

DEER INDUSTRY NEWS

Issue 58 • February/March 2013 • Official magazine of Deer Industry New Zealand and the NZDFA



Glamour Elk/Wapiti event p16

Also in this issue:

- 2013 Deer Industry Conference preview
- Clayton Station field day report
- NZ deer velvet and IGF-1
- Sire sale report
- Parasite advice: Stop using pour-ons!
- Co-products measured for Deer Progeny Test



**DEER INDUSTRY
NEW ZEALAND**

NZDFA

New Zealand Deer Farmers' Association



Challenges for the future: Animal welfare and beyond

Animal welfare is usually understood as what animals experience, how they perform or whether they are treated according to their nature. Challenges faced by farmed deer face include our need to alter them, be it removing antler or breeding bigger and more efficient stock. The climate, transport and a need for isolation at calving are other aspects that come to mind.

However, what is acceptable treatment of animals is also determined by our beliefs, prejudices and expectations of what animals' needs are, and of the importance of the benefits we receive from treating them in particular ways. Cultural, economic, spiritual, religious and other dimensions ensure that animal welfare can be complex. Problems are not easily solved and are at best managed and progressed with understanding and compassion. Identifying the issues, providing information and knowledge and involving people is the key. Typically, developing animal welfare standards and guidelines draws on science (farms, systems, animals and people), husbandry (animal, environment, practical), available technology, ethics and values, and requires working relationships with a range of interested parties.

The importance of people to animal welfare may seem self evident – good stockmanship is usually based on practical experience and learning, personal qualities of patience and empathy and an understanding of the constraints and opportunities afforded by the physical environment. However, the challenge for the wider community is to provide stockmen and women with the opportunities, resources and confidence to do what they are good at – farming, including improving productivity, in a way that is compatible with good welfare.

It is also important for society to begin to appreciate and grapple with some of the drivers of improving productivity. Increasing degrees of intensification (e.g. paddock subdivision, improved pastures, weed control, rotational

grazing, optimising stock classes, use of anthelmintics and breeding programmes) and productivity – bigger, faster, better – is driven in part by falling returns and rising costs. And there are superb examples of productivity gains. The ancestral pig had a single litter of two-to-five piglets a year; the modern sow regularly has two litters of 10 or more piglets. But how far can we go before the search for ever cheaper food comes up against the obstacle of legitimate concern for animal welfare?



Mark Fisher.

Some more intensely selected sheep such as Suffolks may be less fit, and consequently require more shepherding at lambing, than the hardier, and less selected, Scottish Blackface. It is not just the animal that has changed but also the farming system. The number of dairy herds has dropped from 40,000 to 12,000 in New Zealand, while average herd size has increased from 45 to 386. Stocking rates and fertiliser use have increased, as has the proportion of our exports required to service debt and the number of hours worked. Margins are being squeezed in all industries – beef cattle farmers report having “had a gutsful of continued prodding to produce more and more per hectare.”

continued on page 4

Contents

Editorial:	3
Deer industry conference 2013:	
Conference preview: “Your capital ... Your future”	4
Constitutional matters, Awards and competitions	6
On farm:	
Clayton Station Focus Farm field day	9
Market Report:	
Venison	12
Velvet	13
Industry news:	
New Zealand deer velvet and IGF-1	14
Meatballs are hot	15
General news:	
Elk/Wapiti Society puts on the glamour	16
Sire sale report	18
NAIT mandatory from 1 March: special rules for fallow	22
Obituary: Bert Middelberg	24
Pick of hunting yarns a good read	25
Animal health:	
Parasites workshop: Stop using pour-ons!	26
All about planning	30
Research:	
Co-products in the progeny test mix	31

HOW TO LOSE THE ARGUMENT ON ANIMAL WELFARE... TOP 10 REASONS

by DA Daley – rancher and California State University academic

1. Assuming science will give us all the answers; it only gives us some of the answers.
2. Using economics as the justification for all of our practices.
3. Assuming that you have to defend all agricultural practices, regardless of what they are.
4. Assuming we can't do better at animal welfare.
5. Attacking everyone who disagrees with you in a negative, critical manner.
6. Not being willing to listen because we are so busy responding.
7. Assuming that the lunatic fringe is the general public.
8. Being reactive rather than proactive.
9. Assuming that because someone disagrees with you they are stupid, evil or both. Good people can look at the same issue differently.
10. Not working hard enough to build coalitions that include the public.
<http://tinyurl.com/bdZz6cd>

Deer Industry News is published by Deer Industry New Zealand six times a year 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 NZ Deer Farmers' Association.

Circulation enquiries: Deer Industry New Zealand, PO Box 10-702, Wellington, Ph 04 471 6114, Fax 04 472 5549, Email info@deernz.org

Editorial and advertising enquiries: Words & Pictures, PO Box 27-221, Wellington, Ph 04 384 4688, Fax 04 384 4667, Email din@wordpict.co.nz

Cover: Southland fashion designer Terzann Elliott and her hard-working team brought a welcome burst of creativity and colour to the Elk/Wapiti Society annual velvet competition and dinner last month (see page 16). Photo: Alina Suchanski.

DEER INDUSTRY CONFERENCE

www.deernz.org

23rd - 25th May 2013
Amora Hotel - Wellington



The NZDFA and Deer Industry New Zealand warmly invite you to the 38th Annual New Zealand Deer Industry Conference. So why are we in our capital city? Wellington affords the opportunity for the industry to be focused and gain access to the most stimulating speakers, key politicians and wider industry leaders. This continues the themes developed over recent years to engage delegates and stimulate discussion around productivity, future challenges and industry programmes. Following record sponsorship and support from industry service and marketing organisations last year, we have again received strong support from the business sector. The majority of these are long-term loyal sponsors and vital parts of the next generation of thinking and support of deer farming.

With conference facilities unavailable in Christchurch, Wellington has become a major conference hub, and this accounts for the slightly later than normal timing. It's still possible to get sharp travel deals, especially with the weekend involved. The main conference is on Thursday 23 and Friday 24 May, concluding on early Saturday 25 May with the NZDFA AGM and a small technical session. The rationale here is to allow plenty of conference discussion in advance of confirming key support and involvement of DFA in the productivity and next generation leadership programmes.

The Branches have also advised that an extended weekend in Wellington has some appeal for members and partners (in spite of the Hurricanes having a bye that weekend). By way of compensation, inspirational Hurricanes coach Mark Hammett joins a formidable line-up of high-profile speakers and activities that will shape the *Your Capital Your Future* theme. At the time of writing the government budget dates had not been set, which creates some uncertainty about the involvement of politicians in our event. Nonetheless, conference speaking invitations have been issued to the new Minister for Primary Industries, Nathan Guy, the Minister for Trade and Climate Change, Hon Tim Groser and, with some optimism perhaps, the Prime Minister. We will confirm our schedule of speakers in the April *Deer Industry News*, but be assured there is an exciting line-up of trendsetters and new perspectives planned.

The Branches and the NZDFA/DINZ new faces programme are also working hard to keep attracting the new faces and

young deer farmers who have made the past three events so stimulating. Associated with the *Your capital Your future* theme are:

- building success and succession
- implications of the global financial recession and recent pressures on the New Zealand rural economy
- progress and positioning of the productivity improvement programme
- the next generation
- effective communication
- modern farming and nutrient management.

Individual session or day registrations are also available and delegates are invited to bring partners, farm staff or friends interested in the deer industry to the evening social events and to enjoy the attractions and vibrancy of Wellington.

Programme outline: New look and timings


A key part of the programme works through the 2012 implementation the Productivity Improvement Programme and the "Next Generation" strategy around the six themes, following the full value chain for venison, velvet and on-farm improvement systems.

Our invited keynote speakers (still being finalised) have strong credentials and presentation skills, are a little outside the range of typical industry representatives, continuing the recent series of outstanding New Zealanders with a rich diversity of experience and views. As programme details are

Editorial: continued from page 3

There is a disconnect here – animals and people are working harder and getting rewarded less. Just like Boxer in George Orwell's *Animal Farm* who got up earlier and earlier each day so that he could do more work, farming is drawn to intensification. Increasingly animal welfare is driven by factors beyond the farm gate and not just by those who own or care for animals. This is our real challenge, to move on from informing people how they should manage their

resources providing more equitable farming systems for animals, farmers, the supply chain, consumers and others.

This editorial is based on a presentation given to New Zealand Deer Farmers' Association Branch Chairmen's meeting in Wellington in October 2012. 

■ Mark Fisher, Manager, Animal Welfare Standards, Ministry for Primary Industries

finalised these will be published:

- on the conference website www.dcms.co.nz
- on the DINZ website www.deernz.org
- in Stagline-Online
- in April's Deer Industry News.

Sponsorship

We have circulated a new sponsorship prospectus for this event based on the 2012 formula that seeks to increase company profile and involvement in the event. Sponsors have responded enthusiastically.

We are delighted to announce that the key venison companies, **Alliance Group** and **Silver Fern Farms** are confirmed **Platinum Sponsors**. **Rabobank** continues with its long-term support and financial commentary Discussions are continuing with other trade and service organisations, deer studs and the usual line-up of industry participants but by press time we can announce that **Gallagher Group** and **Leader Products** have signed on as the first **Gold sponsors** to date. We will bring further updates on sponsorship and support in the April *Deer Industry News*, through *Stagline-Online* and on the DINZ website.

NZDFA Annual General Meeting and DINZ sessions

The NZDFA's 38th AGM will conclude the conference with a concise session on Saturday 25 May from 10.00 am – 2.00pm. We hope to precede that if possible with an industry welcome and introduction to the Hon. Nathan Guy as the Minister for Primary Industries and his key portfolio areas of biosecurity, animal welfare and water quality and management (to be confirmed).

Draft programme (order and timing may change)

Wednesday 22 May

- Afternoon NZDFA Branch Chairmen's meeting, Amora Hotel (to be confirmed)

Thursday 23 May

- 9.00am: Registration opens, Amora Hotel
- 10.00am: Conference Opening – State of the industry – DINZ Chairman and CEO
- 10.30am: Keynote address
- 11.30 am: Productivity Improvement Programme: Implementation and uptake
- 1.00pm: Lunch
- 2.00 – 3.30pm: Venison marketing session coordinated by Innes Moffat and company representatives
- 4.00pm: Positive farming and nutrient management – Mike Barton, Chairman, Lake Taupo Protection Trust

- 4.45pm: Keynote speaker: Mark Hammett, Hurricanes Head Coach

Social function – 23 May

- Welcome Event, Amora Hotel starting from 7.00pm – 7.30pm (Platinum Sponsor **Alliance Group Ltd**)

Your capital ... Your future

A themed evening where stylish venison dishes capture the essence of some of our great venison and antler trading cities across the world. Wellington's top chefs – and we mean the very top – have combined to produce some outstanding new variations in venison taste and experience, with appropriate wines, beers and non-alcoholic drinks to match. This world food tour will be complemented by a fashion and accessory show. While still in development we can confirm Swazi as a key participant and some further iconic New Zealand brands to add some Wellington pizzazz to the event.

Friday 24 May (in development)

- 8.30am: Finance and the economic outlook – Rabobank
- 9.00am: International financial outlook and challenges for New Zealand agriculture
- 9.45am: Morning tea, Exhibition area
- 10.10am: Keynote speaker – Products, brands and market captivation
- 10.50am: DINZ Executive report – Velvet market: Core impact and direction – Rhys Griffiths, Velvet Marketing Services Manager, DINZ
- 11:45am: Keynote Speaker
- 12.15pm: Lunch
- 1.15pm: Keynote Speaker
- 1.45pm: "Reflections and your future"
- 2.00pm: Question and Answer Session – DINZ Board and CEO
- 2.30pm: Keynote speaker – Hon Tim Groser, Minister for Trade and Climate Change (still to be confirmed)
- 3.30pm: Afternoon tea, Exhibition area
- 4.00pm: Keynote speaker

Social function: 24 May

- 7.30 – 11.30pm: Annual Awards Dinner
 - Matuschka Award presentation
 - Deer Industry Award
 - Entertainment "The Bitches Box"

Saturday 25 May

Just two events here:

- 9.00 – 10.00am: Welcome address and Q&A session with Minister for Primary Industries, Nathan Guy (still to be confirmed)

Should the Minister be unable to attend on the Saturday, a technical session will introduce the AGM or we will

continued on page 6



DEER FARMER

At Silver Fern Farms we are focused on achieving customer satisfaction, through excellence in service and product quality.

