinese regulators have offered a work-around solution to help the importers obtain the necessary import permits for this season. At the time of writing, no importers had received permits, although most were confident they would be issued soon. It is unknown what impact (if any) this will have on sales, as the main consumption period is nearing completion.

To date, direct exports to Korea have been lower than expected. Korea, the largest consumer of New Zealand velvet, has no known impediments to import our velvet. In fact, on 1 January 2017, there was a further tariff rate cut for processed New Zealand velvet as agreed under the Free Trade Agreement. The abolition of the 20% tariff over 15 years for processed New Zealand velvet provides a reasonably unique advantage over competing countries. Processed velvet from Australia or China carries the full 20% tariff, whereas New Zealand processed velvet is now 16% (and dropping).

Underlying demand in Korea is still strong

Korean food companies report that demand for their velvet-based products is growing. Official import statistics from Korea support a view that consumption in Korea is strong. Total velvet imports to Korea from all countries were 596 tonnes in the 12 months to 30 November 2016, up from 531 tonnes in the previous 12 months. Fewer direct purchases by Korean food companies at the start

of the season are likely a result of better inventory management and caution on pricing levels with the disruptions at the start of the season.

Chinese spending strong

Reportedly, Chinese consumers spent around NZ\$90 billion over the Chinese New Year period (27 January to 2 February 2017). This was up 48.1 percent from last year for spending by Chinese consumers in China and overseas.

Changes for 2017/18

While it seems a long way away (and we are still dealing with this season), preparations are underway for 2017/18. As a result of negotiations with Chinese regulators,

continued on page 25

Venison update

Production

THE NATIONAL KILL for the 12 months ending December 2016 was 298,059, down 22% year on year (Table 1, next page). Production for the 12 months ending December 2016 was 16,804 tonnes (CWE), down 20% year on year (Table 2, next page). The kill in December was down 30% with production down 27% versus 2015 (Table 1, 2).

The total number of hinds killed in the 12 months to December 2016 was 149,574 equating to 50% of the total kill and down 29% year to date (Table 4, next page).

Total exports

Total venison exports for the 12 months ending November 2016 were 12,601 tonnes, down 17% year on year (Table 3, next page). The value of these exports was \$159 million, down 12% on 2015.

Reflecting the supply-constrained environment seen in 2016, large decreases in export volumes were recorded for the Netherlands and Germany, down 40% and 35% respectively.

Exports into the United States grew by 9%, and value by 13%, continuing the steady growth seen over the past 12 months. The average FOB sales price per kg over the last 12 months increased by 6%.

Chilled exports

The total volume of chilled exports decreased by 7% with value down by 5% year on year (Table 5).

Overall chilled exports made up 18% by volume and 33% by value of total venison exports in the 12 months ending November 2016.

Chilled exports were down for most markets, with increases in volume only recorded for the United States, Belgium and Canada. Throughout the past 12 months, chilled exports have grown into the United States with volume up 16% and value up 19%.

Schedule, currency, market observations

The published schedule throughout December and January remained steady at \$7.83/kg, 11% up on the year. At the time of

writing the schedule was \$7.97/kg, up 10% on the same period last year (Figure 1, page 27).

For the week commencing 30 January, the US dollar was trading at 0.725 cents to the NZ dollar and 0.67 cents to the euro.

Over 2016 the NZ dollar has steadily strengthened against the US dollar and euro. At the close of the calendar year, the US dollar was up 5% and the euro up 9% year on year. Most currencies weakened against the US dollar in 2016 last year but the NZ dollar / US dollar eked out a 1.5% gain.

The outlook for the performance of the NZ dollar for 2017 is viewed by some experts as a period of consolidation; however currency experts unsurprisingly cite uncertainty on how the NZ dollar will react to global events, namely EU-UK negotiations on Brexit, European elections and the Trump administration's trade policy.

Exporters and in-market partners spoken with recently report a successful game season, with the short supply conditions leading to firm demand throughout the period and minimal stock on hand.

