



Deer Industry Award 2022 Winner

Ron Schroeder

JUDGES' COMMENTS

- Ron's contributions at the grass roots of the industry over almost 50 years have been many and varied. He's been a matchmaker of buyers and sellers, procuring and transacting thousands of deer deals over his lengthy career. His work has taken him the length and breadth of the country and overseas.
- He's also been a staunch supporter of DFA and DINZ events. His ability to gauge the pulse of the industry over the years has been invaluable to the DFA, DINZ stock agent colleagues and the countless individual deer farmers he has supported.
- Also, he was a leading advocate of quality assurance in the stock and station industry.
- His humour and rapport across the generations has endeared him to many as his ability to recall the names and faces of people he's worked with over his lengthy career.
- This person, it is said: "loves everything about he farms them, buys and sells them, hunts them, eats them and probably dreams about them. He roars like a deer, and some say he even looks like a deer.
- The supporters of this person's nomination have all described him as a dedicated stalwart who has gone well beyond the call of duty in supporting and servicing the industry.
- He exemplifies tradition and old school manners and values and has respect amongst his clients.
- Always goes the extra yard for his clients

CITATIONS

Bob Kingscote (deer farmer 1984-2020, NZDFA Canterbury Branch Chair 2000-04, Selection Appointment Panel Chair 2004-08)

Ron Schroeder has been and remains after 49 years a critical dedicated agent and is, by any standards, an outstanding albeit a quiet and modest achiever for the Deer Industry. An exceptional man of action, a true doer who is totally respected and admired and has a legion of business friends and personal association across the industry in an exceptional service and career.

Colin Guild (Canterbury branch NZDFA Committee 1993—1996, Canterbury Branch Chairman 1996—2000)

A true dedicated and professional deer agent. I simply cannot think of a more worthy recipient for this award.

Hamish Guild

Many of Ron's livestock sales have come at difficult times during the industry, where it essential that breeders are linked with finishers. These have been during difficult financial times as well as placing animals during extreme weather events. Having a close relationship with such a large number of geographically diverse deer farmers has been an extraordinary service to the deer industry.

Graham Carr

Other supporters of Ron's nomination will cover all his many attributes, but I would like to focus my support based on his major contribution to the industry by being so involved and active in acquiring and importing all the overseas genetics from the UK, Germany, Hungary and Yugoslavia. The industry has without doubt benefited hugely by his support in this area.

Mark Tapley

To me "Schroeds" has been a constant figure with great knowledge, incredible longevity and a strong influence in the business of selling top end stags to our clients at the annual sales. He has become, for people in my generation, a respected and trusted father of the industry figure with a nationwide reputation and strong influence for both vendors and buyers in selling stags, elite hinds and in the commercial stock arena as well.

Ian Stewart (Mountain River)

What Ron promised re numbers, prices etc was his strength. He was always spot on and that alone was a great attribute.

Over those first few years I spent a lot of time travelling around the countryside with Ron to visit his clients both old and new. Ron always briefed me really well on his client's history that we were about to visit while we were travelling in his vehicle. It became very clear very quickly that Ron had great trust and mutual respect with his clients, and we were always made very welcome everywhere we went.

John Tacon (Deer Transport Operator 1979-1992 DINZ Executive 1992-2021)

As a stock agent specialising in deer, he always stood out among his peers and was the go-to person for prospective buyers at deer sales and other venues around the regions, right from the very early days of deer farming. Some of the early deer sales involving Ron are legendary and still talked about at gatherings.

He has been a leading advocate of quality assurance among stock and station companies especially in the early days of the DINZ QA programmes.

Tony Pearce (Retired DINZ Producer Manager 2022)

Ron is recognised as a "Master of Diplomacy" and solidly dependable in closing the deal to the satisfaction of both parties. That may also account for some of the more light-hearted events that inevitably occur (and stay on tour) as Ron is also an accomplished warm hearted NZ deer ambassador who has friends and contacts that respect him and his knowledge across many countries.

I am in debt to him for his support, professionalism and friendship and honoured to be involved in this nomination.

Tony Cochrane

Never afraid to voice his opinions, put others first or investigate new and better ways to doing business.

The biggest legacy to Ron's career is the mentoring and encouragement of young deer farmers and agents to work with deer as a first choice while promoting economics and a work/life balance.