

## Quarterly Report: January to March 2022



## Passion2Profit

## The Deer Industry Profitability Programme





**Deer Industry NZ**  
**'Know Your Number'**  
**GHG Workshops**

Central Hawkes Bay

The agriculture sector, through the He Waka Eke Noa partnership, has a target that by the end of 2022 all farmers will be required to know their greenhouse gas (GHG) number. This is in preparation for agriculture having an emissions pricing regime in place by 2025.

Come along to a Deer Industry NZ hosted GHG workshop to understand what this means for farmers and how to calculate your own farm GHG number.



Wed 16 February **OR**  
Tues 29 March 2022  
(only need to attend one)



1:00 - 5:00pm



Waipukurau Vet  
Services, 43 Takapau  
Road, Waipukurau

To RSVP for a workshop click on the link below. Information including what to bring will be sent out via email once you register.

Please RSVP by **Friday 11 February** for Wednesday 16 February workshop and by **Tuesday 22 March** for the Tuesday 29 March 2022 workshop.

**>> CLICK HERE TO REGISTER <<**

Deer Industry New Zealand is committed to doing everything we can to keep our people and our industry safe from Covid-19. For Deer Industry NZ and NZ Deer Farmers Association run events, we ask that all attendees are vaccinated.

*The Passion2Profit programme is managing the project "Know your number" for Greenhouse gases which at the moment is a core focus of activity within the environmental stewardship project.*

## Quarterly Progress Summary: January to March 2022

---

### Summary of progress during this quarter:

#### Marketing Premium Venison

It has been a quiet couple of months for the marketing programme. In the US the focus for many companies has been on lamb in advance of the Easter season. Companies have been preparing promotions for the upcoming summer BBQ season. [An example is some initial filming Mountain River](#) have been undertaking to develop the farmer focused campaign Force of Nature will launch in the coming months.

In addition, activity in China has been put on hold with Shanghai going into Covid-19 lockdown. Several of the team have contracted Covid and have been required to go into government lockdown. The timeline for events will need to be reassessed once more information is known about the lifting of lockdown restrictions.

#### Joint meeting of the P2P Marketing working group and Market led on farm Advisory group

A positive meeting was held between both groups chaired by Mark O'Connor. There were three areas covered in this short 1 hour online meeting, see appendix 1.

1. Highlights of both the marketing and market led programmes were presented by Nick Taylor and Phil McKenzie
2. A round table discussion from the group on key positive aspects of the programme, and key elements where continuity is required post the P2P programme. The collaboration that the programme has enabled was a highlight mentioned most often, and the need for ongoing dialogue.
3. What is required for a sustainable deer industry? This was a brief presentation from Farm Consultant and Advisory Group member Wayne Allan on the farm costs and required returns using the examples of a deer breeding and a deer finishing operation.

While the group acknowledged we are still some way from these break even returns it is important that they are known and discussed.

#### Market Led Production

This report covers the highlights of current activity for the market-led on-farm programme and has a focus on several key areas

1. Health, wellness, and safety
2. Annual plan progress
3. Programme activities update
  - Advance Parties

- Deer Industry Environment groups and other environment activity
- Other P2P programme activity
- Communications update
- February review reforecast
- Final report components and acknowledgement
- P2P connection with DINZ activities and with other organisations

## **1. Health, Wellness and Safety**

This remains a focus of the P2P programmes and is regularly discussed at group meetings. The DINZ Board is provided with an update at each Board meeting.

Since the last PSG meeting there have been no significant incidents to report. However, it is important to note that with an opening up of opportunities to connect the effects of Covid-19 have become more disruptive than at other times during the pandemic.

As these papers are being prepared there are four facilitators who are active Covid cases, who have unable to deliver booked programmes, and a number of farmers who have been unable to attend others. This also affected the Big Deer Tour held in the week after Easter when one of the 8 students tested positive on the last day after negative testing of the whole group during the week. This caused the final day of the tour to be abandoned, and subsequently a further three of the students tested positive once they returned home.

## **2. 2021 Annual plan progress**

There are five months of the annual plan and current programme remaining, and while Covid-19 has been disruptive, farmers are keen to meet where possible and with due care for their health and those around them.

We are managing the requirements for completion of a final report and the surveys, and data required to form part of that report. Coupled with discussions with MPI and stakeholders and the completion of an application for new programmes this is a busy period.

