

**18-19
MAY
2021**



**DEER INDUSTRY
CONFERENCE 2021**

The 2020s: The focus is *you*

Bill Richardson Transport World, Invercargill





DEER INDUSTRY CONFERENCE 2021

The 2020s: The focus is *you*

Bill Richardson Transport World, Invercargill

Tuesday 18th May 2021

Time	Session	Speaker
8:30 - 10:15am	46th NZDFA AGM Welcome all NZDFA members to attend	John Somerville NZDFA Chairman
9:00am Conference registration opens		
10:30 - 10:40am	Introduction and aims of the conference	Sarah Perriam , MC and Facilitator
10:40 - 11:10am	Deer Industry 2020-21: State of the Nation	Ian Walker Chairman, DINZ Board Innes Moffat CEO, DINZ
11:10 - 11:45am	Rural and NZ Financial Outlook <i>Sponsored by Rabobank</i>	 Blake Holgate Head of Sustainable Business Development, Rabobank
11:45 - 12:30pm Lunch		
12:30 - 1:00pm	Short presentation and 15 minutes of Q&A via ZOOM	The Hon Damien O'Connor Minister of Agriculture
1:00 - 2:00pm	Key note speaker: Challenging our Challenges	Lance Burdett WARN International
2:00 - 2:30pm	Technical/Science Programme	Emil Murphy 2021 appointment: Science and Policy Manager, DINZ Jamie Ward Innovation Research Programme, AgResearch
2:30 - 3:00pm Afternoon tea		
3:00 - 3:30pm	VelTrak™: Velvet antler traceability 2021 Vision and implementation steps	Innes Moffat, Mark Harris, Rhys Griffiths, John Tacon , DINZ
3:30 - 4:15pm	GHG know your number discussion	Dr Lindsay Fung Environmental Stewardship Manager, DINZ Phil McKenzie P2P Farm Performance Manager, DINZ
4:15 - 5:00pm	Keynote speaker: In defense of Meat <i>Sponsored by FMG</i>	 Dr. Jacqueline Rowarth Adjunct Professor, Lincoln University
5:00 - 5:30pm	Summary of the day and Q&A discussion	Sarah Perriam , MC and Facilitator
7:00pm Welcome Function <i>Hosted by Silver Fern Farms</i>		
Guest speaker Joc O'Donnell , CEO HW Richardson Group		
Venue: Bill Richardson Transport World		



Wednesday 19th May 2021

Time	Session	Speaker
7:30 - 8:30am	Networking breakfast	
8:30 - 8:40am	Review day 1 and introduction to the day	Sarah Perriam , MC and Facilitator
8:40 - 9:20am	Environment Session Keynote <i>Sponsored by First Light</i>	Environmental Reference Group Reporting Programme and Dr Lindsay Fung Environmental Stewardship Manager, DINZ
9:20 - 10:10am	Winter grazing management and responsibility - Combining Animal Welfare and environmental responsibility	Winter Grazing Action group and Environment Southland Dr Lindsay Burton Chair, Winter Grazing Action Group Rob Philips CEO Environment Southland
10:00 - 10:30am Morning tea		
10:30 - 12:00pm	Venison session, general update Company updates: <ul style="list-style-type: none"> • Alliance Group • Duncan NZ • First Light Foods • Mountain River Venison • Silver Fern Farms 	Nick Taylor Venison Marketing Manager, DINZ Company Speakers Marketing Managers/CEO's
12:00pm - 12:30pm	Safe people. Safe farms <i>Sponsored by Geraldine ITM</i>	Tony Watson GM Safer Farms/ Agricultural Leaders Health and Safety Action group
12:30 - 1:15pm Lunch		
1:15 - 2:15pm	Velvet Session <ul style="list-style-type: none"> • Market update and strategies • NVSB reporting 	Rhys Griffiths Manager Markets, DINZ John Tacon NVSB Manager, DINZ
2:15 - 2:45pm	Deer farm performance: The P2P Programme and next steps towards a P2P 2	Phil McKenzie P2P Farm Performance Manager, DINZ
2:45 - 3:30pm	Short presentations on the DINZ Board Industry Perspectives and Q&A session	DINZ Board members
3:30 - 4:00pm Afternoon tea		
4:00 - 5:00pm	Closing Key Note speaker	Kaila Colbin Global Boma
5:00 - 5:15pm	Conference Wrap Up	Innes Moffat, Ian Walker, John Somerville

7:00pm Deer Industry Awards Dinner

Hosted by Alliance Group Limited



Deer Industry Award, NZDFA Matuschka Award, MSD Animal Health Deer Industry Photo Competition, Biennial Deer Industry Environmental Awards

Venue: Bill Richardson Transport World

Speaker profiles



Innes Moffat

CEO, DINZ

Innes has been CEO at DINZ since October 2019, after jobs looking after the Passion2Profit programme, and venison marketing. Innes loves venison, his children love venison, which makes supermarket shopping expensive. Innes is focused on making sure that DINZ meets the needs of our deer industry; seizing upon the opportunities that are presenting themselves, dealing with the challenges we are facing, and setting up the organisation and the industry for a confident future. Previous roles have included market development and trade policy representation with the NZ Meat Board and farm work in NZ and the UK.