We adopt a long term, partnership approach with our customers, the majority of whom are our shareholders.

PAYMENT OPTIONS:

- 100% schedule and rebate option
- Backbone™ Partnership Contracts.

CONTACTS:
Please contact your Silver Fern Farms' Livestock Representative or phone us on **0800 362 362**.

www.silverfernfarms.co.nz

100% MADE OF NEW ZEALAND

Wellington: 23–25 May – AGM constitutional matters:

NZDFA and DINZ nominations: 2013/14 year

(A) Executive Committee nominations

Following the constitutional changes proposed and carried at the 2012 NZDFA AGM, it was agreed that both the Executive Committee and the Selection and Appointments Panel (SAP) representation structure would now allow a mixed model with two of the four members representing either the North Island and South Island respectively and two positions to be known as “Members at Large” representation. This recognises the growing disparity in numbers of deer farmers between the North and South Islands and also recognises the national status of the deer farming industry that requires a wider view in the committee structure. From now, each election will call for a member to represent either the North Island or South Island, and one Member at Large. The same process will apply to the SAP nominations and elections, but will be in the reverse order to preserve representation balance.

Following the change to the constitution to allow the Member at Large position, and based on a drawing of lots, the North Island Executive position vacancy by rotation for 2013 will become the new Executive Committee Member At Large for nomination and election for a two-year term beginning May 2013; the South Island position becoming vacant in 2014 will become the other Executive Committee Member at Large (currently John Somerville, Southland).

Similarly, the SAP South Island nomination for 2013

will become the SAP Member at Large position and the scheduled North Island vacancy will remain as an Island representation. Correspondingly the North Island SAP representative (due to retire by rotation in 2014 becomes an SAP Member at Large in 2013 (Currently Andy Jarden, Whanganui). Mark Hawkins remains in the position of South Island SAP member until 2014.

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, Geraldine, retires by rotation).
- Executive Committee member, Member at Large, one vacancy. (Current member, Wilton Turner, Apiti, 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:

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

- be in writing and specify the Island which the nominee seeks to represent
- **be moved and seconded by two other full, life or**

Conference preview: continued from page 5

reschedule other speakers to suit

- 10.30am – 2.00pm (Including lunch break) NZDFA 38th AGM

Participation is the key

Industry issues will be debated on the conference floor at the NZDFA AGM and generous time is available during the DINZ and agribusiness sessions, following each set of presentations and then again with a Board Q&A session. The emphasis is on an informative, inexpensive and effective meeting that allows healthy debate, interaction with industry leaders and a balance of good, innovative social events and entertainment.

Accommodation

Accommodation has been reserved at the Amora Hotel but other options and hotels in the vicinity are also available. Wellington is a busy centre and we will be required to meet strict hotel room holding dates and confirmations. This year more than usual, registering early is important, as is booking travel. Requirements for accommodation must be coordinated through the conference organiser by completing the registration form. Full details will be available with the electronic downloadable registration form in early March.

Registration/contacts

Experienced conference organiser, Pat Johnston of Dunedin-based Destination Conference Management Services (DCMS) is leading the conference planning this year and aims to assist the committee and DFA to attract locals as well as those who haven't been to a conference for years.

Conference registration form and the full programme will be available electronically from **www.deernz.org** and circulated to NZDFA members through *Stagline-Online* from March.

Alternatively, contact Pat at DCMS, your local Branch or the Deer Industry New Zealand office.

Contacts

- Pat Johnston: 03 477 1377, 0274 983 408, pat@dcms.co.nz
- Producer Manager, Tony Pearse: 021 719 038, 04 471 6118, tony.pearse@deernz.org
- Producer Coordinator, Amy Wills, 04 471 6110, amy.wills@deernz.org 

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, 29 March 2013.**

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

For the Executive Committee **Member at Large** position 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, 29 March 2013.**

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 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 25 May 2013 (**i.e. voting opens on Sunday 28 April, closing on Saturday 18 May, 2013**).

(B) Selection and Appointments Panel

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 (NI) **Ponty von Dadelszen, Waipukurau, Hawke's Bay** (retirement by rotation) and **David Stevens, Balfour, Southland** (retirement by rotation).

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, 29 March 2013.

The nominees must be full, life or elected members of the NZDFA. Further, nominees:

- may **not** be a member of the Deer Industry Association
- **can not** hold more than a 20% interest in any organisation that is a member of the Deer Industry Association
- **can not** 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 Appointments 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.

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 Appointments 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.

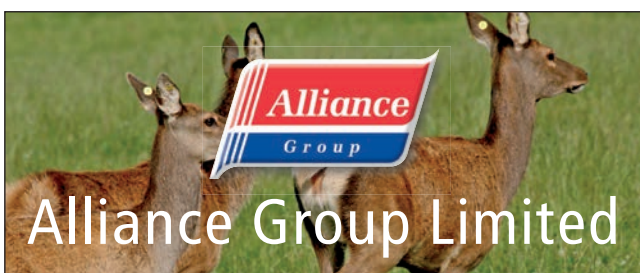
Nominations are now called for the following NZDFA-appointed position on the DINZ Board:

- Two vacancies: Deer Industry New Zealand Board members retiring by rotation (**Andy Macfarlane, Ashburton, and Collier Isaacs, Wellington**)

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, 29 March 2013.**

The NZDFA Constitution (2008) 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:
- made by any two Full Members, Elected Members or Life members of the NZDFA
 - in writing; and
 - 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



- Suppliers of high value, quality venison products to markets in Europe and United States
- In-market investment and infrastructure to maximise revenue
- Involved with the product at all stages through to retail and food service customers
- Technologically advanced processing facilities
- Co-operative company structure ensures profits distributed to farmers



For all enquiries contact your local Alliance Group Representative

directly in the products 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 "Stagline" 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 Appointments 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 Appointments Panel following the 2013 AGM within 21 days of that meeting, with recommendations and Appointments 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 Chairman, Secretary or the Producer Manager and will be posted on the website: www.deernz.org at time of publication of *Deer Industry News*, Issue 58, February, 2013.

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

Matuschka Award 2013

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 *Your Capital Your Future* Deer Industry Conference awards function on the evening of Friday 24 May 2013 at the *Amora Hotel*, Wellington

As recognition of the unsung heroes at Branch level, it is appropriate that the award itself be presented to the 2013 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 Friday, 10 May 2013**.

For further information contact:

- Amy Wills 04 471 6110, amy.wills@deernz.org
- Producer Manager, Tony Pearse, 021 719 038, tony.pearse@deernz.org

2013 Bayer photographic competition

We are delighted to announce that **Bayer** has kindly agreed to become the major sponsor of this event, which this year will carry a cash prize for the winner!

Following the success of the relaunched competition last year and the large number of high quality entries, the deer

industry photographic competition will once more become an annual fixture. The competition will be judged through the DIN editorial group and Bayer with prizes presented at the conference.

Rules and competition entry form will be available from publication of this issue of *Deer Industry News*, on request from the office and via the DINZ website. 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.

Prizes

Bayer Photographic Award: \$500 cash prize, plus a framed print of your winning entry.

People's Choice Award: Wine gift pack plus a framed print.

Judging criteria

- technical aspects (focus, composition, balance, 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.

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, seed etc.).

Recommended subject material

- **Deer in the field:** This shows farmed deer in their "natural" setting – in crop or pasture or tussock 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. Shots will be aesthetically pleasing but also have a practical side.

Format of entries

Photos will need to be submitted as 8" x 10" prints for mounting and display. Both 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. The electronic file, which should be a **minimum** of about 2600 x 3875 pixels (printable to A4 size at 300 dpi). 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. If you use a film camera, please have your processor scan the original negative.

For further information:

- Amy Wills 04 471 6110, amy.wills@deernz.org
- Producer Manager, Tony Pearse, 021 719 038, tony.pearse@deernz.org
- *Deer Industry News* Editor, Phil Stewart 04 384 4688 phil@wordpict.co.nz 

Clayton Station field day

■ by Jo Grigg

Clayton Station is one year into its three year stint as the Deer Industry Focus Farm for South Canterbury/North Otago. *Downlands Deer* is the partner Focus Farm for the district, with field days alternating between the two properties (they also share a weaner deer supply arrangement).

The December field day gave the 60 attendees a chance to hear about what's been achieved during Year One. Time was also spent debating how to develop and enhance the "swamp country" and wetland areas at *Clayton*.

Update

- Re-fencing and subdivision of deer swamp blocks is underway.
- Identified a filter wetland area for restoration.
- Decided to stagger the 35ha lucerne development, as pH needs lifting first.
- Some hinds culled and replaced with improved genetics.
- Gains seen in weaner liveweight already.

Plenty of early summer feed

The December field day at *Clayton Station* saw farmers standing in feed to their knees in some parts of the farm, "feed for Africa" as facilitator Nicky Hyslop described it. She said it was not typical and is not solved simply by increasing stock units on the 4,100-ha effective property. *Clayton* is typically stocked at 5.2 stock units per hectare (su/ha), reflecting the range of country, from cultivable flats to extensive hill.

PROPERTY PROFILE

- 4,100 effective hectares inland from Fairlie (hill and flats).
- 21,000 stock units.
- Snow prone, so 100km of tracks for speedy stock removal off hills.
- Deer 20 percent of stock units: includes 1,600 hinds (half to English red maternal sire, half to terminal sire).
- Weaners sold to Kris and Keith Orange (Downlands Deer) via in-line farming arrangement (see *Deer Industry News*, February/March 2012, page 25).
- Crops and supplements fed to sheep and deer 100–120 days in a typical year.

When *Deer Industry News* caught up with Hamish Orbell in early February, the pastures were drying off but still growing.

"We've had all the ewes and lambs on the [lower] paddocks since December, and cows with calves and bulls, and are still struggling to control it," said Hamish.

The property, owned by Hamish and Anna Orbell, together with Hamish's mother Ruth, runs 21,000su made up of 20 percent deer (4,107su), 53 percent sheep (11,192su) and 27 percent cattle (5,672su).



Great tucker: New white-clover based pasture, *Clayton Station*.
Photo: Tony Pearse



A December feed surplus in the deer area was addressed by bringing cows with calves and bulls on to the flats. Photo: Tony Pearse

At the December field day, discussion revolved around ways to utilise and control the better pasture species on the flats, given the exceptional spring. Moving hinds and fawns off the oversown top-dressed hills on to the lower country was identified as an option, especially in mid-summer. Initially, however, Hamish chose to graze the surplus with 77 stud cows with calves and 30 bulls instead.

His reasons for this were two-fold. First, he wants the hinds to remain as high-country hinds, with an appropriate body weight, giving them a level of good efficiency in terms of body weight to weaner weight.

"I need to be careful to not solely focus on heavier weaners

at the expense of turning the hinds into a flat land animal.”

He believes it is good efficiency when a 105kg hind is producing a 55kg weaner on the hill. Second, he didn't want to teach the fawns to hang down on the lower paddocks.

By late January the hinds and fawns had done their time on the hill and Hamish was prepared to bring them onto the lower paddocks, now well-groomed by cattle. This also coincides with increased demand by the fawns for pasture.



Hamish Orbell (holding microphone) discusses managing the hill country in conjunction with the flats to improve weaning weights. Photo: David Stevens, AgResearch Invermay

The farm includes around 1,700ha of paddocks suitable for cultivation and 3,200ha oversown and top-dressed country. Hamish describes the late-January hill country pasture as messy but is comfortable it will be cleaned up over winter with cows and ewes.

“I'll put five thousand ewes through the hill deer blocks.”

White clover is seeding in some areas, which is building the seed bank. The flats have been the priority over summer as they need to be groomed for weaned lambs.

“It is a balancing act.”

Clayton Station has four years of silage on hand so making supplements is not a priority. However in 2012 Hamish built a self-feed silage pit for cattle, along the lines of the deer silage pit system. This has a clear financial purpose. Hamish will use it to feed trading cattle to be purchased this July/August, to get them through to late spring when the feed flush arrives.

