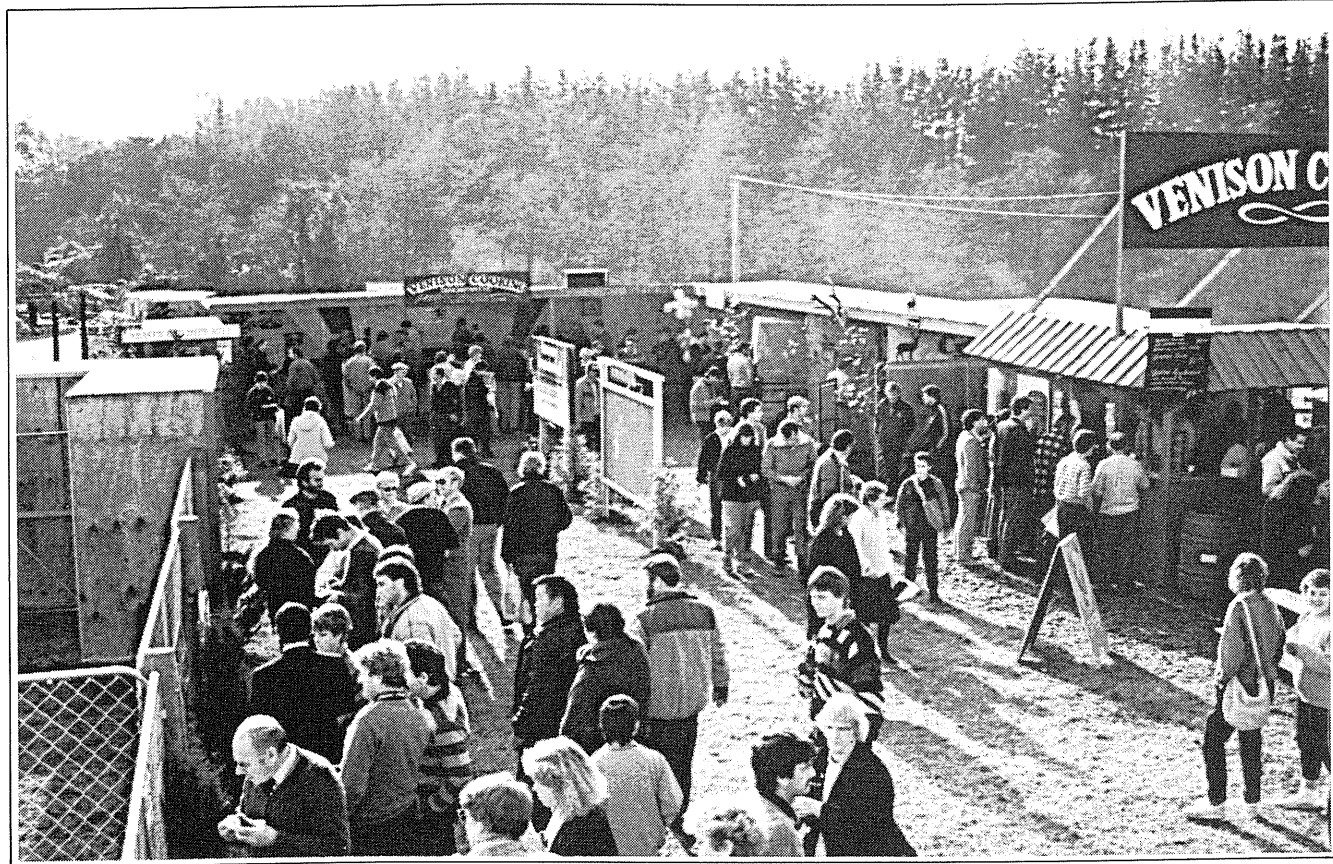


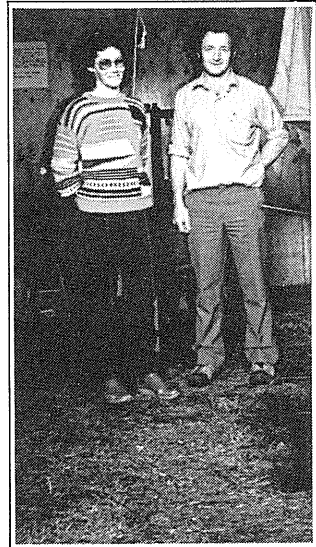
FIELDAYS DEER BOOSTER

THE NATIONAL Fieldays, held in late June, were a real morale booster for deer farmers. The 'Deer Country' court organised by a committee of Waikato NZDFA members — and underwritten by the NZDFA — walked away with one of the two top exhibit awards and attracted thousands of visitors.

