



Annual Report

2015/2016





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NOTICE OF MEETING

New Zealand Deer Farmers' Association: 41st Annual General Meeting

Notice is hereby given that the 41st Annual General Meeting of the New Zealand Deer Farmers' Association (Inc) will be held in the Dunedin Centre, The Octagon, Dunedin on Tuesday 10 May, commencing at 11.00am.

The Chairman and Executive Committee of the NZDFA invite all NZDFA members and industry interested parties to attend.

AGENDA

41st NZDFA AGM, Tuesday, 10 May 2016,
commencing 11.00am

1. Apologies
2. Appointment of scrutineers
3. Obituaries
4. Notification of further items of general business
5. Confirmation of agenda
6. Confirmation of the minutes of the 40th AGM of the NZDFA (Inc)
7. Matters arising from the minutes
8. Executive Committee Chairman's Report
9. Financial report
 - a. Approval of the 2015/16 financial statements
 - b. 2016/17 Budget. (motion of approval sought)
 - c. Motion of confirmation for Executive Committee honoraria
 - d. Motion of appointment of financial accounts reviewer
10. Constitutional amendments (if any)
11. Executive Committee remits (if any)
12. NZDFA branch remits (if any)
13. DINZ Board producer appointment. Candidate addresses to the AGM
14. General business
 - a. Confirmation of NZDFA Executive Committee and SAP appointments
 - b. Any other business

Cover photo: Lindsay Keats

MINUTES OF THE NEW ZEALAND DEER FARMERS' ASSOCIATION

40TH ANNUAL GENERAL MEETING, HELD AT THE NAPIER WAR MEMORIAL CONFERENCE CENTRE, MARINE PARADE, NAPIER TUESDAY, 26 MAY 2015, AT 11:00AM

The NZDFA Chairman Kris Orange called the 40th AGM to order at 11:00am and welcomed approximately 85 members and interested friends of the industry and called for apologies.

1. APOLOGIES

Branch Chairmen

Dean Orsler, Rex Cowley, Richard Cook, Paul Mucalo, Ken Swainson, Sharon Love, Justin Stevens, Bobbie O'Hara

Life members

John and Jan Burrowes, Don Gregson, Jeffrey Pearse

Members

Malcolm Gilbert, Warwick Wright, Keith Orange, Noel Beatson, Richard Burdon, Andrew and Wendy Fraser, Tim Aitken, Mandy Bell, Jonathan Wallis, Hayden Roberts, Adrian Campbell, Ian Page, Lindsay and Judy Gerrard, Brian Wellington, Ron Schroeder

Includes 3 members represented by proxies

Moved "That the apologies as notified be accepted"

Moved: Kris Orange, **Seconded:** Rodney Dixon **Carried**

2. SCRUTINEERS

Moved: "That Phil Stewart and Pam MacLeman be appointed as scrutineers for the 40th AGM of the NZDFA, 26th May, 2015"

Moved: Bill Robinson, **Seconded:** Graham Lawson

Carried

3. OBITUARIES AND REMEMBRANCE

Obituaries were recognised for:

Mark Acland, Bob Robertson, Jarrad Blackler, Phil McLaren, Gerald Blackman, Winston Day, Victor Clarke, Rod Daniels, Kevin Hayes, Murray Hamer, John South and Piers Hunt.

The meeting recognised the passing of these NZDFA members and industry notables with a minute of silence.

4. CALL FOR FURTHER ITEMS OF GENERAL BUSINESS

Stu Hutchings, OSPRI NZ, offered to provide an update on NAIT and TB Free NZ activities.

The Chairman notified two items of general business from the Executive Committee

5. ACCEPTANCE OF MEETING AGENDA

No further items of general business were notified. It was moved that the agenda be accepted as presented:

Moved: Kris Orange, **Seconded:** Bill Robinson
Carried

6. CONFIRMATION OF MINUTES OF THE 39TH AGM

Confirmation of the Minutes of the 39th Annual General meeting of the NZDFA, held at the Methven Convention Centre, on 20 May 2014 at 11.00am. Circulated in the Annual Report 2014/15 and posted in the DFA Annual report on the www.deernz.org website.

Moved: "That the 39th AGM minutes as circulated be taken as read"

Moved: Kris Orange, **Seconded:** Leith Chick **Carried**

Discussion and matters arising: No amendments to the minutes were notified by the meeting.

Matters arising:

Discussion was raised on the progress with the remits as carried at the 39th AGM, particularly Remit 2 from Waipa Branch that sought reporting and feedback on venison returns, timing of slaughter, and modelling other marketing options, (e.g. owner's account).

Members (Chick, Busch, Clarke) noted that the regular level of reporting back in their view was far from adequate given the remit had been quite specific in its requests and had been passed by the AGM.

The Chairman in response agreed that the formal reporting specifically should have better and clearer. He pointed out that most of the issues had been fully discussed at the Branch Chairmen's meetings, in particular related to the differences in values of male and female carcasses, and co-product values, and the impact on returns. Those topics were reported in *Deer Industry News* and in a summary paper sent to all branches immediately following the meeting.

The Executive Committee also had assumed that its involvement and endorsement of the PGP new marketing programme and work in the Passion2Profit area was part of that commitment.

The motion: "That the minutes of the 39th Annual General meeting of the NZDFA, as circulated, be accepted as a true and accurate record"

Moved: Kris Orange, **Seconded:** Rodney Dixon
Carried

8. CHAIRMAN'S REPORT

This was circulated in the 2014/15 Annual Report and posted as part of the DFA Annual Report on the www.deernz.org website.

Kris Orange addressed the AGM and read his annual report, and moved

"That the Chairman's report for the year ending March 2015 be adopted."

Moved: Kris Orange, **Seconded:** John Spiers **Carried**

John Spiers acknowledged that the year, especially for venison producers, had been challenging and disappointing at current levels. He noted that the NZDFA had been proactive in encouraging regionally related branch involvement in environment issues and commended DINZ for providing expertise and professional support. It was important that this

industry partnership gave farmers the tools and confidence to reach cost-effective outcomes with regional councils. It was up to farmers then to responsibly make the rules and nutrient management plans effective. He suggested that equally important was a large shift in productivity, especially related to efficiency in venison production.

John Spiers also complimented the NZDFA and Executive Committee's extension of the "Next Generation" programme with its young people's annual conference and the impact that was having on confidence and skills and networking for this vital group of succeeding deer farmers. He was impressed with the expansion in numbers year on year, and the enthusiasm being shown for this initiative.