Top-up fencing replacement in full swing

One of the aims for the swamp paddocks over summer has been to replace unreliable insul-timber top-up fences with full netting deer fences. Hamish is well underway with this, with 3.5km installed to date, with a plan to complete 5km.

The job has all been done using existing farm labour rather than contractors. This has been a good move, said Hamish, given it is a replacement job, not a totally new line.

“It's given us time to consider the position of the fences as we've taken the old ones down.”

The new fences are being placed around wallow areas,

rather than across them and spaces are being left for shelter belts including plantings of native trees. Hamish said he's sat up the hill and looked down on the area and tried to plan the layout from the deer's perspective. Some waterways are being fenced off, but not all.

“Wrongly or rightly you can't fence off all the creeks – deer need to wallow and cool down.”

The original fencing went up 15 years ago and Hamish has been able to retrieve much of the 12.5 gauge wire to reuse for sheep fencing.

“It is worth our time to recycle as we need to replace some sheep fencing too.”

RE-FENCING TIPS

- Plan using an aerial view and think from a deer's perspective.
- Try to fence around the perimeter of wallow areas, not through.
- Deer need some wallow areas to keep cool and shade trees.
- Leave corners to plant shelter belts or native plantings.
- The “back door” paddock, where water leaves the farm, is an ideal wetland filter zone.
- Recycle fencing equipment for other parts of the farm.

Cost benefit of fencing and lucerne

Nicky Hyslop crunched some numbers at the December field-day, showing that a 25 percent return on capital is possible by generating more and better quality feed. She outlined a cost benefit analysis of re-fencing and subdividing 100ha of flats at *Clayton* plus a 35ha lucerne programme. At \$12 a metre, the fencing would cost \$60,000.

The increased grazing days and utilisation should see the pasture grow more feed each year, and of better quality. Nicky budgeted increasing feed grown from 4.5 tonnes/ha/year to 5.5 tonnes/ha/yr, adding another 100 tonnes overall.

In her example, the additional feed would allow more rising one-year-old stags and hinds to be carried over spring and summer. There would be better quality and more feed for the rising two-year-old hinds with fawns over summer. The better feeding should also boost velvet production. The hinds should have an improved fawning percent due to the downstream effect of being grown out to heavier weights as weaners.

Together, with a \$33,000 investment into a 34ha lucerne block, an extra 228 tonnes of feed should be available. This was calculated to return \$30,400 once the projects were completed giving a 25 percent net return on capital.

Hamish has already embarked on re-fencing and the benefits are not just feed related. Having more deer-proof fences means two-year-olds can be run in three to four small mobs and be single-sire mated.

“Previously deer used to hop through fences, making this impossible.”

Although Hamish is keen to embark on developing a 34ha lucerne area, soil fertility has been a limiting factor. Only one block (of six hectares) had the correct pH to make lucerne a real success in Hamish's opinion. The most recent soil test showed the flat paddocks ranged from pH of 5.4 to 6.2.

These areas were limed last year by truck at rates ranging from three to seven tonnes/ha. Hamish is seeing a lift and expects to see a further lift in pH when soil tests are done again in spring.

Out with old, in with new

In 2012 Hamish Orbell cast a critical eye over *Clayton's* rising two-year-old breeding hinds. This stock class were culled (from 161 to 120) but hind numbers continue to grow at *Clayton*, through purchasing hinds with improved genetics from stud stock.

In winter, Hamish bought 75 in-fawn elite hinds from Andrew Fishburn's stud in Marlborough, and from Bryce Heard and Philip Ward in Taupo.

"For the same money I was able to sell 50 in-calf mixed-age cows and replace them with 75 hinds," said Hamish.

The hinds were culled on the basis of body weight over time (recorded using EID) and whether they had any terminal sire paternity (assessed by eye). Hamish plans to grow hind numbers by 300 over the three-year Focus Farm programme. The target is to run 1,400 hinds by 2015, making deer 20 percent of total stock units. Most importantly the deer are expected to wean heavier fawns, with a lift in average March weaning weights from 53kg in 2011 to 58kg by 2015.

Better feeding will be the accelerator to get the fawning rate to 92 percent. David Stevens, AgResearch, attended the December field day and said lifting red hind body weight will consolidate gains in reproductive performance. If hinds are grown out better, they will milk better.

Make up sheep income slip with deer

Sheep made more net income in 2011/12 than deer at *Clayton Station* but things should reverse in 2012/13 according to a financial update at the December field day.

Net sheep income looks set to erode from \$103/stock unit (su) but deer net income should lift from \$78/su in 2011/12

to \$93/su for the current financial year. This goes somewhat towards making up for the expected drop in sheep income of \$250,000 to \$400,000.

The added deer income will come from more and higher value venison sold and a slight increase in velvet returns. Cropping income is also looking to be up around 20 percent.


The only bright light on the sheep horizon is that lambing percentage has come in above budget (five percent up on previous year). At the time of writing, half the lambs had been sold. Hamish has managed to cut \$120,000 off expenses and is optimistic that current feed reserves should mean a lower-cost winter feed bill.

"I'm brave enough to say we are going to have a nice winter."

"Filter" water as it leaves property

Two representatives from Environment Canterbury (ECan) were at the December field-day, generating useful discussion on farming to environmental best practice.

Nicky Hyslop said the ECan regulatory framework does not have to be feared and that, as an example, ECan has been very supportive of *Clayton Station* initiatives. While *Clayton* does not have a formal environmental plan, they do have key objectives and enhancement projects. Goals include not over-stocking the swamp area, fencing off significant drains or pond areas and replanting and excluding grazing from the wetland at the lowest part of the property. This is the "back door" where the majority of streams converge before leaving *Clayton*. Fencing and planting is already underway, with plans to plant a three ha wetland this spring.

Tussocks were suggested as a suitable plant to stop sediments entering creeks and clearing willows was noted as a priority. There was also discussion on what constituted a stream. Hamish said it was not practical to fence all drainways. 

BAYER New Zealand Deer Industry Photo Awards 2013

- Cash prize!
- People's choice award

Let's show the world what makes our industry truly special

We're looking for that stunning photo of deer in the field, people working with deer or our deer farming environment.

For an entry form contact Amy Wills, Deer Industry New Zealand: 04-471-6110, amy.wills@deernz.org

or download a form from www.deernz.org/photocomp

ENTRIES CLOSE 17 MAY



150 Years
Science For A Better Life



Venison

Production

Venison production for the 12 months ending November 2012 was recorded at 415,841 deer, down 5,000 head (1%) on the year earlier. Average carcass weight was up 0.3kg on the previous year. The hind kill was recorded at 48.3% for the 12 month period, slightly up from the previous 12 month period.

Exchange rate

The main trading currencies remain at or near historically high values. Since 1 January the New Zealand dollar has been worth around 0.63 euro and 0.84 USD, around 5% and 18% respectively higher than the year earlier; and 20% and 30% above the ten-year average.

Schedule

The national average published schedule at the time of writing was \$6.63. This was 15 per cent down on the year earlier and 9 per cent below the 5-year average.

Market conditions

European importers report that sales of chilled venison in the run up to Christmas was satisfactory, but that sales of frozen venison were poor. Many importers had reduced their chilled orders for the game season in 2012, citing reduced consumer demand and falling menu prices as a reason. Importers were also less willing to take the risk on importing large quantities of chilled venison given cash-flow constraints in the food service industry.

Chilled venison exports in the four months before Christmas were 30% down on exports over the same period in 2011. Frozen sales are reported to have been disappointing. Restaurants have been trading down as they seek to attract customers to their business with cut-price menus. While New Zealand venison prices remained at levels obtained in recent years, demand from the restaurant and catering sectors that are large users of frozen cuts was less than anticipated due to squeezed operating margins and increased competition from cheaper alternatives.

At this point in the year, European importers and their New Zealand suppliers are now taking stock of the situation and working together to plan deliveries for the year ahead, hoping for better trading conditions as the year progresses. The industry has done well to weather the forces of recession, currency and cheap competition over the past four years, but is now feeling the consequences as weary Europeans continue

to tighten their belts and reduce consumption of expensive meats.

Recent Promotion Activities:

Germany

Four young chefs have been chosen to come to New Zealand this month and learn all about New Zealand's cuisine, culture, environment and, most importantly, our farm-raised venison. Their placements with New Zealand's best restaurants are all confirmed. They arrive in Auckland and will work with *Dine* by Peter Gordon, *Depot Eatery* and *Cuisine* restaurant of the year 2012, *The Grill*.

Media dinners

The first of the 2013 media dinners was held in Munich on 22 January. Twenty-one food writers, producers and journalists from a wide variety of media based in Munich enjoyed a dinner prepared by Chef Michael Huber at his eponymous restaurant. The menu was:

FILLET OF VENISON: pickled fillet, apple, date

VENISON TOPSIDE: ragout, pumpkin, gnocchi

VENISON LOIN: Venison loin roasted on hay, Brussels sprouts, potato doughnuts

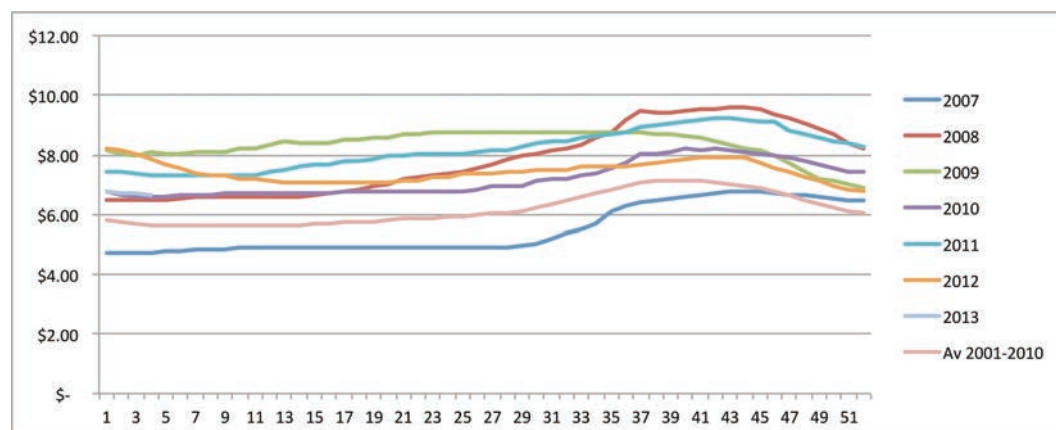
Our agency reported afterwards that... "It was a very nice dinner with great food and substantial discussions with journalists from leading food magazines and the local press. All of them pointed out that the meat is really tender and they liked the varied menu with three different venison cuts to try. There were a lot of questions, which also means that the journalists were keen to know more about the product. Even those who usually swear by the high quality venison from local hunters agreed that there doesn't necessarily have to be a competition between the products and that New Zealand venison is definitely a good alternative with a consistent quality for German chefs, restaurateurs and consumers. The event definitely helped to remove prejudices regarding imported meat among the Munich press."

Belgian chefs' tour

DINZ invited the office holders, and leaders of the Belgian Jeune Restaurateurs d'Europe (JRE) to New Zealand for a familiarisation tour. Jan Verhelst (President), Steven Dehase (Vice-President), Laurent van de Vyver (Immediate Past President and member of the JRE European Board) and Giani Carrusso, along with long-standing PR and marketing support agency representative Jan van Den Abbeele visited New Zealand from 17 to 22 January. Their visit included meeting top New Zealand chefs, visiting interesting New Zealand

food producers, touring deer farms, meeting export marketing managers and touring a venison processing plant. They were also treated to some stunning South Island scenery.

The four have agreed to advocate for New Zealand venison among their peers and the wider food service industry. All four already use New Zealand venison on their own menus and they needed to be very familiar with venison production in this country. Speaking with



Venison schedule: AP 55-60kg stag

Velvet

2012/13 Velvet Season

The 2010 – 2014 Velvet Industry Strategic Intent defines our core markets as South Korea, China and Taiwan, due to their understanding and belief in velvet's position as a health ingredient. However, the recent media attention about velvet's use in athletic performance sparked significant media exposure in Western markets.