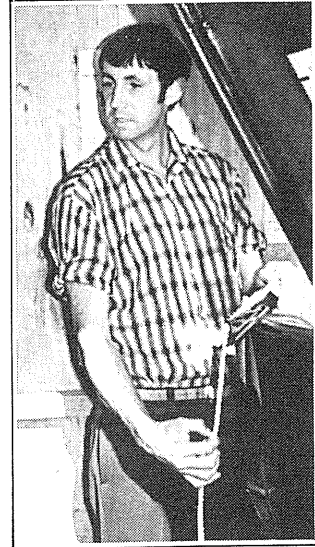


Top: Part of the large court. Visitors could look at live deer (left), watch Annabel Langbein prepare and cook venison; visit trade stalls or buy themselves a venison burger or sausage.

Below: Taupo deer breeder Bob Deadman, NZDFA stand stalwart Helen Wilson and BOP NZDFA president, John Burke discuss new membership subscriptions. Close to 40 were signed up by enthusiastic volunteers.

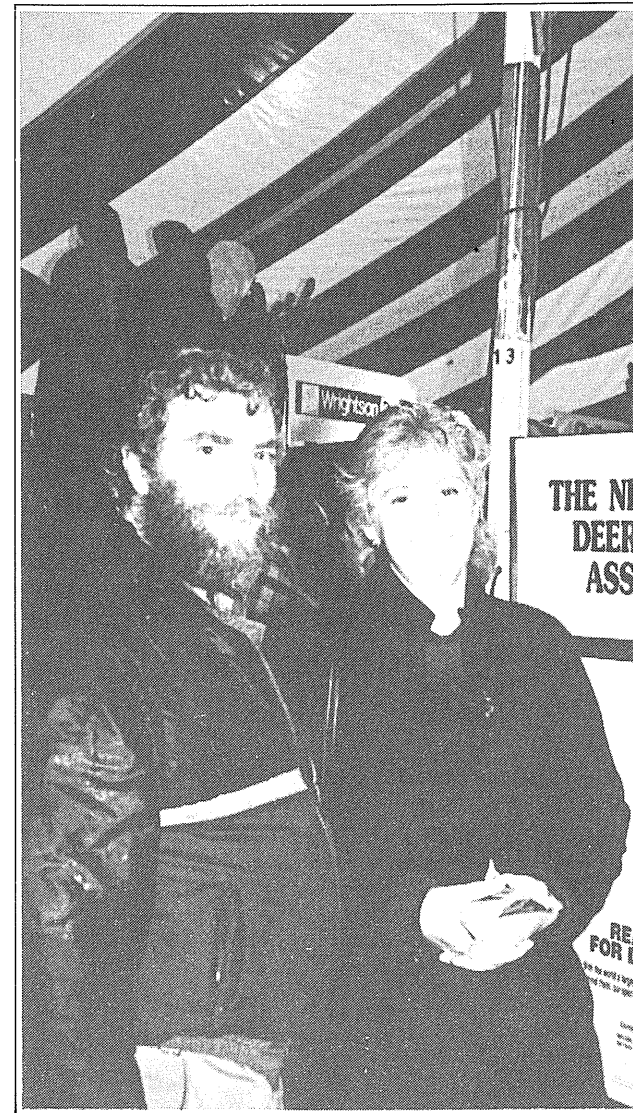
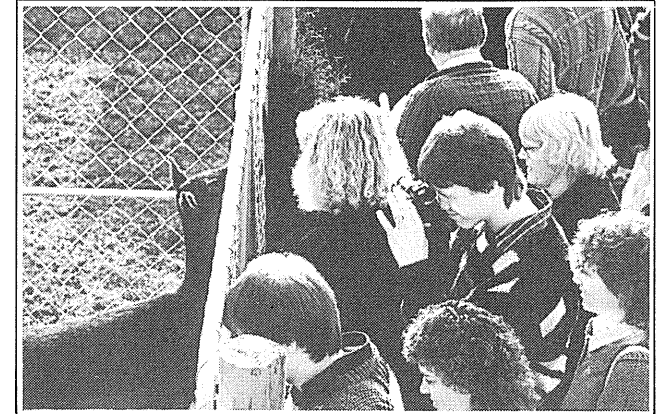
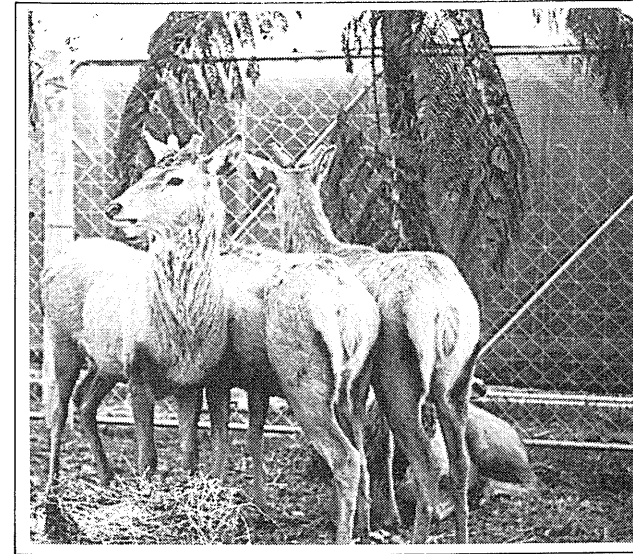