He noted that the DFA, although willingly working on behalf of all producers, faced the age-old challenge of falling membership and suggested the membership model might well be due for a makeover. He noted that it was a wise move and somewhat fortuitous that these expenses were also being trimmed accordingly where possible.

In closing he again stressed the value of the forthcoming P2P programmes, the value he was experiencing within the Advance Party framework, and the tools and skills in turn that were developing. It was his firm view that P2P will have a major impact in external markets as they develop and encouraged all to think hard about ensuring that behind-the-farm-gate potential was understood and implemented. Spiers thanked the DFA leadership at branch and national level and trusted that delegates would go on and enjoy a significant and memorable conference.

The Chair put the motion of adoption of his Annual Report:
Carried

9. FINANCIAL REPORT

Prepared by Sandra Windley, Beef + Lamb NZ, NZDFA, Accounts Manager.

Presented by Producer Manager, Tony Pearse

Circulated in the Annual Report 2014/15 and posted on the DINZ website as a formal Accountancy Review (Moore Markham Stephens) of the accounts and financial statements for the year ending 31 March 2015.

Statement of Financial Performance for the Year Ending 31 March 2015

Features

- Surplus of income over expenditure of \$4,907 against a budget deficit of (-\$8,400) (savings in elections costs, travel, annual report electronic version)
- Saving to MPI's Sustainable Farming Fund projects (\$3,000)
- Extended NZDFA Next Generation project strongly supported by sponsorship (leadership initiatives)

Expenses

- Erosion of subscription income continues (\$83,000 from 1,340 members against a 1,460 target and a budget income of \$90,000)
- 5% lower than previous years and 8% lower than budget. Subscriptions had been maintained at current levels (\$96.67 plus GST including a \$25.00 capitation fee to branches)
- Reserves carried forward: \$116,000
- Most expenditure items remained on budget
- Executive Committee direct expenses lower by 14%, largely through meetings associated with other events and teleconferencing
- Audit fees reduced by shifting to accountancy review

- Strong conference sponsorship and support
- Less cost associated with life members' registration
- \$6,080 paid out of expenditure savings to the Otago University JD research project

Proposed Budget 2015/16

Recommended income and expenditure from Executive Committee

- The membership target was reduced to 1,300, but the national subscription level had been increased significantly from \$71.67 to \$90 with the \$25.00 capitation fee to Branches remaining unchanged (total \$132.25 including GST).
- The Chairman explained that the last subscription increase was 9 years ago and smaller increases over previous years could have been more palatable, but the Executive Committee intended that this rise too would be fixed for the immediate future and there should be no further increases for at least 5 years.

Approval of the 2015/16 budget and honoraria required motions from the floor following the discussion, alongside the motion allowing the Executive Committee to appoint an accountant to conduct an accountancy review.

The Budget for the year to March 2016 has been maintained at the same levels as for the year ending 31 March 2015 with general expenditure budgeted at a similar level to the past 3 years across all line items.

Budget features

- Subscriptions \$90 nationally plus capitation at \$25.00/ head plus GST (\$132.25); target 1,300 members
- Proposed 2015/16 expenditure maintained at 2014/15 levels
- Branch capitation fees remain at \$25.00
- Executive Committee honoraria recommended to remain at current levels (\$9,000 for chairman, and \$6,000 for EC members) subject to that motion being supported.

The current net assets representing net equity at the end of the 2015 financial year had increased to \$120,498 from \$115,591 at 31 March 2014.

Motion 1: Accounts 2014/15

"That the Accountancy Reviewed NZDFA financial statements and accounts for the year ending 31 March 2015 be received and approved."

Moved: Kris Orange, **Seconded:** Paddy Boyd

Discussion

Andy Jarden challenged the accounts presentation, saying that it was overly optimistic to budget on maintaining subscription numbers as in 2014 and 2015 when the industry was clearly reducing in numbers and changing its demographics. As a result the DFA had over-budgeted its expenditure and while a number of factors including some prudence in expenditure had resulted in an acceptable result, it was an unwise move in principle.

Corey Bush also criticised some expenditure in tight times and was critical of the value and the spend associated with the Next Generation initiatives. He suggested that more expenses should be trimmed, questioning some of the value associated with current DFA Executive directions.

Graham Carr disagreed with these viewpoints and congratulated the Executive Committee for its forward-looking budget, especially around leadership development, and for not giving up such future-proofing projects in difficult times. He advocated ongoing support for younger deer farmers and the support around training and involvement, and said this was good business thinking. He suggested that

using some of the accumulated reserves at this time when the industry is under pressure when applied to leadership and development might be a good use of extra reserves, while still keeping the core \$100,000 intact.

John Spiers endorsed that view and said in reality in today's environment that a \$100 subscription fee to belong to the DFA nationally was a relatively small fee and certainly far outweighed by the value in supporting the Association. The main challenge was encouraging people to join, when virtually all deer farmers had access to the information and resources. Many branches now had limited activity beyond velvet competitions and a strong social structure

The Chairman put the motion which was carried with 1 dissenting voice. **Carried**

Motion 2: Honoraria

"That the Executive Committee honoraria for the 2015/16 financial year be set be fixed at \$9,000 for the elected Chairman and \$6,000 for each other Executive Committee member."

Moved: Edmund Noonan, **Seconded:** Andy Jarden

The motion was put and carried without further discussion.
Carried

Motion 3: Accountancy review process

"That the NZDFA Executive Committee be authorised to appoint a Chartered Accountant to review the accounts of the NZDFA for the ensuing year (2015/16)."

It was noted that the intent was to reappoint Moore Markham, Stephens

Moved: Kris Orange, **Seconded:** Brian Russell **Carried**

Motion 4: NZDFA budget 2015/16

"That the NZDFA budget for the year ending 31 March 2016 be approved."

Moved: Grant Charteris, **Seconded:** John Spiers **Carried**

10. NZDFA BRANCH REMITS 2015

Remit 1: South Canterbury/North Otago (SCNO) Branch: Rising Stars Velvet and Hard Antler Competition

"That the NZDFA take formal responsibility for the annual preparation, hosting and reporting of the National Rising Stars Hard Antler and Velvet Antler Competition, hosted through its NZDFA Branch structure."