Dr Ian Walker

Producer appointed representative on the Deer Industry NZ Board

Ian Walker has been Chair of DINZ since 2017 and has extensive farming, animal health and governance experience. After a 38-year veterinary career Ian retired from practice in 2016 and is able to devote more time to the deer industry through his work with the DINZ Board and other industry governance groups. Ian has a particular interest in the work of the NVSB and the Passion2Profit programme.



John Somerville

Chairman, NZ Deer Farmers Association

A former Southland DFA Branch chairman, and an industry leader now at national level in his 9th 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 three 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 46th NZDFA AGM as Executive Committee Chairman for his fourth time on the morning of 18th May.



Sarah Perriam

MC and Facilitator

Sarah Perriam has worked for over a decade behind and in front of the camera, currently as the host of Sarah's Country and Creative Director of Perriam Media, a rural creative agency based in Canterbury. Sarah has created a movement with New Zealand's most forward-thinking agribusiness show available on podcast and video-on-demand. She truly is a national voice for our agri-business industry, with deep knowledge of the big issues facing our food and farming sectors. She's led an impressive career well-known for her role as a radio host on Rural Exchange alongside Hamish McKay and Richard Loe, and as a rural commentator on the AM Show. Sarah is a regular speaker and MC at a number of events around the country with an ability to incorporate humour and enthusiasm while still delivering an important message where it's needed.



Mark Harris

Global Marketing Manager - Animal Management, Gallagher and DINZ Board member

As the Global Marketing Manager for Gallagher, Marks role is to facilitate the creation of animal management solutions.

Having grown up on a dairy farm he now owns and maintains a 200 hectare dairy farm in Waikato which, he says, is ideal for in-house training or product assessment. This practical knowledge, combined with Mark’s mechanical engineering degree, offers a unique end-user perspective and certainly helps Gallagher deliver quality animal management solutions.



Blake Holgate

Rabobank Head of Sustainable business development

As the Head of Sustainable Business Development, Blake helps the bank ensure its clients are in the strongest position themselves to best manage increasing environmental, societal and market risk as well as seizing opportunities created by a scarcity of resources and a growing global population. This includes contributing towards Rabobank policy submissions to government on regulation affecting the sector, producing reports and podcasts for our clients which examine issues linked to sustainable farming and developing new products and services aimed at helping clients businesses be more commercially and environmentally sustainable.

Hailing from a sheep and beef farming family, Blake has an MBA from Otago University and practised as an environmental lawyer specialising in resource management before joining Rabobank.

Geraldine ITM is locally owned and part of a nationwide co-operative. We are committed to building long term relationships with deer farmers throughout New Zealand.

Captivated by Deer from a young age, along with a desire to support the local deer farming operations and fencing contractors in the surrounding area motivated me to enter the fencing material market.

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Jason Leary, Managing Director

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Emil Murphy

2021 appointment: Science and Policy Manager, DINZ

Emil Murphy was appointed as DINZ Policy and Science Manager in May 2021. This appointment marks a return for Murphy, who worked in a similar role at DINZ on a parental leave secondment from January to August 2016. He's already well acquainted with many of the issues facing the deer industry, not only through his earlier stint, but also through his roles at the Ministry for Primary Industries (MPI). For the past two years he's been the ministry's principal adviser, meat. In addition to his food products-related roles he has had biosecurity-focused responsibilities, both as a senior policy adviser biosecurity readiness and response and, more recently, as MPI's liaison manager, Mycoplasma bovis response. Murphy has a degree from the Swedish University of Agricultural Sciences.



Jamie Ward

Innovation Research Programme, AgResearch

Jamie Ward is a scientist based at Invermay. He has been with AgResearch and involved in the deer industry for the past 25 years. During the first seven years Jamie delivered DNA pedigree solutions and services at Genomnz, and since 2003 he has been researching deer farming systems. He leads the new AgResearch and Deer Industry New Zealand co-innovated Deer Science for Success (S4S) Program, which aims to deliver innovation and science investments for the deer industry in a new way. Jamie has led key deer industry research projects, in recent times including the Deer Progeny Test (DPT), CARLA research, and Tomorrow's Deer. Jamie is a Southland local and is looking forward to spending a few days in his home province with the deer farming community.