Terry and Heather Nelley (left) and Noel Cudby (right) had great success. The Nelleys were thrilled with farmer response to their new Red crush — a development of their successful Fallow device. Noel was chuffed with a sales tally of eight Klough crushes at the end of the three days.



The reason for the court in the first place — deer. Here three of Peter Fraser's stags huddle together as they cope with a background din of bird scarers and chain saws.

For many visitors, the court was a first time chance to fraternise with deer at close quarters. The pen of Fallow deer attracted a constant stream of visitors.



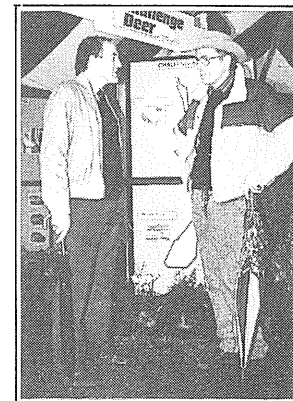
Ian and Enid Ethridge, organisers of the successful social events at the 1988 NZDFA conference, sheltering in the NZDFA tent from the Saturday rain.



Broadleaf venison attracted a queue of customers.



Above: Mike Bullick, NRM's marketing manager (right) discusses sales with Trevor Kearney, his marketing consultant.

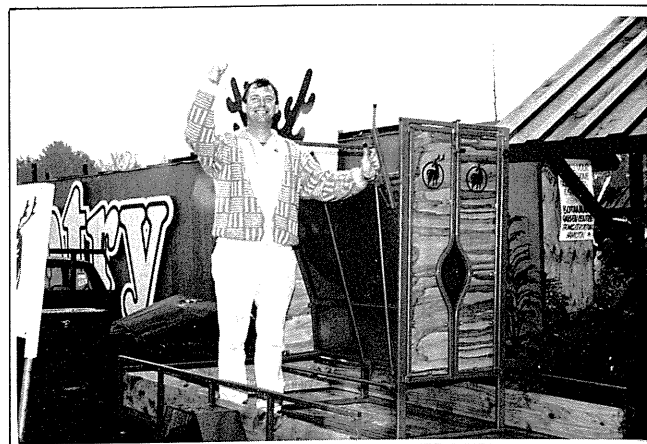


Left: Wrightson's Ian Clotworthy and Waioneke's Graham Christie chew the fat.

The deer leathers goods stand in the NZDFA tent did a roaring trade, with many deer farmers — like the one pictured — seeking suede hats to top off their attire.



Ted Mathews happy in his sales patter on the first day and below, triumphant but wet after packing up on the Saturday afternoon. He says his sales of Fallow crushes "exceeded all his expectations".



Matamata deer farmer Maurice Darling (left) discusses fertiliser with Ian Kerr and Des Saxton of AgTech Distributors, one of the new breed of fertiliser companies. AgTech was 'absolutely rapt' in the inquiry they got from deer farmers for their RPR blends.



Wairarapa deer breeders Margaret (left) and Michael Atkinson (right) take a breather from their stand to chat to some farming friends. Margaret said many farmers who had cancelled their 1987 stag orders were back in the market for 1988 and business looked promising.



GIB venison cuisine demonstrator Annabel Langbein captivates visitors with her demonstration. Annabel was ably backed up in a virtually non-stop three-day round of demonstrations by local deer farmer Anne van Hoppe and GIB staffer Claire Jacks.