Moved: Kelly Bennett, **Seconded:** Donald Whyte

Speaking in support of the remit, **Kelly Bennett SCNO** there was no criticism implied or suggestion that the competition lacked integrity, standards or values. The branch felt that for the long-term future for such an important event it was important that a defined stable parent structure was put in place to allow growth and development as the competition moved around the country. A national steering committee linked to the NZDFA was in his view the right structure.

In seconding the remit **Donald Whyte SCNO** said it was not about taking control of the event, but transparently ensuring its future.

Helen Clarke, Waipa agreed. She felt that there were risks and implications for taxation GST, and the IRD, and that the present structure had struggled with informal relationships with branches. She suggested it would be a smart move to bring the competition under a DFA banner with a formal structure ensuring transparency and no personal liability risks for organisers.

Ian Bristow, Kaipara, also supported the motion. His branch had withdrawn interest in hosting the next regional shift when it was apparent there was no structure or written rules related to branch involvement. He agreed that the event was

a major highlight of the year for many people. He advocated that the NZDFA be involved at a high level, developing a set of rules and ensuring all the standards and intentions around the event could be set as minimum operating standards.

Graham Lawson, Waipa, spoke against the remit as worded and took issue with the blunt term "NZDFA to take formal responsibility". He suggested that the real issues for competition success were the competition standards and intents within guidelines. However he supported that the event would work best with a formal framework and that the competition be operated with some link to NZDFA structures and suggested that the NZDFA Executive Committee meet with all parties to work out a viable system.

He proposed an amendment to replace the words "take formal responsibility" with the words in **bold**:

That the NZDFA Executive Committee looks into the feasibility to assist the annual preparation, hosting and reporting of the National Rising Stars Hard Antler and Velvet Antler Competition, hosted through its NZDFA Branch structure"

The amendment was seconded by **Kelly Bennett**.

Clive Jermy, Canterbury opposed the amendment suggesting that this might change the intent of the remit, which was to clearly have an NZDFA leadership role for the future which might also include an underwriting assurance.

Bill Robinson did not support the amendment, but was confident this was not about underwriting and the competition was clearly capable of meeting its own financial obligations. But he believed that financial responsibility and transparency throughout the process was part of the drive for a formal structure.

Leith Chick, Waipa opposed the amendment. He pointed out that the forerunner of the current events in Nelson and Wairarapa was certainly an NZDFA and branch initiative and Waipa had also tried to keep its stewardship aligned with branch protocols. In his view, if NZDFA members were to be intimately involved with the hosting of the event, the NZDFA should have a formal linkage. Financial responsibility and transparency in accounts and reporting was a given then.

Clive Jermy suggested that there was no need for the amendment as the original remit and amendment were after the same outcome. He believed the original was a good remit for the NZDFA, which could guide the competition group.

Steve Borland, Waikato also spoke against the amendment and suggested that a locked-in structure with the NZDFA overview would be helpful for the future.

The amendment was put and **lost** on a show of hands (5 for and 24 against).

Bill Robinson, Waikato supported the original remit and discussed the financial responsibility obligation to sponsors and the voluntary working group. The concept of a paid administrator was accepted as an important part of the structure and reflected the large workload. Financial statements and transparency in competition development, and also the investment in later work training antler scoring skills, all required accountability. Therefore a formal structure was needed.

John Somerville, Executive Committee said that the Executive Committee had no interest in becoming velvet competition organisers or interfering but were simply prepared, and logically so, take an overview and provide long-term support for the competition group that worked openly within the branch structure. **Grant Charteris (Executive Committee)** agreed, suggesting the intent of the remit was to ensure long-term viability of the event.

Gary Heaven, Kaipara suggested there were other options and that the competition could easily form as an Incorporated Society and have a formal legal framework around which to work, embed the rules and objectives, provide individual protection and transparently handle finances.

Ian Scott, Waikato observed that talk around protecting IP as suggested within the existing informal arrangements when the event is in the public arena is very hard to hold, and supported the idea of a separate discrete entity. He suggested that the NZDFA should be focusing on much bigger issues related to producer viability and should side-line this distraction.

Craig Hocken, Central Regions advised that the North Island velvet antler competition worked well with a combined branch overview structure, and an appointed treasurer. NZDFA branches also all contributed to the event and reporting was transparent.

In closing the discussion **Kelly Hudson, SCNO** advised that with recent experience it was important to have clarity so the mechanisms around the event ran smoothly. Some formality in terms of governance was necessary, and such a structure would keep personalities and politics out of the smooth running of a prestigious event.

The Chairman put the remit which was then carried without dissent: **Carried**

Remit 2: Otago Branch

"That the NZDFA formally request DINZ to commission an independent report on the current venison value chain, identifying areas of leakage, such as procurement, overcapacity and marketing.

"To also investigate the potential advantages to be gained through collaborative processing and marketing of the majority of New Zealand venison."

Moved: Richard Currie, **Seconded:** John Falconer

In moving the remit **Richard Currie** acknowledged that the P2P and its rapid progression would be valuable in assisting in many of the areas related to improving current poor return levels in venison production. He was impressed with the collaborative approach of the five companies and the market initiatives connecting farm productivity and market value. He noted that the Beef + Lamb NZ involvement with MIE and its support of rationalisation in the red meat sector had received a lot of publicity and identifies key areas where reform and change could make a difference. The remit was aimed to ensure that similar opportunities weren't overlooked in the venison sector and across the co-products and value chain. A review of the value chain could well identify further significant opportunities.

Currie suggested "we all knew venison producers were struggling" and suggested that such a supply chain review may identify immediate obvious opportunities as the rest of the repositioning strategy evolves.

Steve Borland, Waikato strongly opposed the remit. He said there had been many reports and endless discussion around variations of this topic, and a mountain of reports about reform in the red meat sector. He felt that a further commissioning of a report would be an expensive waste of time. He wanted the DINZ executive and Board, as they had already demonstrated to be, pushing as hard as possible in all areas within and outside the P2P. Overcapacity issues were for the companies to sort out and that conversation was with informed, active shareholder groups. He believed this view would be well supported by the AGM.

The Chairman said the Executive Committee also believed that priorities and emphasis for venison producers were well

understood and a whole supply chain approach was a part of that.

