



DEER INDUSTRY CONFERENCE 2019

Reflections and Directions

Te Wharewaka O Poneke, Wellington

Thursday 16th and Friday 17th May



Conference Agenda

Te Wharewaka O Poneke, Wellington

Thursday 16th May - REFLECTIONS		
Time	Session	Speaker
8:30 - 10:00am	44th NZDFA AGM – welcome all NZDFA members to attend	Chair: John Somerville
9:00am	Registration Opens	
10:30 - 10:40am	Conference Welcome Ian Walker, Chairman, DINZ Board	MC: Jamie Fitzgerald, Inspiring Performance
10:40 - 11:00am	Deer Industry State of the Nation	Ian Walker, Chairman, DINZ Board Dan Coup, CEO, DINZ
11:00 - 11:30am	Rural and NZ Financial Outlook - sponsored by Rabobank	 Hamish Midgley, Head Business Development, Rabobank
11:30 - 12:00pm	Conference Part 1 - Reflections	Jamie Fitzgerald
12:00 - 12:45pm – LUNCH		
12:45 - 1:00pm	Thoughts from Reflections Session	Jamie Fitzgerald
1:00 - 1:35pm	Technical / Science Programme - sponsored by DeerPRO	 Catharine Sayer, Science & Policy Manager, DINZ
1:35 - 2:10pm	Other Science	Catharine Sayer, DINZ
2:10 - 3:00pm	Our Environment Work/Plans	Lindsay Fung, Environmental Stewardship Manager, DINZ
3:00 - 3:45pm – AFTERNOON TEA		
3:45 - 4:15pm	Political Outlook - The rate of change. “Politics and Society, a view 5 years out”	Key Note Speaker: Colin James
4:15 - 4:45pm	Environmental Stewardship - Scope and Questions	Open discussion session - MC Jamie Fitzgerald
4:45 - 5:00pm	Summary of the Day	Dan Coup, DINZ
	7:00pm AWARDS DINNER – hosted by Silver Fern Farms Deer Industry Environment Awards, Deer Industry Award, NZDFA Matuschka Award, MSD Animal Health Deer Industry Photo Competition	



Friday 17th May AM - DIRECTIONS		
Time	Session	Speaker
7:30 - 8:15am – NETWORKING BREAKFAST		
8:30 - 8:45am	Introduction to the day	MC Jamie Fitzgerald
8:45 - 9:15am	Political Leaders TBC	Hon. Damien O'Connor TBC
9:15 - 9:50am	Environment Session Keynote - Everyday farmers are doing extraordinary things - sponsored by <i>First Light</i>	Mark Adams, Chairman Beef+Lamb NZ's Environmental Reference Group
9:50 - 10:25am – MORNING TEA		
10:25 - 11:30am	Venison Session General Update Company Updates: • Alliance • Duncan • First Light • Mountain River • Silver Fern Farms	Nick Taylor, Venison Marketing Manager, DINZ
11:30 - 12:15pm	Progressing an Environmental Strategy	Jamie Fitzgerald
12:15 - 12:45pm	Public Perceptions - sponsored by <i>Wilkins Farming Co</i>	Anna Campbell, Managing Director, AbacusBio
12:45 - 1:30pm – LUNCH		
Friday 17th May PM – MAKING IT STICK		
Time	Session	Speaker
1:30 - 2:10pm	The success behind the NZ wine industry's strategy and delivery	Philip Gregan, CEO, NZ Wine
2:10 - 2:30pm	Summary and Feedback	Jamie Fitzgerald
2:30 - 3:30pm	Velvet Session • Market update and strategies • Regulatory Control Scheme • Velvet Traceability developments and timing	Rhys Griffiths, Market Manager Asia, DINZ John Tacon, QA Manager, DINZ Catharine Sayer, DINZ
3:30 - 4:00pm – AFTERNOON TEA		
4:00 - 4:45pm	The Ludemann Story - sponsored by <i>FMG</i>	Grant and Ele Ludemann, Owners, EGL Pastoral, Otago
4:45 - 5:00pm	Conference Wrap Up	Dan Coup, CEO, DINZ and Ian Walker, Chairman, DINZ Board
5:00pm FAREWELL FUNCTION – hosted by Alliance		
5:00 - 6:30pm Drinks and canapes in the Matiu and Mokopuna room		
6:30pm Transport to Westpac Stadium to watch Hurricanes vs Jaguares Super Rugby Game		
Transport after the game back to hotels		

Speakers Profiles



Dan Coup – CEO, Deer Industry NZ

Dan is the chief executive of Deer Industry New Zealand - the industry good body for deer farmers, processors and marketers. He has previously worked in New Zealand's meat and dairy industries and has a passion for the primary sector and its contribution to New Zealand's society and economy.