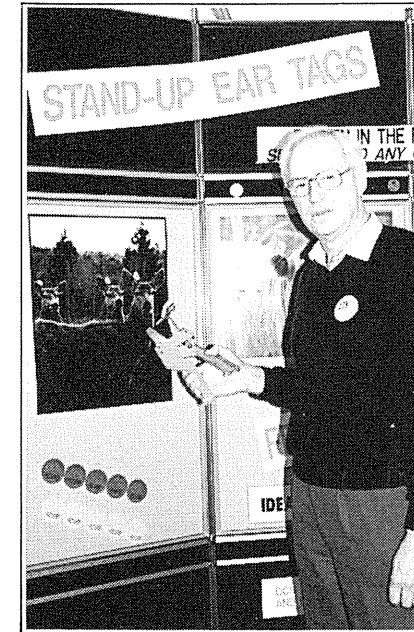


Pooped and with only an hour to go, Donna Elmiger and David White (together with David's children Tony and Kevin) relax after extolling the virtues of Wapiti to all-comers.

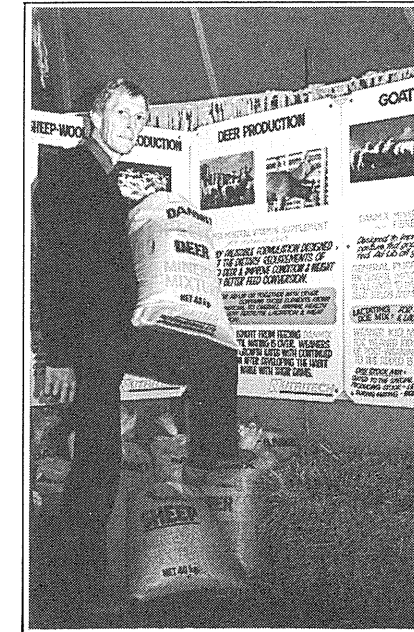


ON THE MARKET

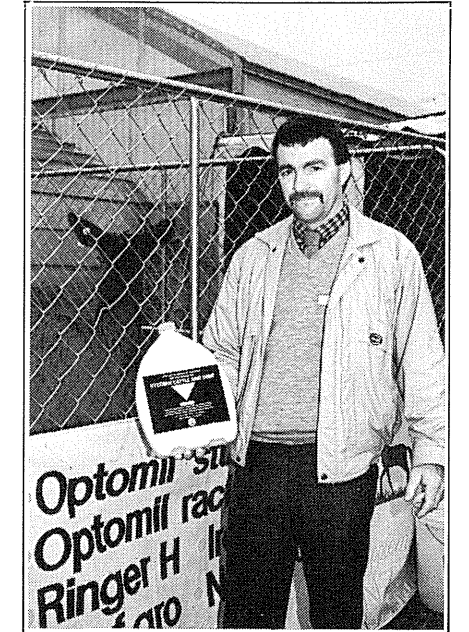
Away from the deer court, many other exhibitors had products of interest to deer farmers — some new, some old, some good and some, so-so . . .



When TDF spoke to George Jowsey of Mainspan Industries about his stand-up eartags, he had just finished fielding a complaint from Waipawa deer farmers Ian and Cyril Waldron about slow deliveries of their tag orders. The Waldrons are convinced the tags are the best available: "We haven't lost any in two years. They don't get covered in mud — you can read them with binoculars."



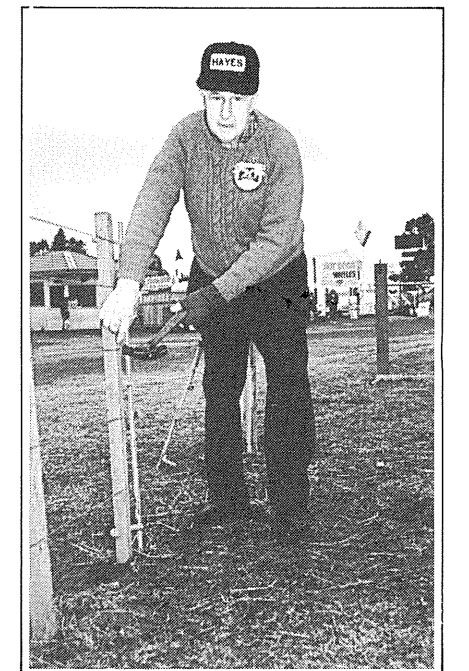
Tom van der Oord, a Morrinsville deer farmer, is also Hamilton area manager for Nutritech, proprietors of Danmix range of vitamin and mineral supplements. He swears by his company's product, which he says he puts in self feeders. Danmix deer supplement is said to stimulate antler velvet growth and is an ideal feed additive for deer being fed high levels of winter supplements.



Peter Tait, an Eastern BOP deer farmer and keen NZDFA member, has been BOP rep for Youngs Animal Health for three months — a job which he says he enjoys because 'it keeps you up with what's going on'. Also the recent launch by Youngs of its Rycoben deer and cattle drench is a good excuse for knocking on deer farm gates.