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Dr. Jacqueline Rowarth, CNZOM

Adjunct Professor, Lincoln University

Jacqueline Rowarth has a Bachelor's degree in Agricultural Science with honours in Environmental Agriculture, and a PhD in Soil Science from Massey University. She has worked in research, education, management, and governance with AgResearch, Lincoln University, Unitec in Auckland, The University of Melbourne, Massey University, University of Waikato, the Environmental Protection Authority, Crop and Food Research, AGMARDT and DairyNZ.

She is a Past President of the New Zealand Institute of Agricultural and Horticultural Science, and of the New Zealand Grassland Association. She is a frequent contributor to public debate in the media and speaks to industry, society and school groups whenever invited. In 2008 she was awarded Companion of the New Zealand Order of Merit for services to Agricultural Science, in 2009 she was given the inaugural award of Agricultural Personality of the Year by Federated Farmers and in 2010 she was selected as the Agricultural Communicator of the Year by the Guild of Agricultural Communicators and Journalists.

Jacqueline remains committed to trying to help society understand the importance of agriculture and horticulture and dispelling the myths that surround food production.



John Tacon

NVSB Manager, DINZ

John is DINZ's Quality Assurance Manager. Within that role he manages the DeerQA Transport Programme, which looks after the certification of deer transport operators and associated driver training. He also manages the National Velveting Standards Body (NVSB) and the Regulated Control Scheme for the Harvesting of Deer Velvet (RCS) programmes. He audits all Venison Processing Plants to the Industry Agreed Standards (IAS) and is the industry go-between with MPI on all matters of Animal Welfare.

John has been with the deer industry since 1992 and will be a familiar face to many.



Kaila Colbin

Global Boma

Kaila Colbin is a co-founder of Boma Global and the CEO of Boma New Zealand. She spearheaded the hugely successful SingularityU New Zealand and Australia Summits, introducing more than 2,500 people to exponential technologies and their impact on humanity.

She is also a co-founder and trustee of the non-profit Ministry of Awesome, Chairman of the Board of the New York-based Natural Gourmet Institute for Health and Culinary Arts, and a Director of CORE Education Ltd.

After training with Brené Brown, Kaila became a Certified Dare to Lead™ Facilitator and has worked with hundreds of people to increase courage as a core competency. She is also a certified ExO consultant, a Climate Project Ambassador who trained with Al Gore, and a Project Management Professional. She is a renowned national and international public speaker, sought after by corporates, government agencies, industry groups, and more.

Kaila was formerly the Curator and Licensee for TEDxChristchurch in New Zealand and TEDxScottBase in Antarctica. A native New Yorker, Kaila speaks English, Spanish, French and Italian, holds a degree in Hotel and Restaurant Administration from Cornell University and has been a serial entrepreneur since the age of 22. Her purpose in life is to be an uplifting presence.



Lance Burdett

WARN International

Lance Burdett has been working in crisis intervention and personal resilience for over 25 years. The author of two bestselling books – Behind the Tape and Dark Side of the Brain - Lance will explain why it is important to connect with others in times of uncertainty and adversity, why we should question everything we hear and read, then how to manage ourselves when we feel that things aren't going as well as they should be. Understanding how our brain processes information through neuroscience and how to intervene and disrupt negative thinking is the way to adapt to the busy world in which we currently find ourselves.



Dr Lindsay Burton

Chair, Winter Grazing Action Group

Lindsay Burton graduated with a Bachelor of Veterinary Science from Massey University in 1975 and spent five years in mixed animal practice. He joined the NZ Dairy Board in 1980, involved in animal breeding. This was followed by a period as Principal Veterinarian at Livestock Improvement Corporation (LIC) and then an extensive career at Fonterra with responsibility for Animal Health & Welfare, Biosecurity, Risk Management and Technical Standards covering the farm to factory milk supply onshore and offshore.

Lindsay is the current Chair of the New Zealand Veterinary Council, he was first appointed to the council in May 2015 and has chaired the Council since March 2019.

Additional roles included the Director of National Animal Identification and Traceability, Principal Scientist Johnes's Disease Research Consortium.

He is also the Chair of the MPI - Industry Farm to Processor Animal Welfare Forum, as well as the Minister appointed Chair of the Winter Grazing Action Group.

Lindsay has extensive experience and expertise in governance and science based decision making across the primary sector.



Dr Lindsay Fung

Environmental Stewardship Manager, DINZ

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.



Nick Taylor

Venison Marketing Manager, DINZ

Nick is the Venison Marketing manager, a role which sees him supporting the marketing activities of the venison marketing companies in our key markets. Nick has a Masters in Marketing and has worked in a variety of marketing roles for the last 15 years.



Phil McKenzie

P2P Farm Performance Manager, DINZ

Since February 2020, and prior to that a farm consultant specializing in farm systems, environment integration and extension. Most of his time involves working with farmers and a wider team on the market-led farmer facing projects of Passion to Profit (P2P).

