

# Deer Industry Environment Awards Information & Entry Form



## THE DEER INDUSTRY ENVIRONMENT AWARDS

In association with



# The Deer Industry Environment Awards

Featuring the Premier Prize:

## *'The Elworthy Environmental Award'*

Principally funded by Deer Industry New Zealand.

Initiated by the New Zealand Deer Farmers' Association in 2001 as part of the Landcare Manual Project supported by MAF's Sustainable Farming Fund.

### **Primary Goals:**

- *To recognise innovative deer farmers for implementing and practicing sustainable and profitable deer farming practices in land and deer systems management.*
- *To promote the adoption of sustainable deer farming practices on all deer farms.*
- *To encourage sharing of experiences and proven best management practices and innovation through the resource of the NZ Deer Farmer's Landcare Manual.*

## The Deer Industry Environment Awards

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PO Box 10702  
Wellington

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Thank you for your interest in the biennial Deer Industry Environment Awards.

Enclosed is a brief outline and a summary of areas the judges are interested in, and an overview of the judging process.

Past entrants report the experience as an enjoyable and constructive process for all.

We know from talks with those that run similar awards, that the most common excuse for not entering is that “I’m not quite ready yet”. This generally means that people feel they need to finish or tidy something up before committing to enter. It is not a critical feature to have everything finished or perfectly presented, as the awards recognise that sustainability is a work in progress. The judges view future plans and projects in progress positively.

It is very easy to enter, as there are virtually no formal entry requirements and a few special conditions, allowing almost all New Zealand deer farmers to enter.

The basic entry form is attached. Please complete and post, e-mail or fax it to the above address and we will contact you for more details about the farm and to set up a convenient time for the judging round.

Judging is informal, based on a simple farm tour and related discussions. Typically, the visit will conclude with a Q & A session around the farm table, following the tour in which you can present the important areas of environmental risk management and special features of your farming operation, plantings, water quality enhancement and the other issues that you think are important. Judges will also be interested to hear your Industry views and review any projects and your innovation on farm.

Apart from the Premier *Elworthy Award*, there will also be other awards for innovation and success in farming deer in an environmentally sensitive manner, financial performance, customer focus and overall sustainability.

**Enter now** – fill out the attached form and return to the above address.

Best wishes and thank you for your entry.

## **The Premier Award** ***The Elworthy Environmental Award***

The Elworthy family founded the Premier Award in 2001, recognising the importance of the industry's environmental critical image and responsibility. Its promotion and awareness since then has been critical in encouraging deer farmers to lead adoption of sustainable farming systems and raise awareness of the challenges and innovation resulting in many areas.

**The Premier Award involves a cash prize of \$2,500 to the premier winner, as well as a commemorative plaque and native tree. Premier winners also receive complimentary awards dinner tickets (i.e. a total prize value of ~\$3,000).**

The Premier Award recognises leadership in environmental sustainability and excellence in land management as an industry priority and an incentive to all.

It will be won by a deer farmer whose overall methods and practices enhance deer farming in harmony with their farming environment and the wider farming community.

There is no doubt that the long-term profitability of deer farming is inextricably linked to the health of our farming environment. That also requires us to meet the requirements of the consumers of our products. Increasingly consumers are concerned about animal health and food safety and the health and sustainability of the farmed environment. The biennial Deer Industry Environment Awards are the flagship and publicity tool of these important messages.

### **Category Award Prizes**

The Industry is proud to offer special recognition through five category prizes from committed sponsors for entrants who deserve credit for unique environmental management programmes, sustainability or innovative farming practises, customer focus and financial performance.

An additional aim of the programme is to showcase environmental innovation and applied management. That leadership encourages others to follow suit and adopt proven and developing methods. The Deer Farmers' Landcare Manual incorporates many features from previous winners and entrant's management systems.

Awards entrants play an important role in further developing the public image of sustainable deer farming. This includes receiving due acknowledgment of your efforts, promote the long-term sustainability of deer farming and ensures presentation of a positive industry image to the market place.

In entering this competition, you are confirming your role as an environmentally conscious deer farmer. Access to your property for the farm tour and discussion is considered a privilege by the judges.

## Judging brief:

The NZ Deer Industry pioneered the *Pasture to Plate Quality Assurance* concept.

Our customers are increasingly aware that farmed deer should not only be content and healthy, but also that the farm environment aims for similar standards and long-term sustainability.

**The judges are impressed by innovation, productivity and care in a farming environment that balances the production systems.** They will favourably assess farming practices that ensure long-term sustainability of the land, without loss of productive potential and reward aspects that enhance sustainable management.