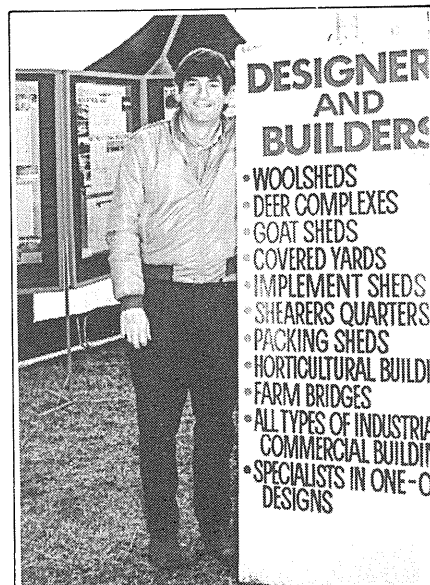
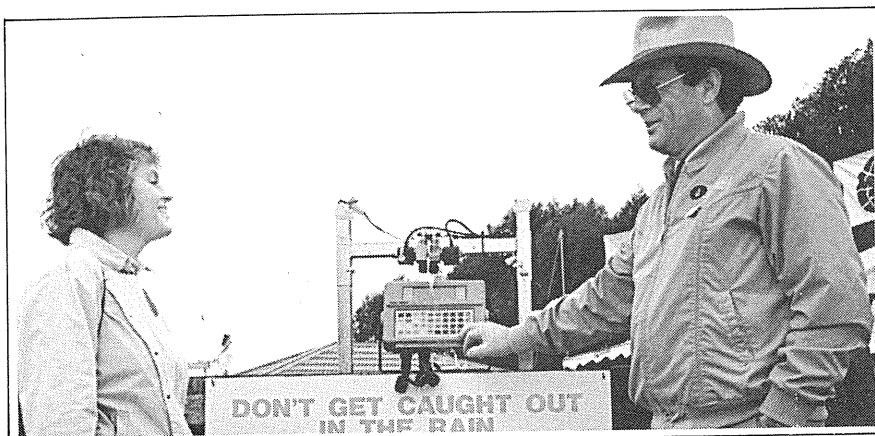
As firms like Wrightsons and Elders rationalise their operations, farmer loyalties are shifting to new operators. One of them, Stocklink, puts out a weekly newsletter specialising in stock sale advertisements for farmers who want to trade directly with other farmers and save on commission. The man behind it, Glen Murray farmer Brian Cameron, (right, rear) says the response to date has been promising.



Retired fencer Bill Glass demonstrates the Hayes Batten holder — a cunning device which, for only \$35 plus GST, makes battening up a deer fence a breeze.

NEW PRODUCTS

Fieldays people like white plastic walking sticks — in fact 10,000 of them at \$3 a pop, according to PEL general manager Rob Seward (not pictured). They also like to shelter from the rain — even if John Smith of Agrisales thinks wetness is a good way to demonstrate the weather resistance of Trutest electric fence controllers.



Lyndon Webb, an Ashburton deer farmer (above, right) is not so much interested in Allflex eartags as he is in the company's Tb clippers. Talking to Allflex rep Nick Abbott he says he has never had Tb in his herd (they're Erewhon deer), but would consider buying a set of clippers in association with neighbouring deer farmers. As for Ross Faulknor (right) of Faulknor Farm Buildings, growing interest in deer is being reflected in a demand for deer yards — all good business for him. □

KAHAROA BREEDING STOCK AUCTIONS

on behalf of G. & J. Branson, P. Coleman, J. & R. Woolliams

11th ANNUAL HIND AUCTION

Friday 4th, November 1988 — 12 noon on the property — Kaharoa Road

ALL HERDS ACCREDITED Tb FREE

In addition there will be a SIRE STAG AUCTION in JANUARY on behalf of the above vendors

Within the past 18 years of deer farming, we have seen a lot of changes. Over the last 10 years we have intensified our breeding programme and have seen some extra special first heads, we've also seen those not so special come up beyond expectation the following year, but as any good Stockman will say "There's always the odd one will let you down." Therefore: For the benefit

of the buyer — We shall be putting forward Annually a majority of 3 year old Breeding Stags, with a limited number of 2 year old (1st head) Stags.

Kaharoa deer shift well and thrive anywhere in N.Z. and have a great temperament — stags can be worked in the yards at any time of the year.

For further information:

Rotorua 23460 — G. Branson
Rotorua 23461 — P. Coleman

Rotorua 23489 — J. & R. Woolliams
Rotorua 23895 — B. Vowell (Wrightson Dalgety)