Was there a story to be told about our own velvet industry? Or is the public waking up to what our sophisticated Asian consumers have known for years: that there is actually something to this unique product. For more on the widely publicised issues around IGF-1 and New Zealand deer velvet, please read the article on page 14.

In the main traditional markets, the industry can reflect on another relatively stable season. In fact, feedback showed that prices had firmed in many cases, a beacon of hope when other New Zealand agricultural commodity prices have declined over recent months. However, exporters reported some pressure to drop prices by the larger buyers due to importer inactivity by the dominant players.

Reports continued throughout the season (and at the time of writing) of the absence by the main buyers this year, some say as a tactic to "sweat the prices down". Most exporters became aware of this tactic and were quick to find other markets that were prepared to pay good prices. The challenge was to ensure

first-hand experience of the country, the conditions and the meat provides them with greater credibility and knowledge.

New Zealand

Pinot Noir 2013: DINZ supplied venison to Wellington's seven best restaurants via Ruth Pretty Catering for the main dinner of the Pinot Noir 2013 conference in the last week of January. Around 500 delegates from the food and wine industry in New Zealand and internationally enjoyed venison prepared by award-winning chefs at *Logan Brown*, *Martin Bosley's* and *The White House* restaurant, among others.

New cooking videos

Want to watch the best chefs prepare the best venison dishes? Then click on YouTube and search for New Zealand Venison or visit www.nzvenison.com/chef-videos to see Graham Brown, Todd Gray and Michael Coughlin preparing a range of delicious venison dishes. 



JRE chefs Steven Dehase, Jan Verhelst, Jan van Den Abbeele, Laurent van de Vyver and Giani Carrusso suit up for a tour of the new Smithfield venison processing plant in Timaru.

the momentum continued and, importantly, volume moved. Competing velvet-producing areas of Canada and Xinjiang (the large, remote velvet-growing province in China) were rumoured to hit a roadblock early into their season. Demand continued for New Zealand velvet during this period, however.

Exports to Korea from October to December were higher this season compared with the same period the previous season. This means that the early-cut Korean Grade velvet is getting directly to market, rather than going through traders in China. Deer Industry New Zealand strongly supports a closer connection to the market.

Buyers comment that the quality of velvet this season has continued to improve in weights and grade. However, the issue around indentation remains problematic. Buyers warn that indentation destroys a lot of the premium value in the "jelly tip". This remains a big issue, as China continues to increase its desire for jelly tip, which can fetch a significant premium and helps lift the overall average price for velvet.

South Korea

A second round of meetings between New Zealand and Korean trade officials is reported to be scheduled for early this year, aimed at finding a common meeting ground for a potential Free Trade Agreement. Now that the Korean presidential elections are completed, both sides are reported to be hopeful of a return to the negotiating table.

Work continues with a major company on developing a product containing New Zealand velvet aimed at the health food market. The company is very keen to market on the New Zealand story to strengthen the brand and its product positioning.

China

Activity by the industry and key participants with an interest in China continued on positioning velvet in the health food markets. The majority of velvet and co-products are consumed as a healthy food, which offers a good opportunity for the New Zealand industry to add value.

Plans are underway already to build on the New Zealand velvet brand for next season. Key to maintaining acceptable prices at sustainable levels is the continued development of the healthy food market, which removes volumes available for the traditional trading sector. Some exporters have commented that around 20% of New Zealand's velvet production is destined for these value-added markets, which is more than 125 tonnes of fresh velvet equivalent. 

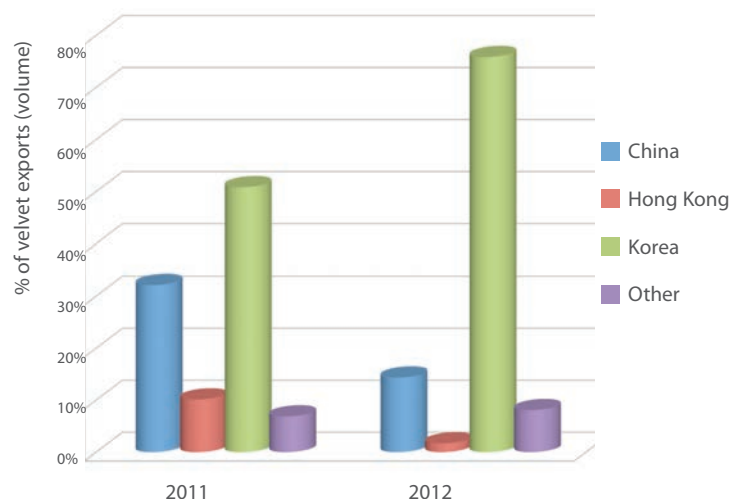


Figure 1: Velvet exports (by volume) Oct-Dec 2011 versus 2012

NZ Deer Velvet and IGF-1

A month into 2013 and New Zealand velvet hit headlines in an attempt to tie it in with the latest allegations around Performance Enhancing Drugs (PEDs) among high profile athletes.

While Deer Industry New Zealand was quick to provide information supporting New Zealand velvet as a reputable supplement and respond to some of the inaccurate statements, New Zealand velvet marketers to the United States say that money couldn't buy this type of publicity. Most marketers to the United States report that sales are surging and the numbers of enquiries are significant.

In the early stages it had appeared the media where attempting to link a potential controversy around sports doping to the New Zealand velvet industry. Within 72 hours there were more than 2,500 articles (including articles published by some of the world's leading media), though they varied significantly in their accuracy. Some focused on the key points, but some, particularly the earlier ones, have forgone accuracy in an attempt to capitalise on sensational news reporting surrounding drug cheating. The scars of the biggest scandal so far this year, Lance Armstrong, had hardly formed a scab as the media pounced and tried desperately to link naturally produced New Zealand velvet with PEDs.

It's worth noting how the story started. An IGF-1¹ product that had been reportedly refined from velvet was alleged to have been used by champion golfer, Vijay Singh, and high-profile NFL Ravens player, Ray Lewis. However, New Zealand scientists report that there is about as much IGF-1 in 3 x 300mg velvet capsules as there is in a 200mL glass of low-fat milk. So what is the product that caused concern? It's a product that has been refined to extract as much IGF-1 as possible. It is then labelled and marketed as IGF-1. IGF-1 is banned by the World Anti-Doping Agency (WADA). Is a sublingual extract spray, which has been so refined to focus on one of the commonly accessible compounds the same as standard velvet supplements? No.

The story moved quickly from a potentially WADA-banned IGF-1 sublingual spray product reportedly refined from New Zealand velvet, to headlining by some as "New Zealand velvet is illegal". It seems New Zealand press were quick to pick up about the New Zealand velvet angle, but under-reported that the story originated from an IGF-1 product.

When a well-respected New Zealand golfer, Sir Bob Charles was misquoted by eager reporters, Deer Industry New Zealand was quick to correct them. DINZ CEO, Mark O'Connor, spoke to Golf NZ, Drug Free Sport NZ and Radio NZ, to clarify the difference between an IGF-1 product and common, everyday proteins such as milk and meat, which contain small amounts of IGF-1. Velvet is a natural product. If it were "banned" on grounds of IGF-1 content, milk and meat could also be banned.



Golfer, Vijay Singh. Photo by Jenni Douglas.

Why New Zealand velvet?

As current success is observed by leading food and pharmaceutical companies in our core markets, the US marketers report they like using New Zealand velvet because it is of very high quality compared with other velvet. The New Zealand producers, processors and exporters are providing a consistent, high-quality product. Anyone who understands the value of velvet as a health ingredient in today's competitive lifestyle, after a bit of research, will naturally arrive at velvet produced in New Zealand. Marketers wanting an edge will realise what Asian consumers have known for centuries: that velvet has health-giving properties. Whether marketed to help with joint function, assist in immune function or blood health or even athletic performance, there certainly does remain a place for New Zealand velvet across the globe. 🇳🇿

¹ Insulin-like Growth Factor 1 is a primary mediator of the effects of growth hormone. Growth hormone is made in the anterior pituitary gland, is released into the blood stream, and then stimulates the liver to produce IGF-1. IGF-1 then stimulates systemic body growth, and has growth-promoting effects on almost every cell in the body, especially skeletal muscle, cartilage, bone, liver, kidney, nerves, skin, haematopoietic cell and lungs. In addition to the insulin-like effects, IGF-1 can also regulate cell growth and development, especially in nerve cells, as well as cellular DNA synthesis.

Meatballs are hot

New Zealand farm-raised featured in a story by high-profile food writer, Ruth Pretty, in Fairfax's *Your Weekend* newspaper supplement on 19 January. The article was a strong summer promotion for venison to a wide New Zealand audience and Pretty stated her preference for venison over any other red meat mince because it is low fat.

DINZ Venison Marketing Services Manager, Innes Moffat, teamed up with Pretty to whip up a batch of farm-raised venison and ginger meatballs with orange glaze when he and his DINZ colleagues visited Pretty's catering establishment at Te Horo, north of Wellington, taking the opportunity to work with venison. The DINZ team "cooked their own lunch with a little help" and Moffat was put in charge of the meatballs – a task he carried off with aplomb.

In her article, Pretty noted that meatballs are "really hot again". The meatballs recipe was devised by nutritionist and food writer, Maria Middlestead, who had entered it in a competition run by Moffat.

Farm-raised venison and ginger meatballs with orange glaze

Makes 32 cocktail serves

- 2 spring onions (white part and some green), chopped
- Coarsely grated zest of 1 orange
- 500g farm-raised venison mince
- 45g (½ cup) dry breadcrumbs
- 1 egg, lightly beaten
- 2 cloves garlic, finely chopped
- 50g (¼ cup) ginger in syrup, finely diced (sold in jars, available from specialty food stores and some supermarkets)
- 1 tsp flaky sea salt
- 15ml (1 Tbsp) olive oil
- Orange glaze (see below)

Reserve 2 teaspoons of chopped spring onion and 1 teaspoon of orange zest for garnish, covered in a small bowl. Into a second bowl place venison, breadcrumbs, egg, remaining spring onions, garlic, ginger, remaining orange zest and salt. Mix well with your hands to combine.


Form mince into 32 3-cm balls (about a tablespoon at a time). Leave in refrigerator overnight or proceed to cook.

Put oil in heavy-based frypan over a medium heat. When hot, add the meatballs. Cook in batches in one layer and with space between them. Brown on all sides 2–3 minutes, then put on a warm plate and cover with a heavy tea towel (meatballs will be cooked further in the glaze).

Return all browned meatballs to the frypan. Pour over the orange glaze and stir to thoroughly coat. Reduce heat to low. Cook, stirring occasionally, for 5–7 minutes or until meatballs are cooked and glaze is glossy. Skewer and serve hot, sprinkled with reserved garnish.

Orange glaze

- 85ml (⅓ cup + 1 Tbsp) freshly squeezed orange juice
- 65ml (¼ cup) marmalade (cut finely if chunky)
- 30ml (2 Tbsp) tamari soy sauce
- 1 tsp maize cornflour mixed with 2 tsp water

Place orange juice, marmalade and soy sauce into a small pot and bring to boil over a medium heat. Lower heat, add cornflour and stir for 2–3 minutes or until glaze has thickened. 



Innes Moffat minds the meatballs under the watchful eye of Ruth Pretty.
Photo: Fairfax Media/Dominion Post

Elk/Wapiti Society puts on the glamour

■ By Alina Suchanski

Producers of New Zealand's best elk/wapiti velvet gathered at the Te Anau Events Centre on 26 January to showcase their efforts when the Elk/Wapiti Society of New Zealand (EWSNZ) joined forces with the DFA Fiordland Branch for their respective velvet competitions.

This year the organisers went the extra mile to make the event memorable, changing the format to include a deer hide fashion parade and antler art competition. The initiative paid off as the event had a record number of entries, with more than 60 wapiti and red deer heads on display.

Southlanders ruled at this year's elk/wapiti velvet competition (see summary of results below). Dave Lawrence of Winton, the President of the EWSNZ and one of New Zealand's foremost wapiti stud breeders, won the Champion of the Champions title with Elk Supreme grade velvet from a 3-year old bull, Nepia, weighing 13.86kg (see photo).

Dave said it was unusual for a 3-year-old to win against mature animals. "But that animal is outstanding for his age. As he matures that bull should exceed the current New Zealand record of 25kg for a head," he added.

