

The Next Generation programme – Deer Industry Conference 2014

Grass Roots - Green Shoots

When: Tuesday 20 – Thursday 22 May 2014

Where: Mount Hutt Conference and Heritage Centre, Methven, Canterbury

On behalf of the NZ Deer Farmers Association Executive Committee you are warmly invited to attend the 2014 Deer Industry Conference in Methven in May.

We are hosting a special Next Generation Programme in the morning of day one, Tuesday the 20th. Content will include an experienced marketer, an interactive workshop session and closing presentations from local deer farmers who have made changes to their systems for the better.

[A full programme of the event is available here.](#)

Importantly, this is a great opportunity to get together with those whom you met in Queenstown in August 2013, also attend the annual industry conference and hear what is happening in the sector and listen to some truly stimulating speakers and perspectives from outside and within our industry.

As a member of the 2013 Next Generation Programme the NZDFA are offering a large discount for you to attend this year's event, with the conference registration cost being reduced from \$396^{incl} to only \$150 per person for couples or \$200 for singles. (plus GST). This offer is also open to those committed to attend this year's Next Gen event in August.

This includes all conference meals, 2 breakfasts, lunch and 2 main feature dinner events with entertainment, as well as full conference registration where you will hear from guest speakers and sponsors.

Some of the NZDFA branches are offering further support to their Next Generation participants by way of flight and accommodation assistance, so it would also pay to inquire with your local Chairman, as a part refund of your expenses may also be recouped post event.

Accommodation options are fairly reasonable in Methven with a cost of \$55 a night per person at the Brinkley Resort if you are willing to share and there have also been offers made by locally residing Next Generation participant's to house those who are looking for a

cheaper option again. This will be on a first in first serve basis, so all requests through me please.

The “Grass Roots - Green Shoots” conference will be an entertaining few days with presentations and discussions around the Passion to Profit venison marketing initiative to develop a joint marketing vehicle for a branded premium product in selected targeted markets in Europe and with potential in China and other discerning high end consumers.

Commentary on that perspective and a key note presentation on current and future trends in International food marketing presented by the outstanding speaker Emeritus Professor David Hughes, Imperial College, London. ([see a stuff.co.nz story here, for a recent discussion on dairy products and marketing](#)). He is a world class speaker and very interested in our industry and plans

The Main dinner event with award presentations will be ‘Swannie and gumboots’ themed, so bring along your favourite outdoors clothing(That will no doubt still be dirty post duck-shooting) and enjoy the food and entertainment.)

For more information about the event and to see the full conference programme [VIEW HERE](#)

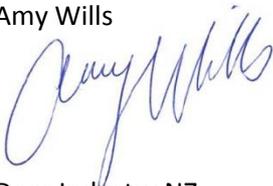
If you are keen to take up the offer fill in [THIS FORM](#) with accommodation preference and email back to me directly at <mailto:amy.wills@deernz.org>

Babysitting – As we welcome both Partners to attend these events we have also investigated babysitting at the request of some participants, so if you are keen to take this up please also note that when emailing me.

Look forward to catching up with you all again in May. In addition if you have the time for another \$20 bucks The Canterbury branch and Mt Hutt are hosting a great high country deer farming field day on the 22nd.

Regards

Amy Wills



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