He also works closely with the DeerPRO programme and is co-lead of the DINZ on-farm innovation R&D programme. Overall the focus is on working with, and for deer farmers to make the technical and regulatory, practical to implement.



Rhys Griffiths

Manager Markets, DINZ

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.



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Rob Phillips

Chief Executive – Environment Southland

Rob Phillips is the Chief Executive of Environment Southland. He commenced with the organisation in August 2012, having previously been Director of Operations with Taranaki Regional Council. Prior to that Rob had an extensive background with Environment Canterbury in a variety of roles, including working as a soil conservator, and in managing biosecurity and land.

Rob has extensive experience working with stakeholders both in the local areas he worked in, and in a number of national organisations. Rob has chaired a number of national level regional council staff groups covering biosecurity and biodiversity. In more recent times he has been the Chair of the Landcare Research Outcome Advisory Panel; was a member of the Biosecurity Ministerial Advisory Committee; is a member of the NSC Biological Heritage Science Challenge Governance Group; is the Chair of the Regional Council Envirolink Governance Committee, the co-Chair of the Chief Executives' Environment & Economy Forum Bio Subgroup, and is the Chair of the Southland Chief Executives Shared Services Subcommittee.



Tony Watson

GM Safer Farms/Agricultural leaders Health and Safety Action group

Farms can be dangerous places to work. But it doesn't have to be that way.

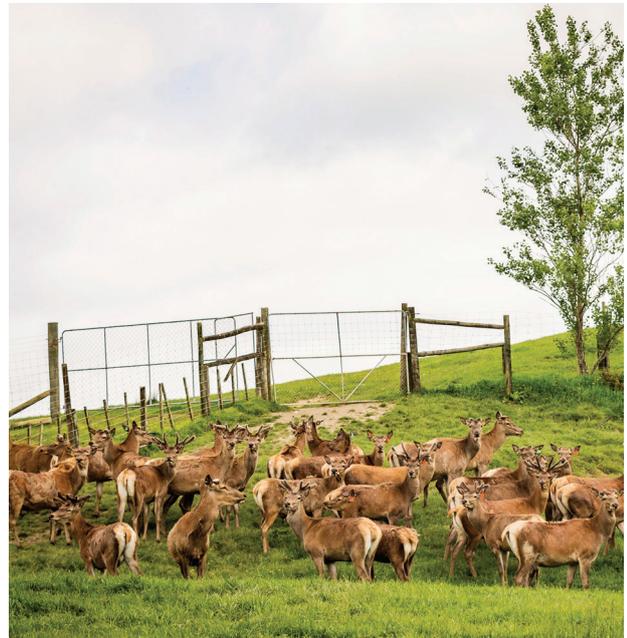
Tony Watson is GM for Safer Farms, an industry organisation that wants farms to be safer places for everyone.

Tony is from a farming background (not technical health and safety) with some sector level insights and will share practical ideas that farmers can implement straight away.

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Geraldine ITM

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Geraldine ITM is locally owned and part of a nationwide co-operative. We are committed to building long term relationships with deer farmers throughout New Zealand.

Captivated by deer from a young age, along with a desire to support the local deer farming operations and fencing contractors in the surrounding area motivated me to enter the fencing material market.

Our vision is to support the New Zealand farming community by supplying quality products at competitive prices, delivering exceptional customer service through our commitment to and understanding of the rural community.

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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.

Established in 1990, Duncan NZ has over 30 years' experience supplying Venison from free range deer farms throughout New Zealand to discerning customers around the world.

Duncan NZ owns and operates two purpose built venison processing plants – one in the central North Island and another in the lower South Island – strategically situated to draw deer from throughout New Zealand. Our vision is to create a sustainable future for New Zealand Venison: Sustainability for our farmers, our staff and our customers around the world.



First Light

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www.firstlight.farm

Established in 2003 by Gerard Hickey, Greg Evans and Jason Ross, First Light started out raising delicious free-range venison and has since grown to become New Zealand's only commercial producer of 100% grass-fed Wagyu beef. From the outset, First Light aimed to create the world's best meat, delivering on flavour and succulence without any shortcuts, unnatural substances or interventions of industrialised production. To achieve that, First Light developed its own unique value chain model to produce and deliver grass-fed meat directly from farm-gate to plate. First Light has the highest possible commitment to the New Zealand deer industry and we are actively investing to ensure that our passionate farmers can continue to do what they love and raise beautiful tender venison that tastes incredible. Almost two decades on, the First Light name is synonymous with truly beautiful meat, raised and marketed by people doing things the right way, and delivering an exceptional meat-eating experience to conscientious consumers in the USA, US, Middle East, Europe, and right here in Aotearoa.



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

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



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DINZ and NZDFA wish to thank all delegates and sponsors for their involvement and support of the Annual Deer Industry Conference.