Where possible we have engaged additional resource to complete these additional activities, reducing the involvement of the team to briefing and monitoring of work underway. Some activities cannot be easily delegated.

## **3. Programme activities update**

### **Group meetings**

Both Advance Party (AP) and Deer Industry Environment groups (DIEG) have a current focus on Greenhouse gas numbers as part of ongoing activities.

## **Advance Parties**

- There are 27 active APs comprising 244 farms
- APs met more often in the past 12 months (94) than the year before
- The range of topics covered are many and varied according to group need
- Most groups value the social and support network of the group over productivity improvement
- Most groups have responded positively to a DINZ request to engage in calculating their Greenhouse gas number and developing a management plan
- Groups are keen to continue in some form post September
- All groups value the role that facilitators bring to the group and wouldn't continue without one.

## **Deer Industry Environment Groups (DIEGs) and other environment activity**

- Managing the Project "Know your number" for Greenhouse gases remains the core focus of activity
- 150 farms have completed their Farm Environment Plans (FEPs) as part of 15 DIEGs
- One group is still active on their plans (BOP) and another is about to commence (Tasman), other DIEGs are not meeting, though keen to stay as groups to meet say once per year.
- There is ongoing dialogue with the 60+ farmers who indicated they would like help with their FEP. Many want one on one help or maybe a mix of group and individual work. A hybrid model has been refined from earlier prototypes and will be tested with a small group.
- Completed drafts of a modular approach to FEP completion are almost complete and ready for further reference groups and farmer testing and feedback
- As part of the Integrated workshops programme in the annual plan planning is underway for a series of intensive winter feeding workshops for farmers (covering environment, feeding, animal health and welfare and farmer welfare) in Otago, Southland, Canterbury, Manawatu and Central North Island. There is close co-operation with the DFA on this project.
- The P2P environment programme is also assisting with a DINZ environment stewardship programme to deliver a series of 'Deer 101' workshops around wintering of deer targeted at Regional Council and MPI teams.

## **Other P2P programme activity**

### **Regional workshops**

- A workshop looking at stream health assessment and riparian planting planned for Northern Southland in February 2022, has been deferred. Two possible workshops are being planned for the lower and central North Island.

## **Rural Professional workshops**

- Discussions are underway with Hawke's Bay and Waikato Regional Councils for an environment focused workshop similar to the successful days held for both Otago and Southland Councils.

## **Integrated workshops**

- A series of farmer workshops on Intensive Winter Grazing are planned for Southland, Otago, Canterbury and Central North Island to ensure deer farmers are as prepared as possible for this winter. These workshops combine the resources of the environment, feeding and animal health P2P groups.
- The P2P programme management is also collaborating with the DINZ environment team on a series of workshops to provide a "Deer 101" deer farm visit for Regional Council and MPI animal welfare teams.

