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## **NZDFA CONTACT DETAILS**

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Last Updated: Wednesday, 09 June 2021

## NZDFA Branch Chairmen

The complete list of the current regional Branch Chairmen from North Island to South Island is listed below and includes both the Elk & Wapiti Society of NZ and the NZ Fallow Deer Society.

If you have any updated information for this list, please email [info@deernz.org](mailto:info@deernz.org) with updated details.

<b>NORTH ISLAND</b>	<b>CHAIR</b>	
<b>Northland</b> (currently in recess)	<b>Richard Broughton</b>	Email: <a href="mailto:puruadeer@xtra.co.nz">puruadeer@xtra.co.nz</a> Ph: 09 433 5702 / 027 220 9301
<b>Kaipara</b>	<b>Ian Bristow</b>	Email: <a href="mailto:p9wood@xtra.co.nz">p9wood@xtra.co.nz</a> Ph: 09 420 2852 / 027 497 9876
<b>Waikato</b>	<b>Catherine Morrow</b>	Email: <a href="mailto:catherine@farmside.co.nz">catherine@farmside.co.nz</a> Ph: 07 827 3787 / 027 272 3151
<b>Waipa</b>	<b>Leith Chick</b>	Email: <a href="mailto:leithchick@gmail.com">leithchick@gmail.com</a> Ph: 07 872 5551 / 027 256 3551
<b>Bay of Plenty</b>	<b>Liz Love</b>	Email: <a href="mailto:liz.love@xtra.co.nz">liz.love@xtra.co.nz</a> Ph: 07 332 5608 / 021 216 0731
<b>Poverty Bay</b>	<b>Tom Sanson</b>	Email: <a href="mailto:goldcreek@gisborne.net.nz">goldcreek@gisborne.net.nz</a> Ph: 06 863 1444 / 027 248 9098
<b>Hawke's Bay</b>	<b>Evan Potter</b>	Email: <a href="mailto:waipapax@gmail.com">waipapax@gmail.com</a> Ph: 06 835 0094 / 027 352 8874
<b>Taranaki</b>	<b>Rex Cowley</b>	Email: <a href="mailto:r.cowley@xtra.co.nz">r.cowley@xtra.co.nz</a> Ph: 06 755 2551 / 027 495 7729
<b>Central Regions</b>	<b>Mike Humphrey</b>	Email: <a href="mailto:mickhumphrey@farmside.co.nz">mickhumphrey@farmside.co.nz</a> Ph: 06 328 8860 / 021 886 065
<b>Taihape Ruapehu</b>	<b>Sean de Lacy</b>	Email: <a href="mailto:kiwiboy72@hotmail.com">kiwiboy72@hotmail.com</a> Ph: 027 778 1669
<b>Wairarapa</b>	<b>Philip Gray</b>	Email: <a href="mailto:gray124@xtra.co.nz">gray124@xtra.co.nz</a> Ph: 06 377 1422 / 027 474 0717
<b>SOUTH ISLAND</b>	<b>CHAIR</b>	
<b>Nelson</b>	<b>Claire Parkes</b>	Email: <a href="mailto:castledowns@xtra.co.nz">castledowns@xtra.co.nz</a> Ph: 03 541 9006 / 021 719 668
<b>Marlborough</b>	<b>Tahi Doonan</b>	Email: <a href="mailto:tahi@tupari.co.nz">tahi@tupari.co.nz</a> Ph: 03 575 7468 / 027 221 0463
<b>Canterbury/West Coast</b>	<b>Russell Rudd</b>	Email: <a href="mailto:russell.rudd@scorch.co.nz">russell.rudd@scorch.co.nz</a> Ph: 03 312 5355 / 027 608 2056
<b>South Canterbury /North Otago</b>	<b>Graham Peck</b>	Email: <a href="mailto:empeckfarms@gmail.com">empeckfarms@gmail.com</a> Ph: 03 614 8006 / 021 022 18948
<b>Otago</b>	<b>Richard Currie</b>	Email: <a href="mailto:richard@blackforest.co.nz">richard@blackforest.co.nz</a> Ph: 03 205 8166 / 027 276 0664
<b>Southland</b>	<b>Bruce Allan</b>	Email: <a href="mailto:grandviewdeer@gmail.com">grandviewdeer@gmail.com</a> Ph: 03 208 8091 / 027 824 5898

SOCIETIES	CHAIR	
<b>Elk &amp; Wapiti Society</b>	<b>Grant Hasse</b>	Email: <a href="mailto:elkwapitinz@gmail.com">elkwapitinz@gmail.com</a> Ph: 027 224 5542
<b>NZ Fallow Deer Society</b> (currently in recess)	<b>Ian Bristow</b>	Email: <a href="mailto:p9wood@xtra.co.nz">p9wood@xtra.co.nz</a> Ph: 09 420 2852 / 027 497 9876

## Executive Committee and SAP Contact Details

Current NZDFA *Executive Committee* Members:

<b>John Somerville, Southland</b> Chairman 2019-	Arawata Deer Farm Pine Bush, RD1 R Wyndham, 9891	Tel: (03) 246 9803 Mob: 027 447 5437 Email: <a href="mailto:johnandmelsomerville@gmail.com">johnandmelsomerville@gmail.com</a>
<b>Mark McCoard, Taihape</b>	1198 Kawhatau Valley Rd RD 7 Mangaweka, 4797	Tel: (06) 382 5582 Mob: (021) 848 335 Email: <a href="mailto:m.mccoard@hotmail.com">m.mccoard@hotmail.com</a>
<b>Karen Middelberg, Hawkes Bay</b>	120 Paget Road RD 2, Takapau 4287	Tel: (06) 855 8569 Mob: 027 518 5442 Email: <a href="mailto:karen@jedburgh.co.nz">karen@jedburgh.co.nz</a>
<b>Justin Stevens, Marlborough</b>	20 Marldene Avenue Seddon, 7210	Tel: (03) 575 7180 Mob: 027 403 7131 Email: <a href="mailto:jrstevens@actrix.co.nz">jrstevens@actrix.co.nz</a>

