

NZDFA 39th AGM remits

1) Waipa Branch": Current slaughter policy and potential opportunities:

"That the DFA in conjunction with DINZ and the Venison Processors/Exporters investigate all aspects of the current slaughter policy and market opportunities and report back with responses to the NZDFA within 6 months. This would include:-

1. Optimum Killing Times
2. Weight Ranges
3. Price Differential between hinds and stags
4. Method of Payment
5. Customer Choice"

Moved Leith Chick Waipa Branch Seconded Campbell Clarke

RATIONALE:

Optimum Killing Times: The "Spring Rush" results in many deer being killed in lean condition and depending on breed and gender 24%-40% below their potential. An extra 15kg to 25kg on the kill sheet would do wonders for the economics of the breeding hind. Deer do not reach their potential until Jan-Feb. This P2P Program will not alter this. A larger, better conditioned carcass would also be more economical to process.

Weight Ranges: Weight ranges have barely changed in 30 years yet deer have got bigger. Should the new prime be 60 to 80 or 90kg. Cattle and sheep schedules reward weight.

Gender Differential: Hinds produce a higher percentage of prime cuts than stags and remain more tender, yet are discounted. Supposedly because they don't have a pizzle – Yet their tails are heavier and worth more. Hinds should be at least on par with stags.

Method of Payment: Most of our Processors are cash strapped. Apart from the chilled spring trade, stock has to be held. Do we need to "Owners Account" our venison so Processors are not forced to dump it for cash flow?

Customers Choice: We have listened to the Customer wants this "Mantra" for many years now. It seems our customers want the whole 9 years from us but will buy anything that's cheaper first. This Deer Industry is shrinking and will continue to do so. To survive we must optimize every carcass.

Is it time to find new customers who will purchase a premium animal which has reached its potential?

2) NZ Branch Chairmen. NZDFA Branch Chairs.

Venison profitability, immediate concerns and initiatives

“That The NZDFA request that DINZ as a matter of urgency, work with the venison processing and marketing companies, in addition to the new P2P marketing development and take active steps to quantify the progress made in addressing the current crisis of unsustainably low venison production returns and its impact on producer confidence. We ask that the progress be reported to the NZDFA on a formal 3 monthly basis”.

Rationale

NZDFA endorses the P2P and it's on farm and in market approaches. We support and acknowledge the work that DINZ and the 5 venison processors/exporters have invested in developing (in principle at this point) a joint market positioning for a Cervena brand in specific new market areas as a constructive initiative.

However as deer farmers, in our current reality relative to profitability, we are concerned that the importance and immediate urgency of addressing the current low returns for venison is not fully engaged with by meat companies and DINZ.

NZDFA believes a collaborative approach to marketing is a positive step and asks that the group continue to work on this and investigate further opportunities to extend to further new markets and in adding value to the whole carcass.

As this develops however, we believe that a strong acknowledgement of the risks of current low returns to all industry participants is critical now. There must be a resolve that recognises this as an immediate priority requiring further urgent attention and regular direct communication, vital to arrest risk of further decline in deer numbers, but more critically in deer farming participants .

Moved: Richard Currie, Otago

Seconded: Mike Henriksen, Canterbury

Endorsed by the NI and SI Branch chairmen's meetings, 8th & 9th May 2014

LATE REMITS

3) Hawkes Bay. AGM 14/05/2014

Investigation of an equitable Tb testing funding model.

“That The New Zealand Deer Farmers' Association investigates the revoking of the user pays process for TB testing and be funded by levies similar to the cattle industry”.

Discussion: Currently there are a significant number of deer farmers who are compelled to whole herd test on an annually basis, related to their inclusion within Tb risk zones as

Movement Control Areas or Special Testing Areas (Annual basis). In some areas in spite of Tb disease and infected animals in deer herds never being diagnosed, farmers continue to pay all of the initial skin test herd costs, but because of the assumed "risk" and Tb Free NZ's definition of these zones, do not qualify for the industry based herd test cost recovery programme in alternate years that has been established since 1999. A large number of these herds too, because of their current trading policy or farming circumstance cannot meet the criteria for the 3 year closed herds exemption from annual testing.

While this remit recognises the importance of the current TB free NZ programme the Branch believes that a significant cost burden for the greater good is being borne by a diminishing smaller number of deer farmers, and its high time that a fair and equitable funding model be developed for all deer farmers the industry, similar to that evident today for the beef and dairy cattle sectors.

Moved : Bill Symons

Seconded Jeremy Dearden

4) Canterbury Branch AGM remit

Venison killing charges

"NZDFA seeks clarification from exporters of the meat inspection process charges, and endeavors to negotiate a meaningful reduction.

Moved: Clive Jermy

Seconded: Warwick Wright

5) Canterbury Branch Draft Remit:

Cervena Ownership and Marketing

"That the NZDFA request that DINZ seek a review into the ownership structure of the Cervena Appellation/Brand. That as part of this review, DINZ engage with producers to seek their views as to the future ownership structure of Cervena and its place in the market".

Rationale

While we endorse the P2P project and it's in market approaches, we are concerned for the future of the Cervena brand. Cervena is the brand to drive differentiation in the market place and create the opportunity to break away from the game meat market. This in turn should create a more even year round demand allowing for a flatter schedule which we believe would go is some ways resolving the issue with animals being sent for slaughter before they have reached their true potential. We should never allow our product to be commodity traded or repackaged, this could be achieved if producers took ownership of the brand and marketing.

Moved: Corey Busch

Seconded: Mike Henriksen