Dan has degrees in science and business from New Zealand and from the UK and lives with his young family in Wellington.



Dr Ian Walker – Chairman, Deer Industry NZ Board

Ian Walker has extensive governance experience and has retired as Managing Director of Vet Services Hawke's Bay after a 38-year veterinary career.

He said he now has more time to devote to the industry and would work to ensure producers got value for their levy investment. The five-year strategy was a credit to the industry, he said.



John Somerville – Chairman, NZ Deer Farmers Association

A former Southland DFA Branch chairman, and an industry leader now at national level in his 7th year on the Executive Committee since appointment in 2012. John was elected to the National DFA Executive Chairman's role last year.

John held office as Southland Branch Chairman for two years and he's literally grown up with deer. "I started working with them and when I left school in 1985 or so, I didn't want to do anything else,"

He has a deep interest in positive environmental stewardship and is committed to Southland as a key deer farming region Arawata Deer Stud is a well-recognised deer stud based on classic heavy weight quality velvet, which remains Johns driving passion. At conference he will head the 44th NZDFA AGM as Executive Committee Chairman for his first time on the morning of 16th May.



Jamie Fitzgerald – Inspiring Performance

After starting his career owning a farm fencing business, Jamie Fitzgerald has walked unaided to the South Pole, holds the world record for rowing across the Atlantic Ocean, is a double New Zealand representative, and fronts the TV documentary series First Crossings and Intrepid NZ that have aired around the world.

In 2011 he managed the 7000 Rugby World Cup volunteers here in New Zealand. His business, Inspiring Performance, supports businesses and government agencies around the world grow bigger, better, faster by having a clear purpose, strategy, and the ability to maintain momentum.

He has a family farm in the Wairarapa and is also on the hunt for his next adventure!



Hamish Midgley, Head Business Development, Rabobank

Head of Business Development – Rabobank New Zealand
Hamish has been with Rabobank since 1998, taking up his current position as Head of Business Development in 2016. Prior to this, Hamish was National Manager Major Agri Client Groups.

Hamish was brought up on a sheep, beef and mixed cropping farm in South Canterbury, and he started his career in agribusiness banking in 1993 in the Central Otago region and spent five years in Gisborne and four years in the Waikato, before moving to Rabobank's New Zealand head office in Wellington. During his career Hamish has managed clients from a diverse range of rural industries including dairy, sheep & beef, fine wool, wine and horticulture.

Hamish has a Masters of Professional Studies degree, majoring in agribusiness management. He also holds a Post Graduate Diploma in Valuation & Property Management (Rural), a Diploma in Farm Management and a Diploma in Agriculture from Lincoln University.

Outside of work Hamish is married and has two daughters and enjoys spending as much time as possible with his family and also enjoys hunting, fishing mountain biking and surfing.



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Catharine Sayer – Science & Policy Manager, Deer Industry NZ

Catharine is the Science and Policy Manager at DINZ. This includes day-to-day running of the deer industry's science investment bodies VARNZ and DEEResearch and working with related farming sectors, organisations such as OSPRI and MPI on biosecurity preparedness.

After a science background (biochemistry), Catharine was called to the Bar by Lincoln's Inn then worked for the Department for the Environment, Food and Rural Affairs in the UK before making NZ her home, where she has worked in regulatory roles.



Dr Ping Liu - Associate Professor, University of Otago

Ping Liu is an Associate Professor in the Department of Anatomy, University of Otago. She qualified in Medicine in China and, had 8 years clinical working experience in geriatrics before receiving her PhD in Psychology (Neuroscience) from the University of Otago.

Her research interests are the neurobiological basis, biomarker discovery and intervention of age-related cognitive decline, neurodegenerative diseases and psychiatric disorders. Currently, her research is focused on Alzheimer's disease (AD), particularly the role of cerebrovascular dysfunction in the development of sporadic late-onset AD, and the preventive and therapeutic potential of arginine metabolite(s) in cognitive decline during aging and AD.