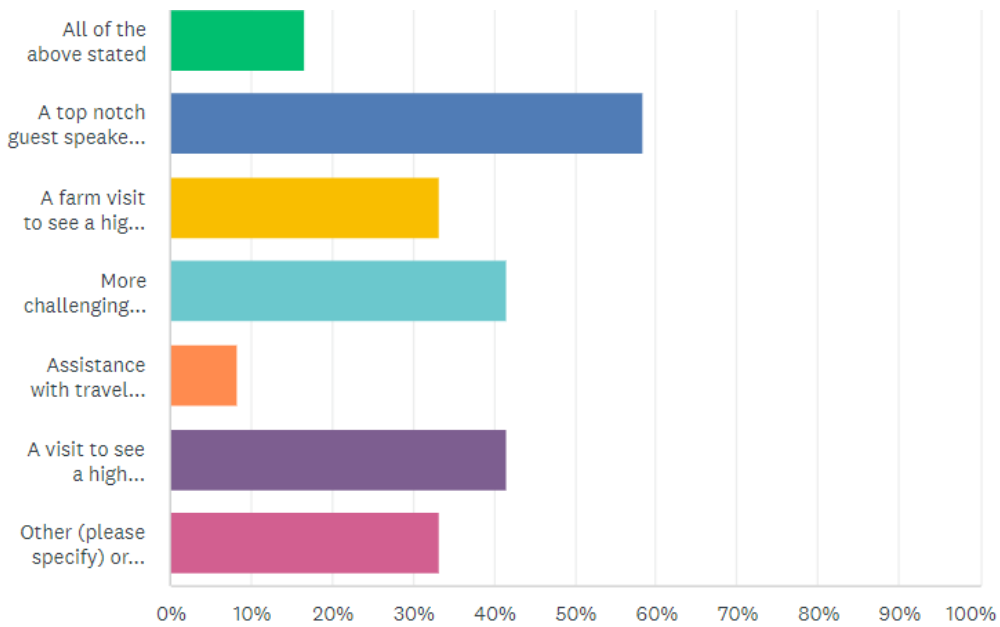
## **The Big Deer Tour**

- A largely successful tour of the industry was undertaken the week after Easter 19 -22 April, with 8 students from Otago, Lincoln and Massey universities selected. Course of study for the group ranged from food technology, veterinary medicine and animal science to rural accountancy and farm management. Unfortunately, the last day of the tour was cancelled due to a positive covid case amongst the group. To view a profile of the group and where they went, click on the [link here](#).

## **Innovation group**

- Following on from the AG meeting in September 2021, DINZ surveyed members of the Innovation Workshop group to find out mainly what would motivate them to attend a workshop gathering more regularly and also to determine what attendees are looking for to help them in the future as personal development.
- 12 Survey responses were received out of 35 members with the main findings as follows:
- What would motivate you to attend regularly and to make the next meeting a must attend?

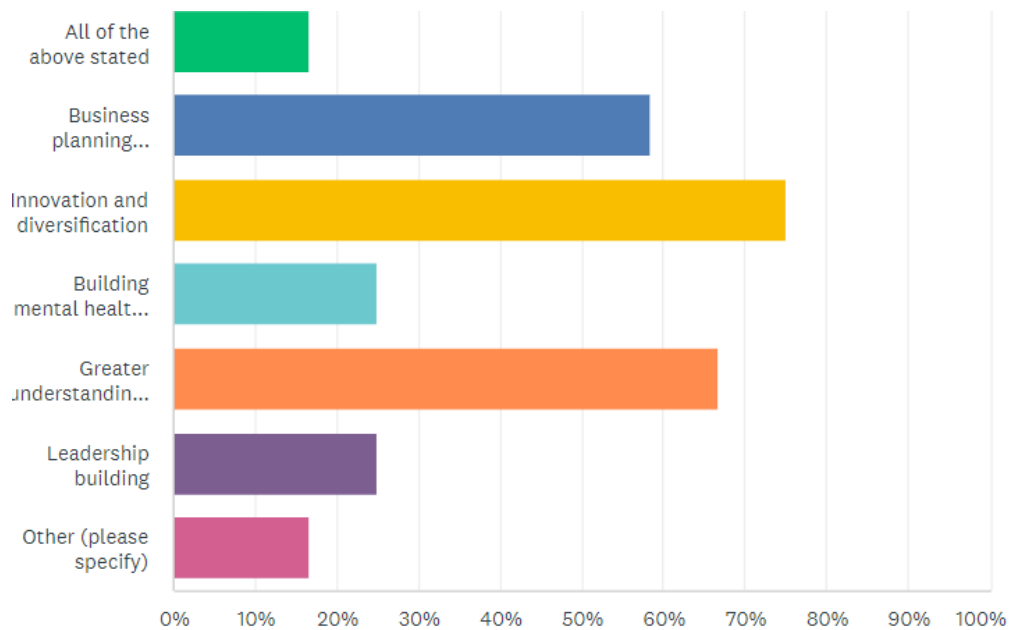
ANSWER CHOICES	RESPONSES
▼ All of the above stated	16.67% 2
▼ A top notch guest speaker for personal development (If yes, please provide an example in other comment box below)	58.33% 7
▼ A farm visit to see a high performing deer operation	33.33% 4
▼ More challenging topic/s of discussion (If yes, please provide an example in other comment box below)	41.67% 5
▼ Assistance with travel costs to attend	8.33% 1
▼ A visit to see a high performing non-Ag and non-deer related business operation (If yes, please provide an example in other comment box below)	41.67% 5
▼ Other (please specify) or comments on examples	<a href="#">Responses</a> 33.33% 4
<b>Total Respondents: 12</b>	



- A top notch guest speaker rated most highly (1<sup>st</sup> rank) followed by a visit to a high performing non-Ag and non-deer related business operation (2<sup>nd</sup> equal rank) and more challenging topics of discussion (2<sup>nd</sup> equal rank).