Importers and distributors are now looking to understand their ability to secure supply for the year ahead. Unsurprisingly the shortage of supply is cited as the key concern of in-market partners, along with the ability of the market to absorb the higher prices we are seeing. ■

continued on page 26

French student seeks winter internship

My name is Paul Madrennes. I am 19 years old and in the second year at Purpan Engineering School in France, specialising in Agriculture/ Agronomy. I am looking for a 3-month internship for next winter in New Zealand.

To validate my second year of study I have to complete 3-month internship in an English-speaking country and would like to do this on a New Zealand deer farm.

I'm from an agricultural environment (my father grows field crops and produces vegetable seeds).

This internship will also be an opportunity to enrich and exchange with New Zealanders, while perfecting my English.

I am very motivated to go further into animal production, especially in deer. I am very curious, adaptable and hard working.

Please contact: paul.madrennes@etudiants.purpan.fr

Velvet report: continued

the Ministry for Primary Industries (MPI) will be requiring improvements to the way velvet is produced and handled throughout the supply chain.

The National Velvet Standards Body (NVSBS) has agreed to develop and implement additional measures to ensure New Zealand velvet is exported to the safest and highest quality possible. As well as standard animal welfare obligations, there will be increased focus on shed hygiene, cold storage integrity and velvet traceability.

Chinese regulators conducted a sample audit of the New Zealand velvet industry in November 2016. While they were generally happy with what they saw, they raised a couple of areas for improvement. These areas are consistent with where the industry is heading, with an increased focus on velvet as a high-

value food and pharmaceutical ingredient. It is important that New Zealand provides a safe, high-quality product.

Based on existing rules governing the removal of velvet (through its velvet manual), the NVSBS will work with MPI to expand the NVSBS programme slightly. Additional measures will be implemented for all velvet intended for human consumption, regardless of its geographic market.

More information will become available over the next few months. In the meantime, please start to think about your velvetting area and possible improvements that may be needed. Also, we recommend measuring the performance of your velvet freezer(s). If they are not capable of reaching an ambient temperature of at least -15°C (when fully loaded), we recommend considering an upgrade. ■

Venison report: continued

Table 1: Deer slaughter by month (numbers) – 12 months to December

	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	% change
October	41,564	52,207	48,909	44,118	38,312	33,413	-13%
November	54,064	51,337	47,356	46,693	44,966	41,116	-9%
December	39,047	36,972	37,589	37,251	36,655	25,523	-30%
January	44,881	45,021	42,406	43,369	35,202		-19%
February	50,860	41,258	42,767	41,517	30,951		-25%
March	41,711	46,683	47,515	44,509	36,889		-17%
April	24,066	33,830	33,246	27,255	19,779		-27%
May	24,052	27,345	23,820	18,722	11,971		-36%
June	19,981	20,582	24,568	21,403	15,859		-26%
July	20,566	26,193	25,576	19,129	12,000		-37%
August	23,454	21,125	19,576	17,822	13,277		-26%
September	22,535	28,436	27,064	29,485	22,079		-25%
Year end September	406,781	430,989	420,392	391,273	317,940		-19%
12 months to December	413,472	412,622	424,327	414,600	383,144	298,059	-22%

Table 2: Venison production by month (tonnes)

	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	% change
October	2,324	2,925	2,666	2,413	2,075	1,862	-10%
November	3,127	2,994	2,738	2,651	2,552	2,446	-4%
December	2,274	2,128	2,124	2,117	2,112	1,548	-27%
January	2,616	2,639	2,639	2,479	2,057		-17%
February	2,943	2,364	2,449	2,346	1,820		-22%
March	2,297	2,547	2,574	2,382	2,015		-15%
April	1,290	1,770	1,780	1,415	1,036		-27%
May	1,256	1,412	1,244	975	629		-35%
June	1,045	1,049	1,291	1,101	853		-23%
July	1,103	1,346	1,316	993	629		-37%
August	1,265	1,091	1,012	936	691		-26%
September	1,273	1,508	1,434	1,565	1,218		-22%
Year end September	22,812	23,773	23,266	21,374	17,687		-17%
12 months to December	22,956	23,134	23,255	22,919	20,932	16,804	-20%