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**DEER INDUSTRY
CONFERENCE 2019**

Reflections and Directions



Dr Geoff Asher – AgResearch

Dr Asher is AgResearch's leading deer production scientist and has been involved in deer research almost all his career. He coordinates the Hitting Targets programme of deer research carried out by AgResearch for DEEResearch and is the lead researcher for several of its component studies. Geoff is a sought-after source of advice from commercial farmers, AgResearch scientists and other research organisations based on his breadth of knowledge of deer and deer farming systems. His particular interests are deer reproduction, seasonality and physiology and when not researching deer in the paddock or yards, enjoys researching the habitat and taste profile of their wild cousins as well as geology.



Lindsay Fung – Environmental Stewardship Manager, Deer Industry NZ

Lindsay is the DINZ Environmental Stewardship Manager - responsible for environmental policy advocacy and development at central government and regional council levels. In addition, he works in closely with the NZDFA branches and the Passion2Profit programme to ensure that deer farmers are able to demonstrate that they are farming sustainably and within environmental constraints. Prior to this role he was also the Science and Policy Manager at DINZ and has also held research management roles with Horticulture New Zealand, Horizons Regional Council and HortResearch (now Plant & Food Research Institute).

Lindsay is of the view that deer farmers fully deserve their reputation amongst their farming peers as forward thinkers, innovators and good stewards of the land and environment. The challenge now is to raise this awareness with regulators and the wider public.

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Colin James

Colin James is a political journalist of 45 years experience, a life member of the Parliamentary Press Gallery and the E Tu Union, a senior associate of the Institute for Governance and Policy Studies, Victoria University, and a fellow of the Institute of Public Administration. He has published eight books, including Unquiet Time in 2017, which looked at New Zealand’s place in a turbulent world and the future challenges. He has an honorary doctorate from Victoria University.



Mark Adams - Chairman Beef+Lamb NZ’s Environmental Reference Group

Mark is an owner/operator of a sheep and beef farm just outside Fairlie that also hosts visitors and tourists. He has served as president of South Canterbury Federated Farmers and is currently the Chair of Beef + Lamb New Zealand’s Environmental Reference Group. Mark was also involved in a hill country development study that will better understand hill country development practices and create a decision tool to aid farmers as they weigh up the benefits, costs and environmental risks of development of their hill country blocks. Mark is a strong advocate for the farming community to engage with regulators, the wider society and farming critics both factually but also emotionally.



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Anna Campbell – Managing Director, AbacusBio

Anna has a scientific background from which she has transitioned into business leadership and governance. She is the Managing Director of AbacusBio, an agri-technology company, with offices in Dunedin and Edinburgh. Anna is also a Director of Otago Innovation Limited, Genomics Aotearoa, the Otago Cricket Association and a Trustee of Otago Boys’ High School.

Anna is an advocate for New Zealand agricultural products, but like many of us understand that reaching the fast-moving target that is today’s consumer is challenging, especially against a background of increasing compliance and costs. In her presentation, Anna aims to stimulate discussion about possibilities for the future of New Zealand’s deer industry.



Philip Gregan – CEO, NZ Winegrowers

Philip Gregan is the Chief Executive Officer of New Zealand Winegrowers, the national industry organisation that represents, researches and promotes the interests of New Zealand grape growers and wine makers.

NZW conducts a wide range of activities including: coordination of research programmes to progress the grape and wine industry; provision of a generic marketing platform for New Zealand wine makers in key markets; stewardship of “brand New Zealand wine”; provision of timely and accurate data and business information to grape growers and wine makers; and, representation of industry interests to national and local Government and in international fora.

Philip has been with New Zealand Winegrowers and its predecessor, the Wine Institute of New Zealand, since starting as a Research officer in 1983. He has held the role of Chief Executive Officer since 1990. Philip has gained Bachelor of Arts and Master of Arts (Hons) degrees, majoring in Geography, from the University of Auckland.



Rhys Griffiths – Market Manager Asia, Deer Industry NZ

Rhys is DINZ’s Market Manager for Asia – with a primary responsibility for velvet. His work is keenly focused on market access and development, particularly within north Asian markets. He has been with DINZ for ten years, previously working in a marketing development role sourcing products for the NZ agricultural sector from China and as marketing manager for a prominent animal health company.