- What topic/s or theme/s would interest you in order for you to attend the next workshop?

ANSWER CHOICES	RESPONSES
▼ All of the above stated	16.67% 2
▼ Business planning (including financial analysis)	58.33% 7
▼ Innovation and diversification	75.00% 9
▼ Building mental health and resilience	25.00% 3
▼ Greater understanding of the value chain	66.67% 8
▼ Leadership building	25.00% 3
▼ Other (please specify)	<a href="#">Responses</a> 16.67% 2
<b>Total Respondents: 12</b>	



- Innovation and diversification rated top of the list (1<sup>st</sup> rank), greater understanding of the value chain (2<sup>nd</sup> rank) and business planning including financial analysis (3<sup>rd</sup> rank) came in thereafter as topics/themes of interest.

Respondents also indicated that August 2022 would be the best time/month to schedule a next gathering of this group. DINZ will look to organize with format to be confirmed with the 'Community' mini project team who are the organizers of this community. Possible items for the day include; Finalization/re-structure of the mini team projects, personal development /guest speaker to address the group and discussion topics which will attract attendance and engagement.

# Passion2Profit Comms activity update

March 2022



## Capturing our media activity

Articles relating to P2P in the following

Comms channels	Last quarter	YTD (from 01 Oct 21)	Distribution*	Engagement**
DINZ e-news	1	3	2,986	1,392 (47%)
Stagline online (DFA)	1	2	1,488	572 (59%)
Deer Industry News	2	5	3,014	1,405 (47%)
Social media - Facebook	2	5	2,632 (reached)	115 (4%)
Website updates (Deer hub)	0	0	N/A	11,827
Advance Party Newsletter	1	1	298	173 (58%)
The Big Deer Tour Alumni Newsletter	1	1	34	22 (65%)
Surveys	1	1	39	12 (31%)
<b>External media (incl ads)</b>				
- Countrywide	1	1	6,200	n/a
- Podcasts	0	0	0	0
- Other (Southern Rural Life Deer Select ad)	2	2	21,000	n/a

\* approx. number of recipients per newsletter

\*\* number of recipients who clicked to open

Stagline Online

Various Deer Industry news items



**Deer Industry New Zealand**  
 info@deer.nz.org | www.deernz.org  
 Level 5, Wellington Chambers, 154  
 Featherston Street, Wellington



## **P2P Budget Reforecast**

- The P2P budget has been reviewed for the balance of the year
- There has been particular care in this final year of funding to be as accurate as possible.
- Adjustments have been made to reduce programmed expenditure in Advance Parties and Deer Industry Environment groups by \$40k for each. This will not mean any reduction in any activity planned for groups.

## **Acknowledgement and Celebration of the P2P programme**

Following the last PSG meeting the Market led and Marketing programmes have considered some options for as celebration of the the P2P progress and an acknowledgement of the contribution of MPI, and the deer farmers, other rural professionals, marketing companies and customers who have made the programme possible. It will also be an opportunity to discussion transition plans following the end of the programme.

It is suggested that the P2P programme host an evening event prior to the end of the programme in August or September. DINZ has planning underway.

## **P2P connection with DINZ activities and with other organisations**

### **Work with other PGPs and Government Agencies**

- P2P programme management is involved with the delivery group for He Waka Eke Noa. The delivery group is responsible for the extension, innovation and adoption, and farm planning workstreams. It works alongside the Policy Group, responsible for pricing, reporting and sequestration.
- P2P programme management has ongoing discussions with MPI staff leading various initiatives of the Productive and Sustainable Unit
- There is ongoing discussions with members of the Essential Fresh Water Fund program at MfE to explore collaborative opportunities.

### **Work with other sector groups**

- P2P programme management is a member of the B+LNZ advisory group for the transition of RMPP action groups to the suite of extension programmes for sheep and beef farmers.
- Discussions are ongoing with several catchment groups and umbrella organisations to explore collaborative opportunities to meet the needs of deer and other farmers in those catchments.
  - Discussions are underway with the NZ Landcare Trust to be part of a joint application for a new programme to train and support catchment co-ordinators.