Tommy May, also from Winton, was Reserve Champion with his 6-year-old bull, Mojo, which cut an impressive 20.34kg.

One of the judges, Tony Pearce of DINZ, said the standard

of entries in the Elk Supreme category was outstanding. "Not only are the top heads getting better, but overall quality is improving as well in terms of the amount of velvet produced, particularly its strength and volume in the upper part of the antler. This is a sign that the good genetic material has been used wisely," he said.

Although velvet was the focus of the evening, there was plenty more to keep the participants interested and entertained.

The antler art competition had hard antlers from past years made into anything from chandeliers to walking stick handles and belt buckles. The winning entry was Brianna Smith's Christmas tree made of white-painted antler (see photo).

The exquisite meal was served by the acclaimed Flying Trestles catering company. If there ever was venison cooked to perfection, this was it.

In the break between the main course and the desert the 130 guests were treated to a fashion extravaganza showcasing deer hide garments designed specially for the



The spectacular winning entry in the antler art competition.



Winners' smiles: Browns deer farmers Dave Lawrence and Donna Day with the velvet from their 3-year-old stag Nepia, judged Champion Of Champions at the Elk and Wapiti Society Velvet Awards in Te Anau on 26 January.

CREATIVE SPARK AT EWSNZ FASHION SHOW

Invercargill designer Terzann Elliott under her Lady Knuckles brand put a new and exciting spin on deer products and deer farming, with fashion show sponsors including Venom Salon and New Zealand Light Leathers.

Elliott says the avant-garde show was a three-part story. "Inspired by medieval costume, geometric tunics in grey, gold, black and white were worn at first on their own by models advancing on the catwalk," she explains.

"Their hair was entwined with bejewelled deer antler turning the models into the likeness of creatures, a genius display of weight distribution versus art form by Jo Russell and Adrian Barclay from Venom Salon Invercargill.

"Makeup artist Kerry Peninsula-Spain gave them doe eyes and matched their lips to their horns with shimmering silver confetti."

In part two, models wore cages over their tunics, Elliott says. These were made of fencing wire, evoking deer fencing. The arm cages, back cages, rump cages, face cages and bust cages, distorted and exaggerated, all had LED torches inside.

"The third and final exhibition, and what everyone was waiting for, was the leather. Layers of coloured hides, bright turquoise and yellow with grey and black, were used in variation as collars, capes, one-armed shirts, bustiers and a sleeveless trench. All three parts of the story came together to build the final silhouette."

The backdrop of visuals were created for the show by Richard Hogan. Using time lapse photography Hogan showed black and white landscapes including local places of importance to the occasion.

The audience responded with surprise and amazement, with even the most conservative enjoying the display Elliott says. "To see the product of their work be interpreted this way was I'm sure a delight, and no doubt caused some bemusement."



Models Maryana Petrovskaya (left) and Amanda Tangiwai with one set of outfits from the show.

event by Southland fashion designer Terzann Elliott (see sidebar). The monochromatic garments in black, brown and white were striking. However, if this was a competition, the first prize for style and pizzazz would undoubtedly go to the full-length black leather dress Terzann herself wore on the night.

While dessert was being served, Te Anau filmmaker Dave McCarlie presented the South Coast Productions documentary, *Mirurihiku The Southern Land*.

EWSNZ VELVET ANTLER COMPETITION RESULTS SUMMARY

Place	Bull name/tag	Owner	Total kg	Combined Weight Index
2 Year				
1	Nelson	Dave Lawrence, Tikana	6.33	95.7
2	Luther	Dave Lawrence, Tikana	5.97	95.6
3 Year				
1	Nepia	Dave Lawrence, Tikana	13.86	145.6
2	Storm	Dave Lawrence, Tikana	11.07	131.8
3	Declan	Dave Lawrence, Tikana	11.02	123.9
4 Year				
1	Solomon	David Morgan, Raincliff Station	10.98	133.4
2	Spitfire	John and Mary Falconer, Clachanburn	11.02	126.1
3	HJ	Paul and Sharon Waller	9.9	122.4
5 Year				
1	Sebastian	Dave Lawrence, Tikana	14.39	145.7
2	Hohepa	Murray Hagen	17.41	136.0
3	[TagG768]	B Taylor	10.51	125.3
Open Supreme				
1	Mojo	Tommy May, Mayfield	20.34	183.2
2	[Tag 06-535]	Ian and Linda Scott, Oraka Wapiti	17.71	161.4
3	Prophet Master	Jack Pullar, Littlebourne Wapiti	16.65	160.9
Champion of Champions				
Nepia	Dave Lawrence, Tikana	13.86	145.6	
Reserve Champion				
Mojo	Tommy May, Mayfield	20.34	183.2	

Emphasis was on fun during the EWSNZ auction, although the aim was serious: to raise funds for research on elk artificial insemination in New Zealand. Auctioned items, such as "10 straws of Playboy semen", may have raised a few eyebrows amongst the uninitiated. The auction raised \$8,500.

The evening carried on till midnight and was considered a great success by organisers and participants alike. 🐾

Sire sale report

■ by Phil Stewart, *Deer Industry News* Editor

While there were not the spectacular highs of previous years, most of those reporting their sire stag and bull sale results to *Deer Industry News* were satisfied with their final sales tallies. Of the sales we are aware of, 82 percent of the 898 sires on offer went under the hammer, with more sold after the sale. The Elk/Wapiti sales enjoyed a strong clearance rate, with 92 percent of the 200 or so bulls on offer being snapped up on sale day, many as terminal sires.

Although some other North Island sales struggled, Canes Deer achieved the outstanding top price of \$62,000 and the top average (\$12,334). Stanfield's had a very solid result, with two stags breaching the \$40,000 mark. Deer Genetics, Foveran and Brock Deer also had good sales.

Deer Industry News received reports from 19 stag or bull sales, and we also carry summary reports of a further 14 sales, courtesy of PGG Wrightson. Interestingly, of the 24 red sire sales carried in the PGGW report, nearly two-thirds were billed "Breeding – velvet and trophy" sales; only seven red sales were for venison BVs, while two sales covered both venison and antler genetics.

As in previous years, we invited all vendors we were aware of to send in sale reports and we thank those who took the time to do so. This year we streamlined the process with an online version of the sale report form. If you missed out on submitting a report, please get in touch and give us your updated contact details so you can be included next season.

ALTRIVE RED DEER 12 January, Southland

Stags sold	19 of 24 on offer
Top price	\$18,000
Average	\$5,790
Comment	Average price up on last year's \$5,061. This was our second annual sale. A reasonable gallery of buyers. Being the last of the Southland sales affects our result somewhat. There was a good line-up of tidy velvet and good body weights. Three 2-year-olds were 200kg+ liveweight and the 3-year-olds were up to 247kg. The top-priced stag (\$18,000) was last year's 3-year-old champion at the National Velvet Competition and bought by Grant Webb. There was also good interest in hinds, especially those with Zarma and Everest genetics.

ARAWATA DEER FARM 12 January, Pine Bush, Southland

Stags sold	20 of 22 on offer
Top price	\$25,000
Average	\$5,665
Other animals sold	24 velvetting stags and 33 yearling hinds
Comment	Great sale with a large gallery. There was a strong demand for velvet genetics and good bodied English cross stags. Result was up on last year's sale.

CANES DEER 16 December, Reporoa

Stags sold	17 of 21 on offer
Top price	\$62,000
Average	Just under \$16,000
Other animals sold	Four stags sold the week following the sale
Comment	Very happy with result. Some fantastic Odysseus sons were purchased. Average last year was \$5,750.

CANTERBURY IMPORTED RED DEER STUDD 11 January, on farm

Stags sold	25 of 33 on offer
Top price	\$15,000
Average	\$3,500
Comment	Top price \$15,000 for a very good Wormwood son sold to Bob Foster of Tumunui Deer, and \$8,000 for another Wormwood with exceptional antler structure sold to Bob Atkinson at Sarnia Deer. Sale up again on last year. Full clearance of the <i>Gale Forces</i> put up. Easterns back a bit, but a very good selection for next year. Wilson 377 had a full clearance also. All stags in final selection had very clean velvet structure and the results reflected this. Overall very happy with the result from new and repeat buyers, and you can't ask for much more than that.

CLACHANBURN ELK 18 January

Bulls sold	Sale 1 (Clachanburn main herd): 50 of 50 on offer Sale 2 (ex Maryland herd): 15 of 21 on offer
Top price	Sale 1: \$7,000 Sale 2: \$5,300
Average	Sale 1: \$5,178 Sale 2: \$3,180
Comment	A further 11 3-year-old bulls were sold after the sale, including those passed in from Sale 2 and others. These averaged \$2,000. Including these, a total of 76 bulls were sold, averaging \$4,323 – a very pleasing result. These bulls were bred as true terminal sires. We have put a big effort into this herd, and are producing big meaty animals, mainly going to buyers between the Clutha River and North Canterbury.

continued on page 20

Sire sales: continued from page 18

CONNEMARA 13 January, Manapouri, Southland	
Bulls sold	25 of 34 bulls on offer (3 and 4 year-olds)
Top price	\$5,800
Average	\$3,312
Comment	This was our second annual sale. Excellent turnout of buyers and bulls were presented in very good order. There was good demand on first 20 lots then lighter types at bend of catalogue were harder to move. Down on last season's average of \$3,800. Of the nine passings, all but one sold subsequent to the sale.

DEER GENETICS NZ 10 January, Geraldine	
Stags sold	28 of 28 on offer (100% clearance)
Top price	\$50,000
Average	\$9,700
Other animals sold	Eleven elite hinds sold at average of \$3,200. Top price \$6,800.
Comment	Very larger crowd attended with about 60 registered buyers. Everyone enjoyed the sausages, bacon and egg breakfast. Neville was again the main man and was rewarded with brisk bidding. Stags were again stunning – our best line-up yet. Thanks to all who came and made the day so enjoyable.

FOVERAN DEER PARK 9 January	
Stags sold	Elite sire sale: 41 of 54 on offer Commercial sire stag and trophy: 35 of 58 on offer
Top price	\$46,000 (Elite) \$4,700 (Commercial)
Average	\$7,141 (Elite) \$2,454 (Commercial)
Other animals sold	Nine of 12 elite hinds on offer; top price \$9,000, average \$3,589
Comment	Top price of \$46,000 was for a 2-year-old son of <i>Morpheus</i> sold to Alan Stewart. Other notable sales were a 2-year-old son of <i>Woody</i> sold to Raymond Ponsonby for \$17,000. Another 2-year-old son of <i>Woody</i> sold for \$17,000 to Peter MacIntyre. Top 3-year-old son of <i>Charlie Mac</i> sold to Malcolm Cane for \$24,500. Overall average was up on last year. We had a large gallery of buyers and stags went all over New Zealand.

GLORIAVALE DEER PARK 11 January, Mt Hutt Sales Complex	
Stags sold	19 of 25 on offer
Top price	\$25,000
Average	\$4,500

GLORIAVALE DEER PARK 11 January, Mt Hutt Sales Complex

Comment	Average price is up on last year, although number sold is down. The line-up was exceptional with outstanding velvet and trophy heads. We moved to a new venue at Mt Hutt sales complex and didn't get quite the same numbers as last year. Lot 9 (Purple 3-10) a 2-year-old <i>Bugles X Major Peel</i> son sold for a top price of \$25,000 to Terrence Stirling. This stag had 44 points and cut 10.8kg of velvet at 2 years. Lot 14, a 2-year-old <i>Legend</i> son was sold to Phil Ward for \$6,000 and had an amazing head for a two-year-old. Overall the sale went well, with most animals moving. A big thank you to all who attended and bought some amazing animals.
---------	--



Gloriavale's Lot 9 (Purple3-10), a *Bugles x Major Peel/Hotspur* son sold for \$25,000 to Terrence Stirling.

LITTLEDALE DEER PARK 11 January, Mt Hutt Sales Complex

Stags sold	12 of 12 on offer (some sold after auction)
Top price	\$25,000
Average	\$5,400
Comment	Sale result was similar to last year. Buyers were choosy this year, looking for perfect heads. A good gallery although not a lot were buying. The top priced stag, a trophy animal, was sold to Jonathan Christian, Gloriavale.