Table 3: Top 10 New Zealand venison export markets by volume and value – 12 months to November 2016

Market	Volume (mt)			Value (NZ\$FOB, millions)			Ave \$/kg		
	2015	2016 (p)	change	2015	2016 (p)	change	2015	2016 (p)	change
Germany	4,603	2,984	-35%	\$53.46	\$41.06	-23%	\$11.61	\$13.76	18%
United States	2,405	2,630	9%	\$25.25	\$28.41	13%	\$10.50	\$10.80	3%
Belgium	1,330	1,079	-19%	\$19.77	\$18.41	-7%	\$14.86	\$17.06	15%
UK	1,183	1,177	-1%	\$11.48	\$11.76	2%	\$9.70	\$9.99	3%
Netherlands	1,083	652	-40%	\$21.02	\$13.81	-34%	\$19.41	\$21.18	9%
Finland	1,045	921	-12%	\$7.22	\$6.85	-5%	\$6.91	\$7.44	8%
Switzerland	934	678	-27%	\$15.08	\$12.49	-17%	\$16.15	\$18.42	14%
Sweden	522	433	-17%	\$4.76	\$4.64	-3%	\$9.12	\$10.72	18%
Canada	344	370	8%	\$3.41	\$3.66	7%	\$9.91	\$9.89	0%
Other	1,655	1,677	1%	\$18.84	\$18.30	-3%	\$11.38	\$10.91	-4%
Total	15,104	12,601	-17%	\$180.29	\$159.39	-12%	\$11.94	\$12.65	6%

OVERSEER® for deer farmers

by Jane Chrystal, Research Associate, AgResearch

THE OVERSEER® NUTRIENT Budget Model is a New Zealand-based farm-specific tool to examine the impact of farming practices on nutrient use and flows. It is used extensively in the dairy industry, as all dairy farms are required to complete a nutrient budget. It is most often used by a fertiliser representative or a farm consultant.

OVERSEER is free for anyone to use, but those who provide recommendations based on the model output are strongly advised

to become certified by obtaining a postgraduate qualification in the use of OVERSEER and in the development of nutrient management plans.

The model can be used by deer farmers to:

- identify maintenance fertiliser nutrient requirements for pastoral blocks
- generate a nutrient budget
- identify nutrient “hotspots”

continued on page 28

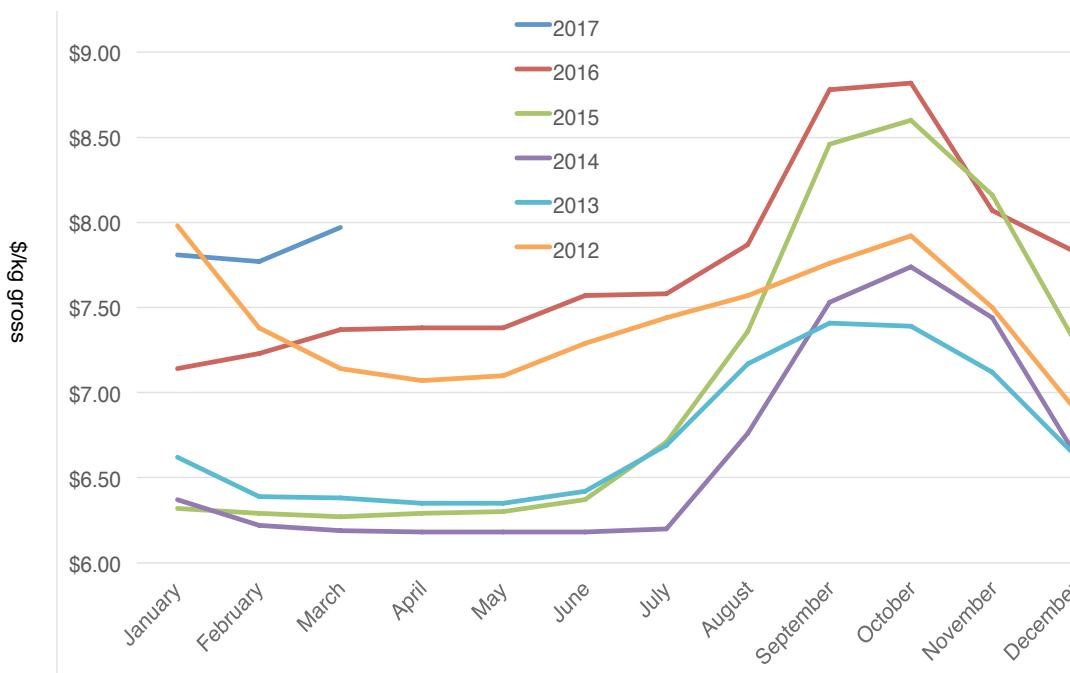
Table 4: Slaughter split by hinds and stags – 12 months to September