The remit which was declared lost on a hand vote (4 in favour and ~40 against) **Lost**

11. GENERAL BUSINESS

a. DINZ Board candidates

Selection and Appointment Panel (SAP) Chairman, Paddy Boyd, introduced the three candidates for the vacancy created by the retirement of sitting NZDFA-appointed DINZ Board member **Jerry Bell, Wanaka**. He invited **Graeme Mulligan, William Oliver**, and **Mike Salvesen** to each present a five-minute candidate overview. Candidate profiles had been published in *Deer Industry News*.

He advised that the SAP would meet and interview candidates on 10 June, to meet the SAP processes, and an appointment made before 1 July, the start of the next DINZ Board year

b. Notification of Executive Committee and Selection and Appointment Panel Appointments

The Chairman advised that there had been two nominations for both Executive Committee vacancies and for the Member at Large SAP vacancy.

Confirmation of Officers of the NZDFA Executive Committee and Selection and Appointments

The election results were provided sealed by the Senior Accountant Beef + Lamb NZ who had supervised the vote counting, Grant Charteris opened the results report and advised.

Results:

Executive Committee, South Island. 210 votes cast

Mike Henriksen 38

Kris Orange 172

Kris Orange declared elected by a majority of 134 votes

Executive Committee at Large 214 votes cast

Leith Chick 90

David Morgan 120

David Morgan declared elected by a majority of 30 votes

Informal 4

Selection and Appointments Panel, At large. 210 votes cast

Malcolm Gilbert 72

Brian Russell 136

Brian Russell declared elected by a majority of 64 votes

Informal 2

NZDFA Selection and Appointments Panel North Island

Donald Whyte (SCNO) North Island,
Appointed unopposed (2015)

NZDFA Executive Committee 2015/16

- NI Executive Committee Grant Charteris (Hawke's Bay)
Appointed unopposed 2014
- At large – David Morgan (SCNO) Elected 2015
- SI Executive Committee – Kris Orange (SCNO) Elected 2015
- At large – John Somerville (Southland) Appointed unopposed 2014

Selection and Appointments Panel 2015/16

- Brian Russell (Southland) At large Elected 2015
- Paddy Boyd (SCNO) South Island Appointed unopposed 2014
- Donald Whyte (SCNO) North Island Appointed unopposed 2015

- Andy Jarden (Central Regions) At large Appointed unopposed 2014
- On declaration of the formal result, the Chairman called for a mover that the voting papers be destroyed
- Moved:** Grant Charteris, **Seconded:** Bill Robinson **Carried**
- c. Tb and NAIT update: Stu Hutchings, National Operations Manager OSPRI

Stu Hutchings reported good progress with the Tb eradication programme and the NPMS proof of eradication in the Hokonui Hills and freedom from Tb in the wild was accepted. Emphasis was now on the 5-yearly formal review of the strategy and pest management plan with a series of consultation meetings beginning in June. He urged farmers to take an interest in the review because their views were important.

OSPRI funding formulas were still being negotiated, not an easy task.

Additional discussions were beginning, aimed to review and reduce the amount of testing and surveillance via testing. Risk factors had been measurably reduced with the advent of NAIT and movement verification. There is now significant confidence in disease freedom and closed-herd testing exemptions can be expanded on a much greater scale. It is anticipated there will be a significant change to testing frequency, special testing area boundaries and testing demands over the next 12 months.

Progress is being made on electronic Animal Status Declaration forms and NAIT tagging use. Some groups are trialling reading tags during loading out from farms (via transport operator) to ensure processors have a preloaded list that will aid them in any ID discrepancy and help clear up remaining "lost tag" issues.

The genuine Impractical To Tag (ITT) animals will require more planning and this should allow a more targeted approach to persistent non-compliance.

Jerry Bell commented that the current ITT fines on farmers doing their best sent a bad message from NAIT.

d. Executive Committee special motions

Life membership awards to John Spiers and David Stevens

- In a special motion, Grant Charteris moved that John Spiers be made a life member of the New Zealand Deer Farmers' Association in recognition of his long service to the NZDFA as a councillor and President in the 1990s and his continual involvement in the NZDFA at branch level.

In seconding the motion, Ponty von Dadelszen reflected on the contribution that the Spiers family had made to the industry. In particular John, like his father Ian Spiers, had been awarded the Deer Industry Award. John has also served a term on the DINZ Board and been a pivotal and long-serving member of the Hawke's Bay Branch, including involvement in the organisation of this 40th anniversary conference.

- David Stevens' nomination was proposed by **John Somerville** and seconded by **Brian Russell**. His contribution had been unbroken since the inception of the Southland Branch and also included involvement in the national velvet antler competition for all of its 34 years. David had been in every possible NZDFA position and after standing down as Chairman in 2000, joined the SAP, which he had led for eight years until resigning in 2014. Among many contributions were his commitment to industry training, and latterly a deep involvement in establishing sound dialogue on environmental policies with regional councils. Brian Russell also noted that both men were outstanding deer farmers and had significant deer studs in their own right.

Both motions were carried with sustained acclamation.

The Chairman advised that the conference welcome function would acknowledge the award formally and invited the new Life Members to respond that evening with some reflections and in the company of Lynley Stevens and Marie Spiers who too had made considerable inputs into the DFA and farming life, that allowed Spiers and Stevens to be so actively engaged in the industry affairs.

Both men acknowledged the award and noted its significance with appreciation and typical humility, making special mention of the role that family and others had played while making their contributions during their working lives in the NZDFA.

12. CONCLUSION

The Chairman closed the 40th AGM of the NZDFA at 1.10pm

To be signed as a true and accurate record

Kris Orange, Chairman

MOTIONS

NZDFA FORMAL FINANCIAL MOTIONS: 41ST AGM 10 MAY 2016

MOTION 1: Financial accounts and statements for the year ending 31 March 2016

"That the NZDFA financial statements and NZDFA Financial Report for the year ending 31 March 2016 be received and approved."

Moved: Kris Orange, **Seconded:**

MOTION 2: Honoraria

"That the Executive Committee honoraria for the 2016/17 financial year be fixed at \$9,000 for the elected Chairman and \$6,000 for each other Executive Committee member."

Moved: **Seconded:**

MOTION 3: Review of accounts

"That the NZDFA Executive Committee be authorised to appoint a Chartered Accountant to review the accounts of the NZDFA for the ensuing year (2016/17)."

Moved: **Seconded:**

MOTION 4: Budget to year ending 31 March 2017

"That the NZDFA budget of expenditure for the year ending 31 March 2017 be approved."