Littledale's Lot 29 (Yellow 557-07) was sold to Gloriavale for \$25,000 and named Kingsley. He measured 556 4/8 OIA (scored by Peter Crowle).

MARANOA DEER
14 December

Stags sold	26 of 29 on offer
Top price	\$6,400
Average	\$3,940
Comment	Excellent support, slightly back on last years average but very happy with overall outcome.

NETHERDALE RED DEER
11 January, Balfour

Stags sold	28 of 30 3-year-old red sire stags on offer, including 3 sold afterwards
Top price	\$12,500 each for two 3-year-old sire stags
Average	\$5,500
Other animals sold	Sixty 2-year-old velvet stags, all sold, average \$1,158 (top pen \$1,425 ea.). Forty 13-month red hinds, all sold, average \$1,030 (top price \$2,200).
Comment	Excellent sale; 3-year-old sire average down on last year but with more numbers sold, equated to the same turnover. The 2-year-old velvet stags were of a higher quality this year and this was reflected in the average price being higher than last sale. With the 13-month hinds the buyers were after quality velvet genetics and this was evident with all hinds selling and a higher average than last sale. Overall very pleased with the result. Buyers were very discerning, looking for animals with clean, heavy velvet. It was also pleasing to see regular purchasers and a number of new buyers attending.

PAMPAS HEIGHTS
8 January, Rotorua

Stags sold	23 of 25 stags on offer (including stags sold afterwards)
Top price	\$15,000
Average	\$3,738
Other animals sold	13 of 16 yearling hinds on offer (top price \$2,500)
Comment	The quality on offer was probably the best to date with body weights and antler yields setting new levels. Being the last North Island sale, the overlap between South Island and North Island sales meant a smaller than usual attendance as the normal South Island buyers were not present. The first 60% of the Lots sold strongly, but we ran out of buyers before the sale was over and about 30% of the stock was sold by private treaty after the sale.

PEEL FOREST ESTATE
7 December 2012 (European and maternal sire sale)
10 January 2013 (English and trophy stag sale)

Stags sold	7 December: 48 of 53 on offer (during and after) 10 January: 18 of 20 on offer
Top price	7 December: \$5,200 10 January: \$18,500
Average	7 December: \$3,890 10 January: \$6,589

PEEL FOREST ESTATE
7 December 2012 (European and maternal sire sale)
10 January 2013 (English and trophy stag sale)

Comment	Good clearance overall of stags offered. On par with last year. However early sale in December was inaugural and to be continued as a regular event.
---------	--

RAINCLIFF STATION
19 January, on farm

Bulls sold	36 of 36 on offer (100 percent clearance)
Top price	\$6,000
Average	\$3,823
Other animals sold	54 velvetters
Comment	Good even line-up; average up \$400/head on last year. Buyers from Nelson to Southland, including many repeat customers. Mainly purchased as terminal sires but the bulls have good tidy velvet, which helps cover costs.

SARNIA DEER
8 January

Stags sold	15 of 15 on offer (100 percent clearance)
Top price	\$19,000
Average	\$6,073
Other animals sold	11 yearling hinds
Comment	Good clearance of stock, happy enough with result.

STANFIELD'S EUROPEAN RED DEER
9 January, Darfield

Stags sold	39 of 43 on offer
Top price	\$41,000
Average	\$10,200
Comment	Six stags over \$20,000 and top prices of \$41,000 and \$40,000. It was a good solid sale with interest right through the catalogue. We had 27 stags with 20 to 34 points for the safari enthusiast but very heavy antler as will be revealed when the top heads come off. In addition our 2-year-old stags were up to 237kg liveweight, astonishing for a Warnham stag. All in all, a very good day. It was announced at the start of the sale by Henrietta, Dowager Duchess of Bedford, that Woburn Abbey was divesting its stud stock interests in New Zealand and that we (Stanfield), had purchased the Woburn red deer herd that we had been managing on behalf of Woburn for nearly 20 years. I am sad at that decision and we must recognise the contribution the Woburn deer have made to our industry and the foresight of Lord and Lady Tavistock, as they were then, to have set their herd up with us.

continued on page 22

NAIT mandatory from 1 March: Special rules for fallow

Deer join the NAIT scheme on 1 March 2013. From this date, deer farmers, deer tag manufacturers, saleyards that deal with deer and meat works that slaughter deer will be legally required to comply with the NAIT Act.

NAIT is working closely with each of these groups to make sure they understand these obligations and provide data to NAIT in accordance with the NAIT rules and regulations.


Tag retention in fallow deer is a recognised issue and these animals do not need to be tagged. However, fallow deer farmers must do the following:

1. Register with NAIT
2. Specify how many fallow deer are on their property. These animal counts need to be updated annually in the NAIT system.
3. A Person In Charge of Animals (PICA) sending fallow deer to any location must provide both NAIT and the person receiving the animals, 48 hours before the movement occurs, with:
 - their NAIT number
 - the destination NAIT number
 - the animal's approximate age, breed, and gender
 - the start date of the animal movement.
4. The receiving PICA must either confirm that the details provided by the sending PICA are correct OR provide the accurate information.

Both the sender's and receiver's obligation can be met using the NAIT system for free or by paper form for a fee of \$20.

The NAIT Contact Centre is available to help with any NAIT-related queries.

Phone **0800 624 843** or email **info@nait.co.nz**

- Article supplied 



Mesopotamian fallow. Photo: Richard Hilson

Sire sales: continued from page 21

TIKANA 15 January, Winton	
Bulls sold	18 of 20 on offer (remaining two sold after sale)
Top price	\$22,000
Average	\$7,322
Other animals sold	7 yearling cows
Comment	The top priced bull, <i>Declan</i> was purchased by David Morgan of Raincliff Station. This impressive bull had high eBVs for both growth and velvet. He had cut 11.1kg EW Supreme as a 3-year-old. Prices were fully firm on last year. The yearling cows sold well with the average up \$500 on last year. Murray Hagen paid top price of \$5,000 for a full sister to <i>Declan</i> .

WINDERMERE DEER 15 December, Private Treaty at Windermere	
Stags sold	15 of 24 on offer
Top price	\$10,000
Average	\$6,700
Comment	Our sale average was a little back on last year, but without last year's \$30,000 top-priced stag the sale result was really very similar. At the end of this year we will be holding our VERY last sale and it will be by public auction.

OTHER SALES* – SOURCE: PGG WRIGHTSON DEER <http://deer.agonline.co.nz>

Vendor	Sale date	Stags sold/ stags offered	Top price	Average price
--------	-----------	------------------------------	-----------	---------------

RED STAG SIRE SALES				
Black Forest	13 January	25/47	\$8,000	\$3,144
Brock Deer	12 January	17/19	\$34,000	\$8,676
Doncaster Deer	14 January	19/30	\$13,000	\$3,726
Fairlight Station	14 December	23/23	\$3,250	\$1,856
Raroa Red Deer	7 January	15/24	\$7,000	\$2,867
Remarkables Park	11 January	27/40	\$7,200	\$3,426
Rothsay Deer	17 January	15/22	\$4,000	\$2,647
Ruapehu Deer	12 December	22/22	\$5,900	\$4,048
Tower Farms	7 January	23/29	\$8,200	\$4,213
Wilkins Deer: North Island	14 December	25/25	\$5,600	\$2,956
Wilkins Deer: South Island	14 January	37/47	\$15,000	\$4,462

WAPITI BULL SIRE SALES				
Edendale Deer	18 January	26/26	\$6,000	\$3,996
Littlebourne Wapiti	15 January	13/20	\$4,400	\$2,992
Lochinvar Wapiti	13 January	28/28	\$7,100	\$3,196

*We had not received reports from these vendors by press time and this summary table is reproduced from PGG Wrightson's online report as a service to readers. 

Obituary: Albert Middelberg: 1939 – 2012

Albert (Bert) Middelberg will be remembered by many deer farmers for his part in the fledgling deer industry. Bert passed away on 30 November 2012 aged 73, after a long battle with multiple myeloma.

Bert was born in Holland and immigrated to New Zealand as a child, not long after World War Two. His father was also a veterinarian and set up practice in Rongotea, just out of Palmerston North. Bert trained in Sydney as there was still no vet school in New Zealand at the time, graduating with honours in 1963.

He joined the small team at the CHB Farmers Veterinary Club in 1965 and remained here until his retirement in 2002 – 38 busy years. He was a committed vet and the ultimate veterinary professional. He was absolutely committed to the farmers and animals in Central Hawke's Bay. Many farmers remember him for the way he took ownership of their particular issue and his thoroughness in seeing the case to its conclusion. No job was too big or too small, too silly or too hard.

Bert was involved in the deer industry at an early stage. With animals at unbelievable prices and a raft of unknown deer diseases to deal with, it was an exciting and probably very stressful time. Working out how to effectively and efficiently velvet stags or to assist hinds with fawnings was ground-breaking stuff. There have been similar situations since then with goats, ostriches and alpacas. All were very high priced in the early days and little was known about production, feeding and disease – pioneering vets rolled up their sleeves and jumped in. But at least those other species were already somewhat domesticated and there was some idea about how to farm them!

Bert had fond memories of those days, working with pioneers such as Ian Spiers and Keith Severinsen. Keith often recalled Bert trying to sedate fallow bucks for velvetting (remember the days of \$220/kg?) and having to use huge quantities of xylazine to slow the crazy little deer down. Would we do that now? Probably not, but someone had to try it.

The big jobs in the early days were velvetting, fawning and scanning, all of which still keep vets busy today. Bert was Managing Director of Vet Services (HB) Ltd and the clinic ran an efficient large-scale velvetting programme up until the advent of the NVSB. Hawke's Bay is a strong deer farming area and 20 years ago several vets were working four days a week on local deer farms during the velvet season, attending up to 5,000 stags each per season. Fawnings are rare now and in retrospect many of the early interventions were probably unnecessary. Under Bert, Vet Services was also an early starter in deer scanning.

Bert, with Ian Walker, investigated stag deaths after sedation with xylazine and that information is one of the few texts on the subject. He was particularly interested in drenches and was quick to ascertain what drench families were effective in deer.

Like many large animal vets, Bert eventually got into farming deer. He originally share farmed with Bruce and

Molly and Clint and Shelley Thomsen, who ran *Skagen Deer Stud* at Takapau, purchasing 60 hinds in 1981. Weaner hinds were sold through *Central Game Partnership* and the share farming arrangement lasted about six years. Ultimately his herd grew (as happened with deer share farming everywhere) and so he ran them on *Clovelly*, a farm previously owned by the Beetham family, also deer pioneers. He used elk as terminal sires for some time and was a regular competitor at the Hawke's Bay Branch Velvet competition. He was velvetting about 200 stags at one point but ultimately the herd became a venison breeding operation. In recent years he became busy with new genetics from Mike Wilkins's stud, following the development of BVs for growth and carcass.

Albert Middelberg is survived by his wife of fifty years, Kay, their three daughters, Michelle, Karen and Lisa, and five grandchildren – and his treasured herd of 400 red breeding hinds, definitely one of his farming passions.

Contributed by Richard Hilson 



Pick of hunting yarns a good read

The Best of Philip Holden: Hunting lore and back-country yarns, by Philip Holden. HarperCollins, \$44.99 Paperback, 207pp.

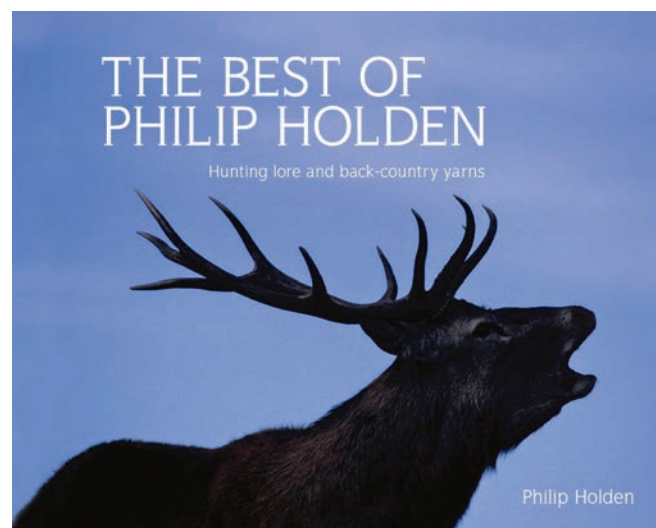
Philip Holden came to New Zealand at the age of 23 after hearing that men actually got paid to shoot deer in this country and joined the New Zealand Forest Service deer cullers. From 1971 until shortly before his death in 2005 he wrote 51 books on hunting, back country life and the outdoors. The subjects he covered ranged from shooters' yarns to personality profiles, how and where to hunt, the habits of our various game animals and much more.