	% split of herd YTD	No. slaughtered YTD	% change December 2016/17	% change YTD 2016/17
Hind	50.18%	149,574	-43.61%	-29.07%
Stag	49.82%	148,485	-24.35%	-13.81%

Table 5: Top 10 New Zealand chilled venison export markets by volume and value – 12 months to November 2016

Market	Volume (mt)			Value (NZ\$FOB, millions)			Ave \$/kg		
	2015	2016 (p)	change	2015	2016 (p)	change	2015	2016 (p)	change
United States	581	676	16%	\$12.2	\$14.6	19%	\$21	\$22	2%
Germany	523	498	-5%	\$10.6	\$11.4	8%	\$20	\$23	13%
Netherlands	472	264	-44%	\$11.8	\$6.9	-41%	\$25	\$26	5%
Belgium	407	452	11%	\$8.9	\$10.6	18%	\$22	\$23	7%
Switzerland	165	133	-19%	\$4.7	\$3.7	-21%	\$28	\$28	-3%
France	129	83	-36%	\$2.5	\$1.6	-37%	\$19	\$19	-3%
UK	123	112	-9%	\$1.9	\$1.5	-22%	\$15	\$13	-14%
Canada	57	67	18%	\$1.3	\$1.3	2%	\$22	\$19	-14%
Australia	14	9	-36%	\$0.4	\$0.3	-30%	\$29	\$31	9%
Other	20	14	-30%	\$0.6	\$0.5	-21%	\$31	\$34	12%
Total	2,491	2,308	-7%	\$54.9	\$52.2	-5%	\$22	\$23	3%

Figure 1: National published schedule: 2012–2016 AP Stag



Overseer: continued

- conduct mitigation scenario analysis.

OVERSEER reports annually and assumes that the farm is in a steady state. It requires the farm to be broken down into “blocks”. Areas that are similar in soil type, topography, plant species (pasture species or crop), and management (grazed by sheep/ beef/deer or a mix) are grouped in one “block” that the user can then name (e.g. Hill deer block, Flat block, Winter crop block). Information is then entered into each block under these headings:

1. General (topography, distance for coast)
2. Climate
3. Soil description
4. Soil profile
5. Soil properties
6. Soil tests
7. Drainage/runoff
8. Pasture
9. Supplement made
10. Fertiliser
11. Irrigation
12. Animals
13. Effluent

Capabilities relevant to deer farmers:

- allows you to select “pace fence line” or “wallows visible” for different blocks
- select the stock grazing each block, each month
- select if the property is finishing – which reflects production intensity and increases the nutrients removed in product, or breeding
- allows you to enter each mob of animals their class, breed, mature weight and liveweight at the end of the year, and their source (weaned, on-farm or brought in)
- include a wintering pad or barn.

Resulting nutrient budget

Rather than focusing on the numbers given in the nutrient budget, focus on the reduction in losses that can be made when mitigation strategies are put in place or when farm management changes are made. It can be used as a “what if” tool, for example, “what happens to my losses if I eliminate fence pacing or wallowing?” The screen shots below show that while eliminating fence pacing and wallowing, for the scenario modelled, has little impact on N losses, there is a significant impact on P losses by eliminating fence pacing and wallowing. Total block losses are reduced from 125 to 53kg P/ha/yr loss, taking the P loss category for “losses from soil” from high to low.

Figure 1: Animals tab under individual “block” information – deer pace fencelines and wallows are visible.