Moved: Kris Orange, **Seconded:**

EXECUTIVE COMMITTEE NZDFA CHAIRMAN'S REPORT

Welcome ladies and gentlemen to the 41st New Zealand Deer Farmers' Association Annual General Meeting.

OVERVIEW

The predicted El Niño weather patterns have hampered deer farmers in parts of the country once again; however overall we are getting a lot better at managing these effects. Tools such as accurate long-range weather forecasting and timely farmer reaction to climate and risk and how we manage our stock has certainly improved.

Our recent concern over less than sustainable prices for venison has receded somewhat, mainly due to favourable currency and of course falling numbers available for slaughter. I am optimistic though that some of this better pricing is a reflection of further promotion of Cervena® in Europe and the United States. While the last weaner deer selling season was difficult, due to lower weights and lack of feed stifling demand, I am pleased to report, although early, this season is much more promising.

Relative to other farming enterprises, deer farming – both venison and velvet – are in a good space, with prices at sustainable levels. That said, we can't afford to rest on our laurels. As an industry we must continue to make gains using technology and better use of genetics and feeding on farm, not only here but right across the value chain. With lower venison stocks, the industry has an opportunity to leverage prices to profitability. Processors and marketers need to do their bit to ensure stability to maintain or even increase prices back to the farmer at this time.

On the velvet front, we are producing more velvet every year due to the twin influences of great genetics and increasing spiker and adult velvet stag retention. While venison prices were low, many deer farmers learnt very quickly how to cut spiker velvet within specification to receive optimal dollars. With volume high we need to support those velvet processors who are investing in diversifying the market, pushing more into those alternative markets and pursue quality and style rather than a total weight fixation.

NZDFA DIRECTIONS AND INITIATIVES

We have developed a mission statement to guide future directions of the DFA that reads:

"A strong visionary association that inspires profitable growth for a sustainable future for all deer farmers, through effective leadership, representation and communication."

The Executive Committee remains focused on this mission and have spent much time on succession planning, not only within the NZDFA and the branches, but also within the DINZ Board and other representations within the industry.

Communication is an area that still needs further development. How do the Executive Committee and NZDFA communicate better in a timely manner and with the relevant information? How do we better align ourselves to avoid date clashes with DINZ? Something to work on.

It is rewarding these days that when The Executive Committee meets in Wellington, much of the day's business consists of formal briefing from the DINZ executives across their portfolios, with CEO Dan Coup always available for discussion and hearing our views. The DFA fully supports the current DINZ Board policy of meeting out within the branches prior to their scheduled Board meetings and encourage deer farmers to support these opportunities for free and frank exchanges with Board members.

Having said that, the NZDFA as a priority remains positively committed to the Primary Growth Partnership-supported Passion2Profit (P2P) programme. Some years ago, questions were asked of DINZ and the DINZ Board about what was being done to correct the reality of many farmers exiting the deer industry. What evolved into the P2P programme has been strategically thought out, with blueprints laid and altered where needed. New Zealand deer farmers are starting to see some results now. Initially they will be small steps, but those small steps together can make an enormous difference to individual farmer profitability. The engagement of farmers in Advance Parties is testament to that. Each Advance Party works slightly differently, but it is the engagement of farmers to think and to challenge themselves to do better that is exciting. I do have some concerns at DFA branch level, that Advance Party activity, as it increases, risks overtaking local DFA branch field days and other activities. We do need these to continue as part of the Advance Party communication of experiences and ideas outside their own smaller groups. Through DEEResearch we now have an opportunity to support branches' Focused Farming field days by providing funding for a facilitator and also reporting and publicity to set up key topic field days based around a mixture of farm visits, workshops and discussion. There is funding for up to five per year, and I urge the branches to take advantage of this extension to the Focus Farm programme.



BRANCH CHAIRMEN'S MEETING

At our October Branch Chairmen's meeting we had a great opportunity for the DINZ Board, who now have this meeting scheduled as part of their yearly programme, to have dialogue with our delegates. Part of that conversation was about the need for a levy increase to fully fund our part of the P2P programme. A robust discussion gave consideration to leaving out any levy increase on velvet and for all-round support of P2P and a potential venison levy increase.

Once again, an initiative to involve key deer stock agents was a feature of the programme. This highlighted some of the every-day issues they face. It gave them a good grasp of the branch network and NZDFA's involvement with DINZ and current issues. These types of relationship are crucial to the industry moving forward.

Thanks must go out to DINZ for the inclusion and co-funding of the New Face concept, with another six coming along this year. It is great to see some of these people now taking on leadership roles within their branch, exactly as the concept was designed to do.

NEXT GENERATION

The Next Generation programme again proved popular this year, with more than 50 attending the Hawke's Bay event. From the newest of new to some who have been around the industry a while, from farm labourers to farm owners, the day and a half mini conference had a lot to offer, often getting down to the nitty gritty on breeding management, finance and strategic use of feed. This was complemented by a field trip to Forest Road Farm where a comprehensive report of

the farm was given. Thank you to Grant and Sally Charteris for hosting the day and thanks must also go to the other presenters who made this programme a success.

We also stepped up to our health and safety responsibilities related to farm tours, with a responsible pre-tour briefing, mandatory requirement for helmets on bikes and quads, and use of the side-by-side 4WD farm vehicles. It is inevitable that these new regulations and the emphasis on safety and responsibility will alter much of what we do on farm. I hope we can achieve a balance of common sense and personal responsibility driven by it being the right thing to do, rather than the imposition of regulatory punishment, but equally I hope our staff, colleagues and friends continue to farm safely and wisely.

VELVET AND HARD ANTLER COMPETITIONS

The Rising Stars Remit of 2015 has taken quite some time to get any traction, but nevertheless the event was held by the NZDFA Bay of Plenty Branch. This was a well-run, well-attended event with some staggering entries! A member of the Executive Committee liaised with the core committee. A complete set of financial data is available from the present convenor, Sharon Love. It is expected to be run again by the Bay of Plenty Branch in 2017. I think the innovation shown by the South Canterbury/North Otago branch could well be extended further, as the branch gave the "next generation" of its members the responsibility to organise, run and judge the velvet competition, with experienced support in the wings if needed. It was a very successful model.