Current members of the *Selections & Appointments Panel*, in addition to the Executive Committee:

<b>Paddy Boyd, SCNO</b> Chairman	Fairlie, SCNO	Tel: (03) 680 6649, Mob: 027 437 3265 Email: <a href="mailto:haldon.station@xtra.co.nz">haldon.station@xtra.co.nz</a>
<b>Donald Whyte, SCNO</b>	Ashburton, SCNO	Tel: (03) 303 9842 Mob: 027 450 8525 Email: <a href="mailto:dwhyte@farmside.co.nz">dwhyte@farmside.co.nz</a>
<b>Leith Chick, Waipa</b>	Te Awamutu, Waipa	Tel: (07) 872 5551 Email: <a href="mailto:leithchick@gmail.com">leithchick@gmail.com</a>
<b>Stephen Borland, Waikato</b>	Oparau, Waikato	Tel: (07) 871 0117 Mob: 027 666 4269 Email: <a href="mailto:southerndeer@xtra.co.nz">southerndeer@xtra.co.nz</a>

The SAP Chairman is traditionally selected from the non-Executive Committee members and is for a 12-month renewable term.



**NZDFA CONTACT DETAILS**  
Branch Chairman, Executive Committee and SAP

## Deer Industry New Zealand Staff and Contact Details

Deer Industry New Zealand, Level 5, Wellington Chambers, 154 Featherston Street, PO Box 10702, Wellington, 6143.

Main Line: (04) 473 4500 / Fax: (04) 472 5549 / Email: [info@deernz.org](mailto:info@deernz.org) / Website: [www.deernz.org](http://www.deernz.org)

Name	Position	Main Responsibilities	Email	DDI Office	Mob
Innes Moffat	CEO	Staff Management. Board Reporting.	<a href="mailto:innes.moffat@deernz.org">innes.moffat@deernz.org</a>	04 471 6111	021 465 121
Rhys Griffiths	Manager, Markets	Promotion, quality standards and market access and research relating to velvet and velvet products.	<a href="mailto:rhys.griffiths@deernz.org">rhys.griffiths@deernz.org</a>	04 471 6112	021 506 647
Nick Taylor	Venison Marketing Manager	Promotion and market access relating to venison.	<a href="mailto:nick.taylor@deernz.org">nick.taylor@deernz.org</a>	04 471 6119	021 190 8355
Emil Murphy	Science & Policy Manager	Assisting the industry with research and project work.	<a href="mailto:emil.murphy@deernz.org">emil.murphy@deernz.org</a>	04 471 6116	
Lindsay Fung	Environmental Policy Manager	Assisting industry with environmental policy and project work	<a href="mailto:lindsay.fung@deernz.org">lindsay.fung@deernz.org</a>	04 471 6115	027 668 0141
John Tacon	Quality Manager	Managing DeerQA Quality programmes. NVSB manager. DEER QA Transport Manager. Audit and animal welfare portfolios.	<a href="mailto:john.tacon@deernz.org">john.tacon@deernz.org</a>	04 471 6117	021 242 2873
Pam MacLeman	Quality Systems Administrator	Administration for DeerQA programmes including the NVSB. Maintenance of the industry database.	<a href="mailto:pam.macleman@deernz.org">pam.macleman@deernz.org</a>	04 471 6114	
Tony Pearse	Producer Manager	Liaison between DINZ and DFA Branches and producers. Production research, technology transfer and representing producer interests in all areas.	<a href="mailto:tony.pearse@deernz.org">tony.pearse@deernz.org</a>	04 471 6118	021 719 038
Amy Wills <i>Part-time</i>	Producer Projects Leader	Leads specific projects within the Producer Manager portfolio as well as the P2P programme.	<a href="mailto:amy.wills@deernz.org">amy.wills@deernz.org</a>		021 929 246
Cenwynn Philip <i>Part-time</i>	Comms & Admin Coordinator	NZDFA support, website, database producer manager support and communications.	<a href="mailto:cenwynn.philip@deernz.org">cenwynn.philip@deernz.org</a>	04 471 6110	027 326 1213
Phil McKenzie	Manager, Farm Performance	Managing on-farm activities including overseeing the Passion to Profit Programme, part of the Primary Growth Partnership with the Government.	<a href="mailto:phil.mckenzie@deernz.org">phil.mckenzie@deernz.org</a>	04 471 6113	027 499 7809
Rob Aloe	Project Manager	Project management for the Passion to Profit programme, support for the P2P Manager.	<a href="mailto:rob.aloe@deernz.org">rob.aloe@deernz.org</a>	04 471 6021	
Sharon McIntyre	DEERSelect Manager	Management of DEERSelect projects.	<a href="mailto:sharon.mcintyre@deernz.org">sharon.mcintyre@deernz.org</a>	03 207 1828	027 634 93 87
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Joanne Chan-Masun / Phiry Sem	Accounts Administrators	Accounts, levies, NZDFA subscriptions.	<a href="mailto:dinzaccounts@beeflambnz.com">dinzaccounts@beeflambnz.com</a>	04 473 4500	
Graham Brown	Executive Chef	Venison promotion and market development.	<a href="mailto:graham.brown@deernz.org">graham.brown@deernz.org</a>	03 312 8559	021 242 2871