Other information

Check the boxes that apply to this block.

Enterprises	Animal-water connectivity	Production ?
Beef / dairy grazing	<input type="checkbox"/> Access to streams	<input type="checkbox"/> Finishing
Deer	<input checked="" type="checkbox"/> Pace fence line <input checked="" type="checkbox"/> Wallows visible	<input checked="" type="checkbox"/> Finishing

Save Save & Continue Continue Reload

Figure 2: Block reports tab showing the phosphorus report for a scenario where deer pace fencelines and wallows are visible.

Block name	Total P lost (kg P/ha)	P lost to water (kg P/ha)	Soil	Fertiliser	Effluent
Pasture Flat	31	0.8	Low	Medium	N/A
Pasture Rolling	55	0.8	Low	Medium	N/A
Pasture Easy Hill	87	0.9	Medium	Low	N/A
Trees and Scrub 1	2	0.1	N/A	N/A	N/A
Deer	125	1.8	High	Medium**	N/A
Other sources	16				
Whole farm	217	1			

Figure 3: Block reports tab showing the nitrogen report for a scenario where deer pace fencelines and wallows are visible.

Block name	Total N lost (kg N/ha)	N lost to water (kg N/ha)	N in drainage* (kg N/ha)	N surplus (kg N/ha)	Added N** (kg N/ha)
Pasture Flat	302	10	1.1	52	25
Pasture Rolling	768	11	1.4	81	0
Pasture Easy Hill	1,197	12	N/A	50	0
Trees and Scrub 1	75	3	N/A		
Deer	1,852	18	2.1	58	0
Other sources	63				
Whole farm	3,540	12			
Loss N removed in wetland	0				
Farm output	3,540	12			

Figure 4: Same scenario as Figure 1 above except there is no fence pacing or visible wallows.

Other information

Check the boxes that apply to this block.

Enterprises	Animal-water connectivity	Production ?
Beef / dairy grazing	<input type="checkbox"/> Access to streams	<input type="checkbox"/> Finishing
Deer	<input type="checkbox"/> Pace fence line <input type="checkbox"/> Wallows visible	<input checked="" type="checkbox"/> Finishing

Save Save & Continue Continue Reload

Figure 5: Block reports tab showing the phosphorus report for the scenario when deer no longer pace fencelines and no wallows are visible.

Block name	Total P lost (kg P/ha)	P lost to water (kg P/ha)	Soil	Fertiliser	Effluent
Pasture Flat	31	0.8	LOW	Medium	N/A
Pasture Rolling	55	0.8	Low	Medium	N/A
Pasture Easy Hill	87	0.9	Medium	Low	N/A
Trees and Scrub 1	2	0.1	N/A	N/A	N/A
Deer	53	0.8	LOW	Medium**	N/A
Other sources	16				
Whole farm	245	0.8			

Figure 6: Block reports tab showing the nitrogen report for the scenario when deer no longer pace fencelines and no wallows are visible.

Block name	Total N lost (kg N/ha)	N lost to water (kg N/ha)	N in drainage* (kg N/ha)	N surplus (kg N/ha)	Added N** (kg N/ha)
Pasture Flat	302	10	1.1	52	25
Pasture Rolling	768	11	1.4	81	0
Pasture Easy Hill	1,197	12	N/A	50	0
Trees and Scrub 1	75	3	N/A		
Deer	901	18	2.1	54	0
Other sources	63				
Whole farm	3,451	11			
Loss N removed in wetland	0				
Farm output	3,451	11			

continued on page 30

THE CRUCIAL PERIOD IS UPON US



JANUARY TO MARCH IS THE MOST IMPORTANT PERIOD TO MAXIMISE FUTURE PROFIT

LACTATION: Give hinds the nutrition they need to produce large volumes of milk.

CREEP FEEDING: exclusively feed young fawns a highly digestible supplement in an ad-lib ration to rapidly transition their rumen to digest large amounts of pasture.

Early rumen development maximises growth from pasture, your cheapest form of energy and protein, and increases weights before the chilled market closes. Restricting hinds or creep feeding can be achieved using Advantage Feeders Creep Panel.