There have been many other successful velvet and hard antler competitions held throughout the branches. The entries have been nothing short of stunning. It is a great display of how far we have come in such a short time. I often wonder where it will end. Well done to those branches that hold these events; there is a real feel-good factor out there and the competitive nature in all of us makes us strive for even better in the future.

VENISON PROCESSORS

We have begun our rounds of meeting with the main venison processors. The Executive Committee sees this as valuable to both parties and for us to get our views heard and put issues of sustainable profitability in context. It builds trust between farmers and processors and also shows the commitment financially and socially that we are all striving to make the deer industry successful and profitable. I firmly believe there are exciting times ahead for venison.

ENVIRONMENT AND WELFARE

NZDFA has been very involved with environmental issues again this year and appreciate the hard and mountainous work put in by Lindsay Fung casting his eye over all of the regional council documents pertaining to deer farmers, prompting branches and individuals to act as necessary. This

subject is tough – tough on the pocket in particular if some of the proposed rules are upheld as first written. I would urge all of you to become involved where possible at catchment level.

The spotlight is on deer farmers to sustainably farm deer without damage to the environment and ecosystems, while maintaining high standards of animal welfare at all times and still provide a product produced both ethically and economically. The job never gets any easier!

That said, we are seeing a real sense of pride in our industry at present. Proud of what we farm, proud of our products. Proud of what we have achieved in only 41 years. I am sure there is a direct relationship between profit and being passionate and proud.

ACKNOWLEDGEMENTS

I am also very proud and privileged to have the support of John Somerville, David Morgan and Grant Charteris who make up the Executive Committee – the Dream Team, I call it. The engagement and determination from these guys has been appreciated. Many hours of their time has been given to take on the issues at local and national levels, they certainly have our industry at heart.

A massive thanks goes out to Tony Pearse for his stewardship, organisational skills and vast knowledge which we draw on often. Thanks also go to Cenwynn Philip for stepping into the support role, quickly learning the structure and getting straight onto helping the NZDFA provide a great service to all who email or phone in, along with organising branch chairmen's meetings, flights and accommodation. We really appreciate it.

Thanks must also go to the Selection and Appointments Panel, who always take a professional approach to appointing new producer board members.

The DINZ executive, and in particular Dan Coup, have been very accommodating and approachable on any matter. We also thank the marketing, science and policy, NVSB and quality assurance staff who give their all, to push deer farming further.

To all branch chairmen, thanks for your efforts to keep NZDFA active and relevant to members and to push for those issues, be they local or national. To the societies and individuals on the Cervena Trust, Johne's Management Ltd, Focus Farm farmers, Advance Party members and the facilitators, a big thanks. We are on the crest of something special.

I now move the adoption of this report for the 2015/16 year and invite a seconder.



Kris Orange

3 April 2016

NZDFA FINANCIAL REPORT

REVIEW OF ACCOUNTS FOR THE YEAR TO 31 MARCH 2016

This financial year resulted in a surplus of income over expenditure of \$11,457, against a budget surplus of \$4,750. This result is largely due to increased subscription income, savings in most areas of general expenditure and DEEResearch directors' fees, offset to some extent by higher than budgeted national expenditure on the Johne's disease project. The Executive Committee agreed that as the project had relied on achieving each of the sequence of milestones before the Callaghan and industry funds were released, that it was unwise to place branch funds at risk and the national body invested the balance on behalf of the branches. It was noted that the Southland branch generously committed \$2,500.

Subscription income generated was \$113,000, based on 1,252 voluntary membership payments received against a budget of 1,300. There was an increase from the 2014/15 subscription level of \$61.67 (exclusive of the branch capitation fee of \$25 per member) to \$90. This resulted in increased subscription income of 36% compared with 2014/15, but a further decline in membership from 1,340 members in 2014/15 resulted in subscription income being 4% lower than budgeted.

DINZ's industry-good funding for producer support of specific activities (through the Producer Manager budget) was applied to: *Stagline Online* DFA communications, the annual Wellington-based October Branch Chairmen's meeting, Executive Committee meetings, and the New Faces and Next Generation programmes, which have become a key part of producer and DFA engagement. These areas are included in the Producer Coordinator role, that remains a vital part of the NZDFA, extending into the regions.

Expenses were kept to a minimum of necessity and, in most cases, were below budget. Many general office expenses were covered by DINZ through the contract for administrative services and only specific expense items were charged to the NZDFA. This included the printing and postage of subscriptions as a major line item.

There was no expenditure on legal fees, but the \$1,500 spent on professional fees went towards an Institute of Directors contract for upskilling the Executive Committee and SAP members. The value in that, given the greater interest in DINZ Board nominations and increasing skill base demanded within the Executive Committee functions, will be continued.

Travel and accommodation costs for the Executive Committee were again reduced and were 14% lower than budget. This was partly due to the holding of Executive

Committee meetings in association with P2P meetings. In addition, teleconferencing continues to play a greater role in governance.

The 2015 Deer Industry Conference celebrating the NZDFA's 40th year was hosted by the Hawke's Bay Branch and was extended in scope with the inclusion of the 2014/15 Industry Environmental Awards. The winning property was Te Maire in Hawke's Bay and generated so much interest that the conference field day incorporated a tour of this farm, attracting about 200 visitors.

The opportunity was taken to bring in a further series of outstanding speakers to the conference and, continuing an innovation for the livestock sector, the conference was again streamed live via an arrangement with Rural TV. This attracted about 1,300 national and international hits over the duration and now provides a permanent conference record hosted via the DINZ website.

Outstanding sponsorship for the event was again increased to be the strongest yet seen, ensuring that the fixed AGM costs and the DFA's share of conference costs were kept to a minimum. Registration fees were maintained at previous levels. DFA's conference costs of \$1,600 were made up of registration and accommodation for the NZDFA executive, SAP and life members and guests.

Honoraria of the Executive Committee remained at the previous level, unchanged for the past seven years, with \$9,000 paid annually to the Chair and \$6,000 each for the other three committee members. The DEEResearch directors' fees were not required. This is recommended to stay at these levels for the ensuing year.

NZDFA contributed \$16,920 towards the completion of the University of Otago's \$500,000 Johne's disease project, co-funded via DEEResearch and the Callaghan Innovation fund.

With the cessation of available tax losses to be carried forward for tax purposes, NZDFA is now in a tax-paying position. Taxation is based solely on the interest income received, with an exemption of \$1,000.