With such a large range of work it's a tough call to compile a "best of" but the result is well done; and since the book is a retrospective, I won't nit-pick about errors repeated and bits that are out of date. It's excellent reading and beautifully illustrated, mostly with the author's own colour photos and historical black-and-whites. The wide "landscape" format of the book is ideal as it stays open flat on the table so the excellent photos can be properly appreciated. The book provides a good balance of both hunting and back-country yarns for which Holden was famous. *Best of Philip Holden* is a tough call well made.

In 1971 the local publisher AH & AW Reed published Holden's first best-seller, *Pack and Rifle*. Inexplicably, two years later they relinquished their option on his second book; but he quickly found another publisher and never looked back as he continued to turn out many more best-sellers. Years later, when I started working as a Reed editor, I discovered what had happened. When Holden sent in his second manuscript, one of my predecessors had looked up the sales history of *Pack and Rifle* but misread

the figures, concluding that the first book had been a flop and writing him the standard publisher's reject letter. By the time this costly mistake was discovered the next book had been eagerly snapped up by a rival outfit. Although Philip was always very nice about it I never managed to lure him back to the Reed fold. Not quite on a par with the infamous incident where Decca turned down the Beatles, but definitely one of the more unfortunate errors in New Zealand publishing history.

Reviewed by Mike Bradstock 



DINZ-led PGP declined

DINZ, in association with NZDFA, Alliance Group and Silver Fern Farms put in a proposal to the Ministry for Primary Industries (MPI) for a Primary Growth Partnership in October last year.

The idea of the proposal, called "New Zealand Venison, Velvet & Co-Products: The Next Generation", was to collaborate to increase profit per kg of deer products produced to underpin the industry's development over the next 10 years.

On Christmas Eve, DINZ was advised that the panel that advises MPI had declined the proposal because it did not demonstrate sufficient "market connectedness". However, MPI did leave the door open by indicating that if the industry could satisfy the panel's concerns, it would be open to consider a further proposal. DINZ, together with NZDFA, is now considering options.

Branching out in Taranaki



Winning entry in the Wapiti/Elk section of the Taranaki Deer Velvet Competition. The head, which weighed over 12.7kg was entered by Owen Bunn. Photo: Gail Simons

Stop using pour-ons for GI worms, farmers urged

■ by Phil Stewart, *Deer Industry News* Editor

If the straw poll taken at last month's Parasites in Deer workshop is anything to go by, deer farmers are still not getting a key message about worm control: stop using pour-ons. Of the seven farmers who volunteered information about their drench programmes, five were using a moxidectin pour-on. On all the farms tested so far, that mode of treatment has been shown to fall well short of a 95 percent kill, the minimum acceptable level for gastrointestinal parasites. It is also encouraging further anthelmintic resistance to develop.

About 20 deer farmers came to the workshop in Darfield on 29 January, with several veterinarians and parasitologists also in attendance. Facilitator was Wayne Allan and the event was led by Dr Colin Mackintosh (AgResearch, Invermay) and veterinarian and Elk/Wapiti breeder, Dave Lawrence (Tikana).

The workshop followed a similar event last year. The focus on internal parasites – one of the key animal health issues identified in the Productivity Improvement Programme – is driven by concerns about increasing resistance to anthelmintics by gastrointestinal parasites in deer, and its effects on production.

The interaction between parasite species, their host animals and the environment is complex and variable, which makes it difficult to formulate hard and fast recommendations. No two farm situations are the same, so the first priority is to find out what's going on at farm level, farmers heard.

Parasites 101

Colin Mackintosh went through some parasite basics. He said deer are most susceptible to internal parasites up to 8 months of age. Adult elk/wapiti are less able to develop resistance to internal parasites than red deer and wapiti bulls are especially susceptible following the rut.

Parasites thrive in heat and moisture. If you are growing plenty of grass, you are growing plenty of parasites, Mackintosh said. Frost and drought kill parasite larvae on pasture, but they soon bounce back in warm, wet conditions.

Lungworm (*Dictyocaulus eckerti*)

- These are specific to deer and have evolved with them.
- Deer can cope with a light level of infection and adult deer are usually fairly resistant.
- The interval between ingesting infective larvae and development of egg-laying adult lungworms (the pre-patent period) is 23 days. A 21-day interval between drenches is therefore recommended for lungworm control during the risk period.
- Weaner deer are the most susceptible and the main risk period is late summer and autumn.
- Lungworm has not developed any detectable resistance to anthelmintics.

Gastrointestinal (GI) parasites

- These encompass several species, mainly Ostertagia-type nematodes, but *Haemonchus* spp. (North Island) and *Cooperia* spp., *Trichostrongylus* spp. and *Oesophagostomum* spp. can be found in deer.

- There is generally little crossover between the GI parasite species of deer and those of sheep and cattle.
- GI parasites have become an increasingly important issue in deer. Problems are most commonly seen in R1 deer later in their first autumn and in spring, and also in adult deer put under stress, especially wapiti.
- They are shed as eggs, which go through three larval stages on pasture before being ingested by grazing deer. The prepatent period is 18–25 days. Eggs are resilient and can overwinter on pasture.
- GI parasites damage the gut wall, causing scouring and suppressing liveweight gain in growing deer.
- The majority of red deer develop resistance to GI parasites by 12 months of age, although periods of stress such as the roar in stags and lactation in hinds can make some individuals susceptible. Wapiti take longer to develop immunity and require some treatment as adults.
- Treated deer showed a 10 percent liveweight advantage over moderately parasitised deer in an Invermay trial.
- GI parasites in deer are rapidly developing resistance to anthelmintic treatments.

Diagnosing the problem at farm level

By the time young deer are showing signs – coughing in the case of lungworm or scouring/weight loss with GI parasites – it may be too late to save some animals. Mackintosh warned that knowing when not to drench is as important as knowing when a drench is needed, because unnecessary drenching will accelerate the onset of resistance.

The best method of routinely diagnosing lungworm or GI parasites before clinical signs are seen is through faecal larval counts (FLC) for lungworm or faecal egg counts (FEC) for GI parasites. But these have their limitations: the counts give a reasonable indication of worm burdens when done in autumn, but by the following spring FLC and FEC are unreliable. It's thought that animals will have started developing immunity by the spring, and this will have suppressed egg production – so while it looks as though an animal is clear, they could be carrying a significant number of worms and still suffering the effects.

"If a test shows eggs or larvae, you know you've got worms all right, but if it's a negative result, you may or may not have a parasite problem," said Dave Lawrence.

Another caveat with faecal counts is that the sample for FLC needs to be collected directly from the animal – if it's been on the ground a while some eggs may have hatched or the sample might be contaminated with parasites from the

environment. Samples for FEC can be collected from the pasture, but must be very recently voided i.e. within hours and this is best done first thing in the morning.

Mackintosh said that if you are going to use FLC for lungworm it should be done frequently to get a better idea of what is happening through the autumn period. "As soon as the counts start to rise, drench them."

The mismatch between egg or larval counts and actual worm burdens has been highlighted through faecal egg count reduction test (FECRT) research where the counts are followed up by slaughter trials and faecal egg/larval counts are compared with actual worm numbers in the lung or gut.

Mackintosh showed the results of a recent Invermay drench trial, where a FEC showed good results 7 days after drenching, but the worm counts in the gut showed a very different picture. In all cases the actual worm kill fell well short of the acceptable 95 percent level (Table 1).

Table 1: Results of Invermay drench efficacy study at day 7 following treatment

Treatment	Apparent efficacy (FEC result)	Actual efficacy (average worm count)
Abamectin injection	100%	76%
Abamectin oral	93%	72%
Abamectin pour-on	93%	33%
Moxidectin injection	100%	79%
Moxidectin oral	93%	31%
Moxidectin pour-on	78%	27%

A previous FECRT carried out at Massey in 2005 showed similarly poor correlation with actual worm burden. On both occasions, the FECRT were carried out in autumn.

The only accurate method for deer is a slaughter trial and this is an expensive exercise to do on-farm, with a total cost of about \$7,000 for a group of six weaners, the minimum needed to get a good indication (this includes the cost of the animals). Nonetheless, Lawrence suggested farmers could consider doing such a trial where they were concerned about the effectiveness or otherwise of their parasite control programme.

He said examining the gut lining in the abomasum could also reveal worm damage. A leathery or pitted appearance was a sure indication of GI worm damage. If a weaner dies by misadventure that is a good opportunity to have the abomasum checked for worm damage.

Mackintosh said there is no useful blood test for lungworm or GI worms. "By the time the antibody levels in the blood start to rise, the animal could be severely affected or even dead."

He said one of the most useful monitoring tools was regular weighing. Animals that failed to reach target weights were possibly affected by internal parasites. He noted that with the introduction of EID tags and auto drafters, it was becoming much easier to target the tail end animals, drench them and track their progress. "That way you're not wasting drench on healthy animals and the less drench you

use the better in terms of not encouraging anthelmintic resistance.”

The CARLA saliva test that had been successfully developed for sheep was also showing promise in deer. The test shows levels of an antibody that is produced in the saliva by parasite-resistant animals. Trials done at AgResearch Invermay and Landcorp properties at Hindon, Stuart and Freestone had shown higher levels of the antibody in red than wapiti, which was to be expected. Mackintosh said some individual wapiti showed reasonable levels of CARLA antibody, so there might be scope for selecting wapiti on this basis. Heritability of resistance isn't known yet, although early indications are positive and CARLA testing is being done as part of the deer progeny test programme. The CARLA test costs \$8–\$10 per animal.

Drench resistance among GI parasites

Throughout the 1990s, pour-on anthelmintics in the macrocyclic lactone (ML) family were a godsend for treating lungworm in deer – and they still are – but in the case of GI parasites we are paying the price for over-using them as resistance develops.

By aggregating the results of various efficacy trials for ML anthelmintics, Dave Lawrence showed they are falling short across the board. While injectible MLs such as moxidectin invariably do better than pour-ons and orals, even these fell short of the 95 percent kill required in some trials.

But while the injectible and oral MLs performed poorly in some cases, the pour-ons were by far the worst. In one 2010 trial, a moxidectin pour-on achieved just a 19 percent kill of adult worms and 0 percent of larvae, compared with 87 percent of adult worms with moxidectin injection. These signals about pour-ons are consistent: they are failing to adequately control GI parasites in deer. “We have yet to find a farm where there is no resistance present,” Lawrence said. “FEC tests alone will not necessarily show this up.”

Notwithstanding the resistance problems noted, he said moxidectin was still the most potent of the ML family for deer. Moxidectin is followed in order of potency by abamectin, doramectin, eprinomectin and ivermectin.

Colin Mackintosh shared the results of a recent AgResearch trial at Invermay that compared the efficacy of what are supposedly the two most potent ML anthelmintics in deer: moxidectin and abamectin. These were further broken down by route of administration: injectible, oral and pour-on. As with other trials, this one showed that FECs over-estimated the effectiveness of the various treatments – the actual worm counts done after slaughter showed a much more modest kill rate. But perhaps even more depressing was the fact that none of these treatments got over the 95 percent kill threshold (Table 2).

Mackintosh said FECs were taken at 7 and 14 days post treatment in this trial and even by 14 days, egg production was low in most cases, despite the fact there were still plenty of parasites on board. This indicated that resistant worms that survived drenching had their egg production suppressed for a while, but weren't killed by the drench.

Table 2: Actual efficacy of moxidectin and abamectin treatments in AgResearch Invermay trial

Treatment	Actual efficacy
Moxidectin oral	27%
Moxidectin injectible	79%
Moxidectin pour-on	33%
Abamectin oral (Hi Min)	73%
Abamectin injectible	78%
Abamectin pour-on	33%

ROLE OF MINERALS?

