



NZ Farm Life Media
Down to Earth



New Zealand Deer Industry Award Nomination Form 2026

Nominator details (who and what they represent):

Nominee details (individual, group, entity):

Duration of nominee's contribution to the deer industry:

Details of the scale of their contribution across the whole industry:

Commentary on the extent to which the nominee has made a real difference to the deer industry:

Commentary on the extent to which the nominee has demonstrated leadership by example in an aspect of the deer industry:

Supporting references – (these can be included by the nominator to support the nomination and can be attached to this form):

1.

2.

3.

4.

5.

Nomination form and supporting material should be emailed or posted to:

Lindsay Fung, Producer manager, Deer Industry NZ at lindsay.fung@deernz.org

Postal address: NZ Deer Industry, Deer Industry Award Nomination, PO Box 10702, Wellington

Nominations close on 5pm Friday 3 April 2026

DEER INDUSTRY AWARD RULES AND QUALIFYING CRITERIA

NZ DEER INDUSTRY AWARD

Conditions

1. The Award is known as the *NZ Deer Industry Award of the Year*.
2. The Award is to be presented each year to the person, persons jointly, or organisation who, in the opinion of the judges, has made the most outstanding contribution to the New Zealand deer industry, either in the previous year, or over a period of years.

If the contribution has been made over a period of years, the nominee must have been actively involved in the industry in the previous year and must not be a previous recipient of the Award.

3. Candidates for the award may be nominated by any person or organisation, except the judges.
4. The publisher of *The Deer Farmer* (Country wide via NZ Farmlife Media, formerly NZXAgri) is responsible for administering and promoting the Award.
5. The selection panel is made up of three judges who are the nominees of the following organisations:
 - a. NZ Farmlife Media
 - b. The NZ Deer Farmers' Association (Inc)
 - c. Porter Holdings Ltd

The judges may not be employees or directors of the above organisations, nor – in the case of the nominee of the NZDFA – hold elected national office in the association.

6. Porter Holdings Ltd has donated a perpetual trophy (a stag sculpture, mounted on Italian marble and inset on a mahogany base) and each year donates a stag miniature for the winner. NZFarmlife Media is responsible for obtaining an engraved gold plaque, bearing the name of the recipient, for each miniature.

The NZDFA is responsible for the custody & care of the perpetual trophy, for displaying it at the annual presentation ceremony, and for arranging for a newly engraved plaque bearing the name of each recipient and the year to be affixed to the base of the trophy.

Beneficial ownership of the perpetual trophy is vested in the NZDFA which normally keeps it on display in its national office.

7. Presentation of the Award is made annually at the NZDFA Annual Conference dinner or, if this is not possible, at another function as determined by the NZDFA, after consulting with NZ Farmlife Media

APPENDIX NZ Deer Industry Award Roll of honour

Year	Recipient(s)	Feature	Year	Recipient(s)	Feature
1985	Harry & Anne Van Hoppe	National fieldays Deer feature and industry promotion	1986	John Burrowes	DFA president Services to industry, Government negotiation and advocacy
1987	Dr Noel Beatson	Tb Research and diagnosis	1988	Ian Spiers*	DFA President. Services to DFA, communications
1989	The Deer Farmer magazine	Industry promotion & publicity	1990	Prof Frank Griffin	Tb Diagnostics
1991	Tom Williams	GIB Chairman, industry leadership	1992	Jeff Pearse	Tb accreditation programme
1993	Canterbury Branch	World Deer Congress	1994	Sir Peter Elworthy* & Sir Tim Wallis	Industry Founding fathers
1995	Dr Ken Drew	Deer Research	1996	Richard Janes	GIB CEO, Cervena programme
1997	Clive Jermy	DFA President, Industry leadership	1998	Graham Brown	GIB Executive Chef
1999	Bob Bennett	GIB & Services to velvet industry	2000	Andrew Duncan Tony Pearse John Spiers	Venison industry services Research and Tech Transfer DFA President and DFA services
2001	SCNO Branch DFA	Deer Master project	2002	Dr Ian Walker	Veterinarian services
2003	Dr Jimmy Suttie	Research especially velvet antler	2004	Dr Ian Scott	Veterinarian services and NVSB
2005	Dr Dave Lawrence	Veterinarian services Tech Transfer	2006	Keith Orange	Transport industry QA & DFA
2007	Southland Branch NZDFA	National velvet competition	2008	Trevor Walton and Angie Fussell	Communications & leadership
2009	Hub Hall	Hard antler judging and DFA service	2010	Colin Mackintosh	Veterinary research in deer health
2011	Mandy Bell and Adrian Campbell	Johne's disease extension and JRG	2012	Keith and Denise Hood, <i>Mt Hutt Station</i>	Deer farming excellence and contribution
2013	NZ Fallow Deer Society	Breed society promotion and initiatives	2014	Paddy Boyd, <i>Haldon Station</i>	Tb free NZ, NVSB, services to deer farming and industry
2015	David Stevens, <i>Netherdale</i>	Services to DFA, Environment and education & training	2016	Murray Matuschka	Services to DFA, industry promotion, tourism, related art works, recognition of DFA quiet achievers.
2017	Mark Mitchell, <i>Broadleaf Game</i> Dale Beier <i>Dales Exotic Meat & Game</i> Rich Flochini <i>Sierra Meats Venison & Game</i>	Promotion and premium positioning of NZ Venison in North America and product development and innovation (Denver leg)	2018	Andy Macfarlane	Retiring DINZ Chairman 2013-2018, and for his role in the development of the PGP bid, Passion2Profit
2019	Dr Geoff Asher <i>AgResearch Invermay</i>	AgResearch, 40 years of service in research extension and commitment to the deer industry	2020	Not Held (due to Covid19 disruption)	
2021	John Tacon	Services to the deer industry including the quality assurance programme, driver training programme and animal welfare.	2022	Ronald Schroeder	Services to livestock sales, deer genetics, quality assurance
2023	Richard Hilson	Services to the deer farming community, animal health and management of Johne's disease management	2024	Peter Wilson	Services to deer veterinary education, training and research, animal health and welfare
2025	Graham Carr	Contributions to accelerated breeding developments, show casing practical on-farm environmental initiatives and driving industry initiatives to combat Johne's disease			