IMPRINT FEEDING: Have hinds train their fawns to consume supplements and to eat from a feeder. This also allows the hinds to be in good condition and on a rising plain of nutrition for mating.

EARLY WEANING AND EARLY JOINING: A developed rumen and an education to feeding and supplement feed ensures a low stress and early weaning for fawns. This allows hinds to be in a settled state and in good condition for mating.

LITTLE AND OFTEN IS THE KEY TO RUMEN PERFORMANCE

Restricting access to feed is vital to supplementing little and often.

Most other feeders only have a 1-way restriction system.

Advantage Feeders ultimate 3-way restriction system

is the most precise way to ration supplement feed.

The unique system ensures a lower ration can be fed, intake is consistent and no acidosis risk.



09 431 7276 | 027 353 7274
www.advantagefeeders.co.nz



Overseer: continued

Figure 7: Example budget showing inorganic soil pool.

Pastoral block reports								
Nutrient budget								
Dighearyn	N	P	K	S	Ca	Mg	Na	H+
Nutrients added								
Fertiliser, lime & other	0	36	12	69	35	8	0	1.1
Manure/cover N fixation	64	0	2	4	2	8	16	0.3
Irrigation	0	0	0	0	0	0	0	0.0
Supplements fed on block	8	2	7	1	2	1	1	0.2
Nutrients removed								
As animal products	15	3	1	2	6	8	0	0.0
As supplements	0	0	0	0	0	0	0	0.0
Net transfer by animals	2	0	1	0	0	0	0	0.0
To atmosphere	26	0	0	0	0	8	0	0.0
To water	15	1.8	22	72	70	34	61	-0.3
Change in block pools								
Organic pool	14	6	0	-4	0	8	0	-0.1
Inorganic mineral	0	7	-12	0	-3	-2	-9	0.0
Inorganic soil pool	0	20	8	0	15	-27	-30	2.0

Nutrient budget: What is it telling me?

In terms of the fertility status of the soil, the important information can be found in the “inorganic soil pool” line of the nutrient budget. In the budget depicted in Figure 7 below, the “inorganic soil pool” value for phosphorus is indicating that fertiliser P can be reduced. This increase in the P inorganic soil pool would increase Olsen P soil test results by 2 units/yr. The values for magnesium (Mg) and sodium (Na) indicate that the soil Mg and Na statuses are slowly declining. This information is made available in the “comments” tab (Figure 7).

What doesn't OVERSEER do? Drystock farming can be complex to model, involving a range of topography, soils, livestock species and classes and a range of land uses. As farming practices evolve and change, there are times that OVERSEER cannot accurately model the farming system. When this happens, it is important to use the “Contact Us” facility to make the software developers aware of restrictions within the model that they can then address as time and research (validated data) allow.

- In the next issue of *Deer Industry News* we will seek feedback from farmers and consultants on their experiences with OVERSEER.
- For further information: www.overseer.org.nz ■

Genetics leadership recognised

JAMIE WARD'S “EXCEPTIONAL DELIVERY” in his work on the complex Deer Progeny Test project has been recognised by both DINZ and by his employer, AgResearch, through its Chief Executive's Award for staff.

In a covering letter to AgResearch commending Jamie's work, DINZ Science and Policy Manager, Catharine Sayer, said Jamie had shown exceptional leadership in his marshalling of many aspects of the project, including project design, hands-on fieldwork (often entailing working long hours away from home), planning of key events, liaison with non-AgResearch project participants, data recording and technical analysis.



AgResearch CEO Tom Richardson presents Jamie Ward (right) with the Chief Executive's Award.

“Over the last year, Jamie has shown exceptional skill in identifying key outputs of the project that warrant further investigation with a view to assisting the deer industry meet its objectives. Further, he has shown impressive leadership and sound judgment in his production and implementation of a project communications plan that will assist the deer industry to get traction on the uptake of genetic selection,” she said.