- P2P programme management are involved with DINZ's science innovation steering group committees.
- There are ongoing discussions and activity planned with:
  - Lincoln University for both first year and third year degree programmes
  - NZ Veterinary Association Deer Vet branch
  - Massey University Vet School.
- The P2P programme has asked to be part of a panel discussion with Meat and Livestock Australia (MLA). They have engaged Melbourne University to undertake a global research project into new innovations in extension. The only NZ projects selected were the RMPP programme and the P2P programme. As well as the existing P2P Melbourne University are particularly interested in our investigations into the 'differently engaged' farmers we have been investigating for inclusion in a possible new programme.

### Upcoming

- Companies to continue their promotions for the upcoming **US retail** summer BBQ season
- Assess **China market** work programme once covid-19 lockdown restrictions are lifted.
- Test the **hybrid model of the online DIEGs** with a small prototype group as well as complete drafts of the modular approach to FEP completion.
- Hold the series of **intensive winter feeding workshops** for farmers working with the NZ Deer Farmers Association.
- Hold environment focused **Rural Professional workshops** for council staff in the Hawke's Bay and Waikato.
- Complete **Cinta farmer and Rural Professional surveys**.

### Investment

Investment period	Industry contribution	MPI Contribution	Third Party	Total investment
<i>During this Quarter</i>	\$133,455	\$133,455	--	\$266,910
<i>Programme To Date</i>	\$6,952,894	\$6,369,774	\$96,880	\$13,419,548

### Overview Table March 2022 Quarter

Objective	Status			Comment
	Timetable	Financials	Outcomes	
Project 1. Confirm Target Markets.				The MWG meet in quarter to discuss current and future collaborative work programmes.
Project 2. Establish Commercial Distribution				Preparations underway for upcoming US retail summer programme. Covid-19 lockdown restrictions making China programme work difficult.
Project 3. Link Market to Producer				The P2P will continue to promote and encourage uptake of On-Farm QA and provide assistance to companies where necessary
Project 4 Overarching Production Initiatives				Projects now being planned to the end of year with Rural Professionals workshops programmed. Cinta farmer and Rural Professionals surveys underway.
Project 5 Engagement for Practice change				Programmed activities in coming months include Winter grazing, a National Technical and Innovation workshops. Covid-19 could possibly impact these events.
Project 6 Technology Packaging				Continuing work to assist farmers with the "Know your number" for Greenhouse gases project. Prototyping of a DIEG online to take place.
Project Management				New DINZ DFA Producer Manager appointed. Planning for a successor programme ongoing.

### Trend Table showing last quarter performance and next quarter projection.

Objective	Status					
	Timetable		Financials		Outcomes	
	Last Quarter	Next Quarter	Last Quarter	Next Quarter	Last Quarter	Next Quarter
Project 1.						
Project 2.						
Project 3.						
Project 4						
Project 5						
Project 6						

	Project on track (Financial variance <10%)
	Slight Variation to Plan (To be completed within 3 months : Financial variance 10-25%)
	Project variation to plan (More than 3 months to complete : Financial variance >25%)
	Significant Variation (Change in programme required)