An interesting result for the Invermay trial was that the abamectin oral (73% kill) did much better than the moxidectin oral (27%). The abamectin used was mineralised, including copper, and Mackintosh speculated that this could have an indirect effect that makes the drench more effective. Copper is known to trigger the oesophageal groove reflex in ruminants, whereby animals divert what they've ingested direct to the abomasum, bypassing the rumen (necessary for young animals still drinking milk). In this study, the mineral additive may have stimulated groove reflex, thus diverting abamectin directly to the abomasum, which caused faster absorption and higher blood levels. This may have given better exposure of the chemical to the parasites, giving a better kill than if it had come diluted via the rumen.

New drench trial

ML anthelmintics on their own are not properly controlling GI parasites in many cases. Part of the solution to parasite resistance seems to be to use a combination treatment.

For example, in a 2010 trial in Te Anau, a treatment using moxidectin injection plus a combination oral oxfendazole (white) and levamisole (clear) drench (SCANDA), gave a 97.5 percent and 98 percent kill of adult and larvae respectively. At the same time a long-acting moxidectin injection killed 80.7 percent of adults and 96 percent of larvae.

Dave Lawrence reported on a new trial funded by NZDFA branches, the Elk and Wapiti Society and Pfizer, in which he has compared the efficacy of different treatments on a farm running hybrids. The Te Anau basin farm had a perceived resistance problem and the farmer felt a new anthelmintic (monepantel/Zolvix) was effective. The results for larvae are still not in, but the kill rates for adults are in Table 3.

Table 3: Kill rates for ostertagia-type adults in spring 2012 trial

Treatment	Efficacy
Moxidectin injectible	100%
Moxidectin oral	97.9%
Oxfendazole oral	71.8%
Levamisole oral	71.7%
Moxidectin injectible + oxfendazole/levamisole oral combination	100%
Monepantel oral (Zolvix) double dose	86.6%

IS LEVAMISOLE (CLEAR) DRENCH WORTH USING IN DEER?

Thirty years ago, levamisole was evaluated against lungworm in deer. At that time it was shown to be completely ineffective. Levamisole was considered to be metabolised by the deer before it could exert any effect on the lungworm. Lawrence is convinced that levamisole, which deer metabolise very quickly, still has some effect on GI parasites in deer. (The dose can't be increased, because of toxicity issues.) He said the 71.7% efficacy for levamisole in the farm trial wasn't brilliant but did show some effect from the drench during its fleeting active period. Resistance wouldn't be an issue for levamisole because it's rarely been used against deer parasites. Mackintosh agrees there is good evidence that levamisole has no efficacy against lungworm and he is not yet convinced that it has much to offer against GI worms if the starting point is 70% efficacy. Meanwhile Lawrence sees a definite role in combination drenches in the battle against resistant parasites. "We must learn from the sheep industry experience," he said.

What drench to use?

While the experts don't agree about the value of levamisole, they do agree that combinations are likely to deal better with resistant GI parasites for the time being. They also agree that the available tools are limited. Neither of the two newer anthelmintics (monepantel/*Zolvix*, or derquantel+abamectin/*Startect*) is showing much promise for deer, which leaves the white (BZ) drenches and the MLs, plus possibly levamisole.

But there is no hard and fast rule because levels of resistance and environmental conditions vary widely between farms. For example, a moxidectin oral treatment achieved 100 percent and 97.9 percent worm kills on two separate farms, but on a farm with "rampant" resistance the kill was a miserable 31 percent.

There is unanimous agreement that pour-ons should not be any part of a drench programme on a deer farm. In fact all the evidence suggests that the use of it will actively encourage resistance to develop.

The question regarding ML injection being the better option than oral for deer has not been completely answered but Lawrence says all indications to date suggest injection will be best practice.

So drench programmes should be designed with your vet as part of an animal health programme for your farm, bearing in mind factors like resistance status and withholding periods (most drenches have a default 91-day withholding period).

Summary of recommendations about drenching

- Quarantine drench
- Use refugia to maintain a high ratio of susceptible to resistant parasites on your property (e.g., by not drenching older stock or only drenching lighter young stock).
- Treat for lungworm and GI parasites during the main risk period from February to June.
- Don't routinely drench red yearlings or adults, and consider drenching only the lighter weaners.
- Wapiti and hybrids are more likely to need spring treatment than red deer.
- If you do FEC or FLC testing, do it regularly in weaners in autumn, but be aware of the lag in results due to the prepatent period of 3–4 weeks.
- Be aware that the results of a faecal egg count


reduction test (FECRT) following treatment could be overestimating drench efficacy if anthelmintic resistance is present.

- If you decide to use a combination treatment to help combat resistance, consider an injectible moxidectin with an oral white drench (or oral white + levamisole).
- Discuss options including other combinations with your veterinarian.
- Be aware of the length of persistence and the withholding periods for the products you use.
- Ensure you drench to the heaviest animal in the mob and make sure your gun is accurate.

It's not all about drenching

It takes far more than the right drenching regime to achieve good parasite control and delay the onset of drench resistance on your farm. Lawrence and Mackintosh added the following reminders to their drench advice.

- Provide clean paddocks for susceptible young stock by putting them in after sheep or (John's-free) cattle, or on renewed pasture, or after hay or silage has been cut.
- Manage grazing to leave a high residual content (most parasite larvae are on the bottom one-third of the pasture height). Cattle are better than sheep in this respect.
- Provide alternative pastures or browse such as plantain, chicory, red clover, tree lucerne and so on.
- Weigh growing animals regularly so you can identify the poor doers and drench if necessary.
- Consider post-rut weaning to reduce the length of time weaners are exposed to parasite challenge.
- Reduce stocking rates where possible.
- Keep good records of stock movements in order to manage the parasite risk better.

Dave Lawrence summed up the importance of good parasite control with an example from the sheep industry. "If the efficacy of a drench in sheep is 90 percent, that takes 14 percent out of their production. It's probably similar for deer. That's something we need to watch." 



Red-lined: Dave Lawrence (left) and Colin Mackintosh with a summary of drench regimes from the workshop. Five of seven farms were using pour-ons, an increasingly ineffective treatment.

I am a plan

■ by Solis Norton, Manager, Johnes Management Ltd

Since I joined the deer industry in 2010, the phrase I've heard more than any other when it comes to successful farming is "have a plan". I will use this opportunity to urge you to consider your plan – of course for Johnes's disease and animal health – but let's tackle the whole planning thing too.

This isn't about the finer points of planning – there are a multitude of books and computer programs that will delve into all the detail you can stand. Rather, after talking to many farmers over several years about Johnes's disease and other things, this is about the general things that I think have emerged as important to you.

First things first. A farm is a complex system. No two are the same and management that works for one may be a disaster for another. Complex, unique systems each need their own plan to get the best out of them.

Now "the best" doesn't necessarily mean the plan for top dollar. It means best meeting the needs of the farmer, the animals and the land.

What are a farmer's needs?

The hard questions first of course. Those needs are as unique as the individual: the young farmer, full of energy and plans of growth, yet a novice; an established farmer, strong, experienced, planning the fine tuning of their system; or a veteran farmer, planning deceleration, transition and succession. Where are you placed?

The needs of the animals and the land will fall naturally into a good plan for the farmer's needs so we won't dwell on the finer details of these except to say that the sustainable health of all concerned is the overall goal.

There are some things a plan is not...

- A plan is not necessarily complex.
- A plan is not for a set period.
- A plan is not a rulebook and it's not a millstone to drag you down. This can be a hard idea to grasp.

And there are some things that a plan is...

- A plan is a guideline – a guideline with options to contend with various situations. So it's more of a guide web than a guide line. Academics would probably call it a dynamic multi-tiered decision tree support system. Those standing in the paddock it would probably call it a good idea that has been thought through.
- A plan ought not to be made on your own, but by the same token, too many cooks will spoil your broth. Getting the right mix of professional advice will give you confidence in it. That mix will be a combination of "high level" and "ground level" input. Farming and financial consultants, veterinarians, scientists, friends and neighbours, parents and children, the list goes on and valuable insights can be found in the strangest places. Ask lots of questions of your advisers. Question everything you hold to be true – it's highly disruptive to peace of mind at first, but that is not a bad thing.

- A plan for your future is only as good as its link to where you are today and where you've come from. If you don't know where you're at, then start finding out – it's the first step. Essential indicators include feed budgets and financial budgets. Something as simple as accurate stock numbers, weaning rates and growth rates are strong building blocks. They're informative now and they're even more valuable later on, when you look back for comparison.

If your farming operation is carefully monitored and achieves high targets, consider focusing on highly **influential and/or variable indicators** of performance. Give them a lot of thought because statistically speaking these are where resilience and consistency can be built in to your system.

Feeling rather out of my depth on the topic of planning, I called on the expertise of Nicky Hyslop from Macfarlane Rural Business in Ashburton. (Nicky is well known to readers through her involvement in the Deer Industry Focus Farms programme.)

She wisely quoted Benjamin Franklin, who said "by failing to prepare, you are preparing to fail". Nicky said any form of planning is better than none, from a simple spread sheet approach through to tools like Cash Manager RURAL® and Farmax®. GB Hinckley also had some wise words: "you can't plough a field by simply turning it over in your mind". And a third quotation, with particular relevance to that difficult process of seeing the first signs of Johnes's disease through to getting it under control, comes from Mike Tyson: "everyone has a plan until they get punched in the face". There is much to be said for gritting the teeth through that initial punch and sending a few of your own back.

Take a step back and consider your whole farming system. Disconnect yourself from it and take a long, hard, clinical look – like working on your business rather than in it. Where is it strong? Where is it weak? What do you want from it?

These are a few things to ponder while going around and around topping the easy country. 🌿



Co-products in the progeny test mix

■ by Julie Everett-Hincks, AgResearch

Have you ever wondered about the value of deer pizzles, tails and skins but never got around to measuring them yourself? We took the opportunity to collect this information from Deer Progeny Test (DPT) animals sent to The Alliance Group for processing, so you didn't have to.


The initial information on co-products may be used for future genetic evaluation.

Pizzles, tails and skins are co-products of notable value to the New Zealand deer industry. All male and female terminal progeny and maternal males from the DPT herds born in 2011 were slaughtered at The Alliance Group's Makarewa DSP in Southland.

Pizzles were weighed and ranged from 170g to 385g, averaging 243g. At potentially \$1/g for dried whole product, the value in pizzles could vary markedly per male. However further analyses are required to adjust for body weight and other factors before genetic variation can be quantified.

Tails from the slaughtered male and female progeny were also weighed. They averaged 179g (range, 115–305g) in the maternal line, and 166g (range: 120–225g) in the terminal line. Whole dried tails are also marketed for around \$1/g. The potential added value from tails warrants further analysis, including adjustment for body weight and breed. We will keep you posted as we analyse this data over the next few months.

Skins are still awaiting quality and size assessment, but have been collected, tagged and salted. Following tanning, the skins will be assessed on the value of usable product.

The DPT trial's principal value is the herd linkages it establishes across the industry for growth, meat and reproduction. The DPT trial is about to go into its third breeding season, which has expanded to include more stags after a successful call to industry for breeder involvement. A total of 800 hinds are being artificially inseminated and run at AgResearch Invermay near Dunedin and Haldon Station in Canterbury. The progeny of these hinds and stags will be the 2013-born cohort, due for measurement in 2014. 

ABOUT THE DEER PROGENY TEST

Progeny testing is a way of determining the true value of a stag's genetic potential by comparing progeny performance. The DPT is set up to improve linkages across breeders' herds, so stags – by comparison of traits expressed in their progeny – can be genetically evaluated for growth, venison and meat yield traits. Stags are nominated by their breeders, selected on specific criteria and used in an AI programme. Progeny run in separate herds over research and commercial deer properties in the programme are subsequently evaluated for growth, meat and maternal traits. Data produced from the DPT are evaluated and published through DEERSelect. This helps commercial farmers make better-informed decisions by comparing industry stags for specific performance and production qualities, thereby improving herd profitability.



Pizzles like these are potentially worth \$1/gram as dried whole product. Photo: Phil Stewart