Closing reserves to be carried forward to the 2017 financial year are \$132,000, meeting the informal directive from NZDFA branch chairs to maintain reserves where possible at \$100,000.

The Executive Committee took some heart from a solid financial report accepting that there was spending constraint without affecting services. The decline in subscriptions remains a concern, although in analysing data from JML and a general review of deer farming numbers it would seem that total numbers of active deer farmers are in the 1,700–1,750 range rather than the previous estimates of 1,900–2,000.

NEW ZEALAND DEER FARMERS' ASSOCIATION INCORPORATED

INCOME AND EXPENDITURE

	Year to March 2016 ACTUAL \$	Year to March 2016 BUDGET \$	Year to March 2017 BUDGET \$
Income			
Subscriptions	112,577	117,000	108,000
Interest Income	6,335	6,000	6,000
	<u>118,912</u>	<u>123,000</u>	<u>114,000</u>
Expenditure			
Audit Review Fees	3,000	3,000	3,000
Conference	1,619	3,500	2,500
DEEResearch Directors Fees	0	4,000	4,000
Election Costs	3,313	5,000	300
General Office	719	500	750
Honoraria	27,000	27,000	27,000
Insurance	2,000	2,000	2,000
Leadership Development	7,684	8,000	8,000
Legal Fees	1,532	1,000	1,000
Nationally Funded Projects	16,920	10,000	15,000
Postage	1,180	3,500	2,000
PR Support	1,080	2,000	2,000
Printing & Stationery	2,426	4,000	3,000
Promotions/Awards	112	2,500	1,500
Publications	2,727	4,000	3,200
Returning Officer Fees (SAP Process)	260	250	250
Telecommunications	581	3,500	1,000
Travel and Accommodation	33,774	33,000	36,000
	<u>105,927</u>	<u>116,750</u>	<u>112,500</u>
Surplus Before Tax	12,985	6,250	1,500
Taxation	1,528	1,500	1,500
Surplus After Tax	<u>11,457</u>	<u>4,750</u>	<u>0</u>

BUDGET FOR THE YEAR TO 31 MARCH 2017

The budget for the year to 31 March 2017 has resulted in a breakeven position with the subscription increase applied. It is intended that subscriptions remain at this level for some time.

The budget for subscriptions has been reduced to 1,200 paid memberships with the subscription level maintained at \$90 (exclusive of the Branch capitation fee of \$25 per member). The commitment is to hold this stable for the next four years. The membership rates will be monitored monthly and discretionary expenditure adjusted as required.

The Executive Committee honoraria are budgeted to remain at the current year's rates and general expenditure is budgeted to increase slightly from the 2015/16 year across some line items, in particular travel and accommodation costs in relation to this. In the 2016/17 year, \$8,000 is budgeted for leadership development. NZDFA has committed \$15,000 towards AGMARDT's Generic Parasite Research Project during 2016/17 (2016: \$10,000 to the University of Otago Johne's disease project) and this is expected to be matched via the branches.

This overall budget will enable reserves in well excess of \$100,000 to be maintained.

Independent assurance practitioner's review report

To the Members of New Zealand Deer Farmers' Association Incorporated

We have reviewed the accompanying special purpose financial statements of New Zealand Deer Farmers' Association Incorporated, which comprise the statement of financial position as at 31 March 2016 and the statement of financial performance, statement of movements in equity and a summary of significant accounting policies and other explanatory information. The financial statements have been prepared in accordance with the accounting policies set out in the statement of accounting policies of the special purpose financial statements.

Executives Committees' responsibility for the financial statements

The executive committee is responsible for the preparation and fair presentation of these financial statements in accordance with the accounting policies set out in the statement of accounting policies of the special purpose financial statements, and for such internal control as the executive committee determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Assurance Practitioner's Responsibility

Our responsibility is to express a conclusion on the accompanying financial statements. We conducted our review in accordance with International Standard on Review Engagements (New Zealand) (ISRE (NZ) 2400) "Review of Historical Financial Statements Performed by an Assurance Practitioner who is not the Auditor of the Entity". ISRE (NZ) 2400 requires us to conclude whether anything has come to our attention that causes us to believe that the financial statements, taken as a whole, are not prepared in all material respects in accordance with the applicable financial reporting framework. This Standard also requires us to comply with relevant ethical requirements.

A review of financial statements in accordance with ISRE (NZ) 2400 is a limited assurance engagement. The assurance practitioner performs procedures, primarily consisting of making enquiries of management and others within the entity, as appropriate, and applying analytical procedures, and evaluates the evidence obtained.

The procedures performed in a review are substantially less than those performed in an audit conducted in accordance with International Standards on Auditing (New Zealand). Accordingly, we do not express an audit opinion on these financial statements.

Other than in our capacity as assurance practitioner we have no relationship with, or interests in, New Zealand Deer Farmers' Association Incorporated

Conclusion

Based on our review, nothing has come to our attention that causes us to believe that these special purpose financial statements do not present fairly, in all material respects, the financial position of New Zealand Deer Farmers' Association Incorporated as at 31 March 2016, and its financial performance for the year then ended, in accordance with the accounting policies set out in the statement of accounting policies of the special purpose financial statements.

Basis of Accounting

Without modifying our opinion, we draw attention to the statement of accounting policies of the special purpose financial statements, which describes the basis for preparation. The financial statements have been prepared for the purpose of reporting the assets and liabilities of the Society as at 31 March 2016, and the revenues and expenses for the year then ended in accordance with the rules of the association. As a result, the financial statements may not be suitable for another purpose.



Moore Stephens Wellington Audit | Chartered Accountants, Wellington, New Zealand 13 April 2016

STATEMENT OF FINANCIAL PERFORMANCE

For the year ended 31 March 2016

	Note	2016 \$	2015 \$
Income			
Subscriptions		112,577	82,619
Interest		6,335	6,021
		<u>118,912</u>	<u>88,640</u>
Expenditure			
Audit Review Fees		3,000	3,025
Conference	10	1,619	1,033
Election Costs		3,313	0
General Office		719	489
Honoraria	4	27,000	31,000
Insurance		2,000	1,842
Leadership Development		7,684	3,140
Legal/Professional Fees		1,532	600
Nationally Funded Projects		16,920	6,080
Postage		1,180	1,831
PR Support		1,080	1,549
Printing & Stationery		2,426	2,363
Promotions & Awards		112	560
Publications		2,727	3,110
Returning Officer fees		260	200
Telecommunications		581	1,104
Travel and Accommodation		33,774	24,453
		<u>105,927</u>	<u>82,379</u>
Operating Surplus/(Deficit) Before Tax		12,985	6,261
Taxation	5	1,528	1,354
Net Surplus/(Deficit) After Tax		<u>11,457</u>	<u>4,907</u>

The accompanying notes on page 15 form part of these financial statements.