The judges will be interested to see projects that enhance and preserve any existing natural features as well as any new features created that are beneficial to both deer farming environments and the local environment in which you live. These might include wetland retirement, QE II Trust Covenant, riparian management, soil conservation projects, farm beautification and feature tree shelter or plantation planting.

Conservation and protection measures around waterways and other natural features are particularly important, as well as innovative approaches to specific deer farming challenges. These may be structures or other physical changes on the farm or in management methods, e.g. ways that the movement patterns of deer are controlled to prevent or minimise environmental damage.

Your farming lifestyle and aspirations is also an important part of the judging.

Because deer farms throughout the country have considerable differences in topography, land class and climate challenges, consideration will be given to the degree of challenge a property presents to sustainable deer farming.

The judges will be particularly interested in discussing any problem areas and the practices developed in minimising any undesirable effects.

Past actions need not have been 100% successful, but if there is an ongoing long-term programme in place with achievable goals (a sustainable management plan), this will be of particular interest and rate highly.

The judges are keen to promote a two-way exchange of views as part of the assessment, and their skills and experiences are also available to you as part of the discussion. The judging process will also report back following the competition on features of your property that impressed with the opportunity for comments and suggestions.

A standard series of photographs is taken as a record and for use at the awards ceremony that will be held in May at the Deer Industry Awards Dinner and annual conference.

The Deer Industry Awards programme is primarily funded by Deer Industry New Zealand, supporting this former role from the New Zealand Deer Farmers' Association. The awards were an early initiative of the Deer Farmers Landcare Manual Project, with financial support from MAF's Sustainable Farming Fund. Further generous industry sponsorship is annually committed for prizes and the production of publicity material.

### **Awards; Conditions of entry:**

1. Eligibility to enter this award applies to most NZ deer farmers; however, the NZDFA reserves the right to decline an application. There are no entry fees. Deer Industry New Zealand fully supports and funds this important award.
2. All award winners must agree to and participate in the awards publicity programme including media interviews, photographs and field days on the property.
3. Award prizes are not transferable.
4. The Premier Winner or nominee must be available for the annual industry awards presentation function generally associated with the annual Deer Industry Conference Awards Dinner in May.
5. The NZDFA will have first and sole rights for a period of one year to stage an industry led environment field day on the Premier Award-winning property.
6. In conjunction with award sponsors and the awards convenor, local NZDFA branches will facilitate and organise presentation events and/or field days on the properties of local Merit Awards winners. Sponsors may also wish to undertake separate promotional activities with the award winners which must be agreed to by mutual consent.
7. Successful environmental farming methods on the winning farms are to be freely disclosed and may be incorporated into the ongoing development of the Deer Industry farming resource material or presented in Deer Industry News.
8. Preliminary judging to select finalists may be conducted on a regional / branch basis and involve consultation with a Quality Assurance assessor or other local region assessors. Judging is planned for April (or as suits participants, with some flexibility).
9. Entrants must declare any issues (e.g. environment court actions pending or completed) that may affect the credibility or reputation of the Deer Industry awards programme.
10. Previous entrants are welcome to enter again in following years, except for the Premier Winner who is not eligible for re-entry for 5 years.
11. In the event of a low number of entrants, the organisers may postpone the event to the following year.
12. If the judges decide that a premier award-winning standard has not been achieved, they may defer issuing this award to the following year.
13. The judge's decision is final and assessment methods and calculations are confidential.
14. Judges assessment notes may be used to assist writing the publicity profiles of award-winning entrants.
15. Entry requirements: Additional information other than your contact and location details are not required, however you may submit more material about your farm with this entry form or at a later date if you wish.

## Entry Form: 2021 Deer Industry Environmental Awards

First name \_\_\_\_\_

Surname \_\_\_\_\_

Address \_\_\_\_\_

Town \_\_\_\_\_

Region \_\_\_\_\_

Telephone \_\_\_\_\_

Mobile Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Property location (if different from above) \_\_\_\_\_

Property Owner (if different from entrant's name) \_\_\_\_\_

Property Type \_\_\_\_\_

Size (hectares) \_\_\_\_\_

Entry Form Submitted \_\_\_\_\_

Comments *Please attach additional information as necessary* \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Post this form to:**

Freepost 3942  
The Deer Farmers Environmental Awards  
C/O Deer Industry New Zealand  
PO Box 10702  
Wellington 6143

**Alternatively:**

- Fax this form to: 04 472 5549 or
- Scan and email to [info@deernz.org](mailto:info@deernz.org)

**Entries Close at 4pm Wednesday 31<sup>st</sup> March 2021.** Judging will be in April 2021.