While the Deer Progeny Test project has been a team effort, its accomplishment owes much to Jamie's passion and dedication, Sayer concluded. ■

HYUN DAE DEER PRODUCTS LTD
 9 Druces Road, Manukau, Auckland
WWW.HYUNDAEDEER.CO.NZ

Ph:(09) 263-7720

-Licensed Exporter -Mpi Approved Processing facility

Sliced Top

Sliced Jelly Tip

Processing

Processing

Export

Tailor-made post solution

Gallagher's new insulated line post is tailor-made to incorporate the best of all other electric fence posts on the market.

IT MAKES FENCE construction easy and the end result is an attractive, resilient fence with superior animal control and safety.

Gallagher Marketing Manager Mark Harris says the ideal electric fence post would be perfectly insulating, have the ground-anchoring ability of a wood post, the convenience to install of a steel post, the flexibility and ease of transportation of a fibreglass post and last like a hardwood post.

Such a product did not exist so Gallagher set out to create the world's best electric fence post.

"We believed by using a combination of materials and innovation we could design a tailor-made electric fence post to fit the above description. We have achieved this and more," says Harris.

"Our insulated line post has all the attributes of the ideal electric fence post plus strong, easy-to-install wire attachment clips and customised multi-wire spacing options."

The unique composite design of the insulated line post combines a tough 16mm fibreglass rod core with a patented injection moulded polyethylene outer, which protects the fibreglass from UV degradation. This creates a flexible, long-lasting and robust post.

Glass reinforced nylon "snap-on" clips form a reliable connection and have a 200kg holding force, which is typically twice as strong as most conventional wood or steel post insulator attachment systems.

Superior animal safety is another feature of the insulated line post as the post will flex when the fence is hit. This flexibility and the post's rounded cap significantly reduce the risk of animal injury.



The new post has good ground-holding ability.

The post comes in four lengths with the 1500mm post and five wires especially suited to deer.

DINZ Producer Manager, Tony Pearse, is excited about this new innovation and is confident it will be a good solution for a responsible approach to waterways management for deer farmers.

He has been involved with Gallagher for about three years with the vision of finding a cost-effective solution to permanent electric fencing both sides of the waterways on deer farms.

"Deer respond very well to electric fences," says Pearse. "Hinds teach weaners from birth so when they grow up they have that respect."

They started with a fibreglass prototype and it has evolved from there with design and innovation overcoming the shortcomings of the initial prototype.

"One of the problems with the initial straight fibreglass post was the ground-holding ability," says Pearse.

"The wind would give them hell and in wet soils they were always coming loose, so I was always tapping them back in.

"The foot on this post looks really smart and the ground holding ability should be really good," he says.

He believes it will hold in through humps and hollows, where the initial design pulled out.

Since starting the work with Gallagher, Pearse has been able to keep his creeks free of deer and they have completely regenerated.

He sees this post having real benefits for challenging terrain with creeks. Until now the options for winding creeks were to build a fence in a straight line and lose valuable land or build a costly fence from traditional materials to follow the creek. He hopes this post will provide a cost-effective solution.

The fence is easy to install with simple tools.

"The posts can be rammed quickly and easily with a hand rammer, which minimises installation time and avoids the expense and waiting time for heavy installation equipment as with other post types," says Harris.

"Then the wires simply clip onto the post, which is significantly faster than stapling or pinning on traditional post insulator systems."

Posts are light, smooth and compact so can simply be transported home in the back of the car without damaging the upholstery, unlike other posts that need to be transported to the farm by truck.

• Article supplied by Gallagher ■



The posts can be rammed quickly and easily.



NEW

The Tailor-made Electric Fence Post

Insulated Line Post

Simple, low cost installation - no machinery required

Multiple wire heights - pre-formed wire attachment locations with snap-on clips

Strong, yet flexible - solid 16mm fibreglass core enables flex on impact

Perfectly insulated - UV stabilised polyethylene outer



UV resistant



Warranty

Post height excl. foot (Height inc. foot)

950mm
(1370mm)

1140mm
(1600mm)

1350mm
(1900mm)

1500mm
(2050mm)

Call **0800 731 500** to speak to your local **Gallagher Territory Manager** about this Electric Fencing game changer.



0800731 500
www.gallagher.com

