

STRATEGIC PILLARS

OUR COMMUNITY

OUR LAND, ANIMALS AND PEOPLE

OUR VALUE CHAIN PARTNERS

OUR CONSUMERS

STRATEGIC OUTCOME: Credible, practicable results that can lead to improved outcomes (through welfare, economics, time, productivity)

FOCUS AREAS

Animal health

Climate change mitigation

Optimise value from deer

Market research

Animal welfare

Environment

PROJECTS

Velvet histology

Nutritional and bioactive potential of venison

Quantative genomics

Velvet composition and invitro immune function of velvet harvested at different times

Tomorrow's deer

Post-velvet stag behaviour

Hill and high country waterways

Nutriceuticals from deer liver

Behaviour to landscapes

Post velvet haemostasis

DeerSelect

In-vitro testing of methane inhibitors

Accumulation Chambers for deer

OUTCOMES

Short term outcomes



Long term outcomes

Animal Welfare status assured and recognised as world leading

Farm systems adapted to deer

New revenue streams from products and farms

NZ deer products are products of choice for high wealth consumers

Farmers' contribution to ecosystems/biodiversity is recognised