John Tacon – Quality Assurance Manager, Deer Industry NZ

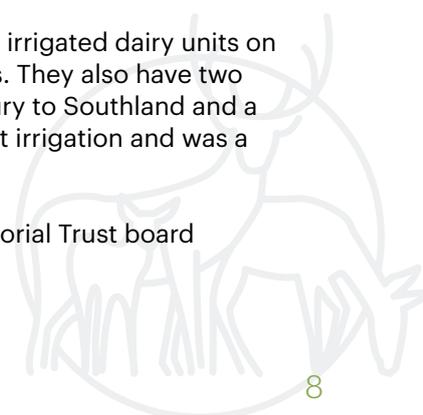
John is DINZ’s Quality Assurance Manager which looks after driver training and certification for transporting deer, the National Velveting Standards Body, venison processors industry agreed standards and animal welfare alongside other items from a QA perspective. John has been with the industry for numerous years and will be a familiar face to many.



Grant and Ele Ludemann – EGL Pastoral, North Otago

Grant bought his first farm when he was 16. They now have four irrigated dairy units on their home farm milking a total of 2,300 cows with sharemilkers. They also have two dairy run-off blocks and five sheep and beef from mid Canterbury to Southland and a sheep and beef farm near Dannevirke. Grant is passionate about irrigation and was a director of North Otago Irrigation Company.

Ele was a journalist and is a celebrant, a Winston Churchill Memorial Trust board member and a correspondent for The Country radio show.



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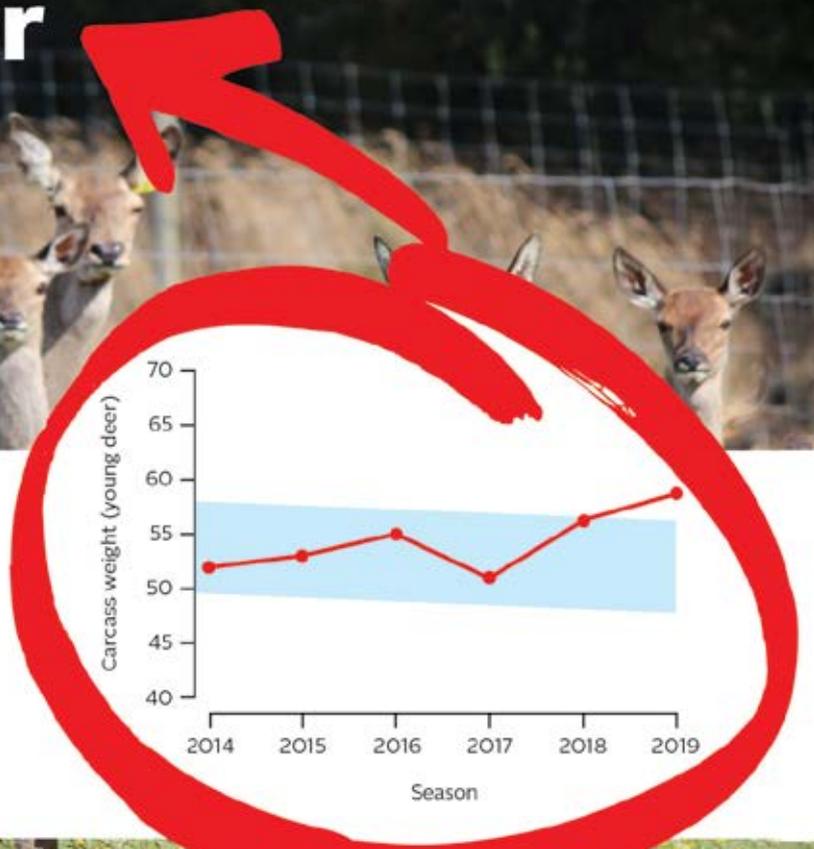
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OSPRI is a partnership between primary industry shareholders DairyNZ, Beef + Lamb and Deer Industry New Zealand, and the Ministry for Primary Industries. The NAIT system captures data to trace animal movements. TBfree manages bovine tuberculosis towards eradication.

These programmes work together to protect and enhance the reputation of New Zealand's primary industries.



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Reflections and Directions



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Duncan New Zealand is a specialised processor and marketer of New Zealand natural farm raised Venison, Cervena and associated products from New Zealand.

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