STATEMENT OF FINANCIAL POSITION

As at 31 March 2016

	Note	2016	2015
		\$	\$
Current Assets			
Cash at Bank		23,240	20,094
Short Term Bank Deposits		112,518	104,627
Accounts Receivable		2,506	3,777
Resident Withholding Tax		800	793
		<u>139,064</u>	<u>129,291</u>
Current Liabilities			
Accounts Payable		7,109	8,793
Net Current Assets representing Net Equity		<u>131,955</u>	<u>120,498</u>
Equity comprises:			
General Funds	7	<u>131,955</u>	<u>120,498</u>

These financial statements were approved for issue by:

Kris Orange, Chairman of Executive Committee, Date: 13 April 2016

STATEMENT OF MOVEMENTS IN EQUITY

For the year ended 31 March 2016

	Note	2016	2015
		\$	\$
Opening Balance			
Net Surplus/(Deficit) for the Year	7	120,498	115,591
Closing Balance		<u>11,457</u>	<u>4,907</u>
		<u>131,955</u>	<u>120,498</u>

NEW ZEALAND DEER FARMERS' ASSOCIATION INCORPORATED
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2016

1. REPORTING ENTITY

The New Zealand Deer Farmers' Association Inc ("NZDFA") is an Incorporated Society established to encourage, promote and advance New Zealand's deer farming industry. NZDFA is a 100% shareholder in two non-trading subsidiaries, NZDFA Holdings Ltd and Deer International Ltd.

These special-purpose financial statements have been prepared for the members of the New Zealand Deer Farmers' Association Incorporated and should not be relied upon for any other purpose.

2. BASIS FOR PREPARATION

NZDFA is an incorporated society under the Incorporated Societies Act 1908. The financial statements are special purpose financial statements and have been prepared for the purpose of reporting the assets and liabilities of the Society as at 31 March 2016, and the revenues and expenses for the year then ended in accordance with the rules of the association.

3. STATEMENT OF ACCOUNTING POLICIES

GENERAL ACCOUNTING POLICIES

a. Measurement Base

The accounting principles recognised as appropriate for the measurement and reporting of earnings and financial position are on a historical cost and going concern basis.

SPECIFIC ACCOUNTING POLICIES

a. Changes in Accounting Policies

The Society transitioned on 1 April 2015 from preparation of general-purpose financial reporting in accordance with New Zealand generally accepted accounting practice ("NZ GAAP") to special-purpose financial reporting in accordance with the accounting policies set out in the statement of accounting policies of the special-purpose financial statements. The transition had no impact on the accounting policies of the society. All other accounting policies have been applied consistently during the year.

b. Subscription Income

Subscriptions are measured at the fair value of the consideration received or receivable from the NZDFA's members through membership fees. This is set at \$115.00 (excluding GST) per full membership per annum (includes the \$25 per-member capitation fee collected on behalf of the NZDFA Branches and remitted directly to them in December of each financial year). This has increased from \$86.67 (excluding GST) in the previous financial year.

c. Goods and Services Tax (GST)

These financial statements are prepared exclusive of GST except for accounts receivable and payable.

4. HONORARIA

The following fees were paid by the NZDFA to Executive Committee members:

	2016	2015
Honoraria	\$	\$
Chairman	9,000	9,000
Executive Committee	18,000	18,000
DEEResearch Directors' fees	0	4,000
	27,000	31,000

There were no changes to the Executive Committee members during the year ending 31 March 2016.

No DEEResearch Directors' Fees were paid during the year.

5. TAXATION

	2016	2015
	\$	\$
Taxable Income	6,459	5,529
Less IRD Allowance	-1,000	-1,000
	5,459	4,529
Tax Expense 2016	1,528	1,268
Prior Year Adjustment	0	86
Total Tax Expense	1,528	1,354

6. RELATED PARTIES

All transactions with related parties were conducted at arm's length.

7. TOTAL EQUITY

Total equity is held in general funds as follows:

	2016	2015
	\$	\$
General Funds		
Opening balance	120,498	115,591
Net Surplus/(Deficit) for the Year	11,457	4,907
Closing General Funds	131,955	120,498

8. COMMITMENTS

NZDFA has committed \$15k towards AGMARDT's Generic Parasite Research Project during the financial year ending 31 March 2017 (2016: \$10k to the University of Otago Johne's Disease Project)

9. CONTINGENCIES

As at the 31 March 2016 there are no contingencies, (2015: Nil)

10. CONFERENCE COST

The cost to NZDFA of the 2015 conference was \$1,619 (2014: \$1,033)

11. SUBSEQUENT EVENTS

There are no subsequent events noted.

PROXY FORM 2016



To: New Zealand Deer Farmers' Association
P O Box 10702
WELLINGTON
Fax 04 472 5549

I/We, (name in full)

of..... (address)

being a member of the New Zealand Deer Farmers' Association entitled to attend and vote at meetings of the NZDFA,
hereby appoint (**Either**)

..... (name)

of (address)

Or

the Chairman of the Branch (or Affiliated Society)
of the New Zealand Deer Farmers' Association as at 10 May 2016

Or failing him/her, the Chairman of the Annual General Meeting,

as my/our proxy to vote for me/us at the Annual General Meeting of the Association to be held on Tuesday 10 May 2016 at
the Dunedin Town Hall, The Octagon, Dunedin and at any adjournment thereof (*rule 29.2*)

Signed this day of 2016

..... NZDFA member.

Please provide a phone number and email contact if applicable, to assist in any proxy verification

Farm trading name

Phone (.....)..... Email.....

NOTE: To be valid, proxy forms must be signed and either faxed/hand delivered or posted to be received by the NZDFA
office by **4.00pm Monday 9 May 2016 (rule 29.4 (b))**

NEW ZEALAND DEER FARMERS' ASSOCIATION

LEVEL 5, WELLINGTON CHAMBERS, 154 FEATHERSTON STREET, PO BOX 10702, WELLINGTON

PHONE 04 473 4500, FAX 04 472 5549