## 5. Financial Summary of P2P Expenditure to date.

P2P Implementation to 31 March 2022	March Quarter 2022				Year to Date		YTD variance to budget		YE Budget	YE Variance	End of Year Variance Notes
	Actual	Budget	Variance		Actual	Budget			to budget		
<b>Project</b>											
1 <b>Confirm Market Requirements</b>	\$ 26,194	\$ 28,500	-\$ 2,306	-8%	\$ 52,869	\$ 58,750	-\$ 5,881	-10%	\$ 136,000	-\$ 83,131	Activities tracking close to budget.
Cash	\$ 13,373	\$ 17,250			\$ 27,396	\$ 36,250			\$ 88,000		
Est. in-kind	\$ 12,821	\$ 11,250			\$ 25,473	\$ 22,500			\$ 48,000		
2 <b>Establish Commercial Distribution</b>	\$ 41,522	\$ 107,533	-\$ 66,011	-61%	\$ 144,439	\$ 249,583	-\$ 105,144	-42%	\$ 922,000	-\$ 777,561	Timing delayed. China project first invoice payment of \$33,000 delayed (invoice now received but has not been processed).
Cash	\$ 31,965	\$ 76,233			\$ 121,055	\$ 185,183			\$ 708,000		
Est. in-kind	\$ 9,558	\$ 31,300			\$ 23,384	\$ 64,400			\$ 214,000		
3 <b>Linking Market to Producer</b>	\$ 1,852	\$ -	\$ 1,852	100%	\$ 2,762	\$ -	\$ 2,762	0%	\$ -	\$ 2,762	Project in-kind time incurred for P2P project management and QA Manager promoting and raising awareness of on QA farm standards.
Cash	\$ -	\$ -			\$ -	\$ -			\$ -		
Est. in-kind	\$ 1,852	\$ -			\$ 2,762	\$ -			\$ -		
4 <b>Overarching Production Initiatives</b>	\$ 51,604	\$ 45,250	\$ 6,354	14%	\$ 87,051	\$ 76,750	\$ 10,301	13%	\$ 245,500	-\$ 158,449	Timing. Expenditure incurred earlier than expected due to preparation of Rural Professionals workshops material and governance meetings for new programme.
Cash	\$ 31,159	\$ 34,250			\$ 56,352	\$ 57,750			\$ 183,500		
Est. in-kind	\$ 20,445	\$ 11,000			\$ 30,700	\$ 19,000			\$ 62,000		
5 <b>Practice Change</b>	\$ 78,903	\$ 62,300	\$ 16,603	27%	\$ 203,469	\$ 183,584	\$ 19,885	11%	\$ 444,000	-\$ 240,532	Timing. More Advance Parties activity in quarter than expected.
Cash	\$ 49,918	\$ 37,800			\$ 145,825	\$ 132,750			\$ 318,000		
Est. in-kind	\$ 28,985	\$ 24,500			\$ 57,643	\$ 50,833			\$ 126,000		
6 <b>Technology Packaging</b>	\$ 66,834	\$ 51,167	\$ 15,667	31%	\$ 146,417	\$ 143,333	\$ 3,084	2%	\$ 325,500	-\$ 179,083	Activities tracking close to budget after March re-forecast.
Cash	\$ 42,597	\$ 33,000			\$ 98,941	\$ 101,667			\$ 217,500		
Est. in-kind	\$ 24,237	\$ 18,167			\$ 47,476	\$ 41,667			\$ 108,000		
<b>Total</b>	<b>\$ 266,910</b>	<b>\$ 294,750</b>	<b>-\$ 27,840</b>	<b>-9%</b>	<b>\$ 637,007</b>	<b>\$ 712,000</b>	<b>-\$ 74,993</b>	<b>-11%</b>	<b>\$ 2,073,000</b>	<b>-\$ 1,435,993</b>	
Co Investors Contributions: Cash	\$ 84,505	\$ 104,267			\$ 225,278	\$ 271,800					
Co Investors Contributions: In Kind	\$ 48,950	\$ 48,108			\$ 93,719	\$ 99,200					
<b>Co Investors Contributions: Total</b>	<b>\$ 133,455</b>	<b>\$ 152,375</b>			<b>\$ 318,997</b>	<b>\$ 371,000</b>					
Sought from PGP Funding	\$ 133,455	\$ 142,375			\$ 318,010	\$ 341,000					
<b>Total</b>	<b>\$ 266,910</b>	<b>\$ 294,750</b>			<b>\$ 637,007</b>	<b>\$ 712,000</b>					

### March 2022 P2P Budget Re-forecast:

The P2P programme budget has been reforecast for the remainder of the programme and 2021/22 financial year. Adjustments have been made to reduce programmed expenditure with main reductions in project 5 Advance Parties and project 6 Deer Industry Environment groups. Project 2 marketing programme for US retail and China has increased expenditure as scope of work and planned activity to end of the year has now been confirmed pandemic willing.

### Recommendation:

Programme Management is satisfied that the above is a true and accurate record of expenditure incurred in implementing the P2P Programme and that the estimated in-kind values are an appropriate reflection of industry contributions to this programme over the period and recommends that the PSG approve this report to be forwarded to MPI for approval of payment.

P McKenzie, N Taylor, 29/04/2022

## P2P Programme: Project Status Update

	On track		Major variation
	Minor variation		Project on hold
	Complete		Not yet commenced

## Marketing Premium Venison

<b>1.2 Niche Market Feasibility Studies – South Korea</b>	
<b>Objective:</b> Provide the MWG market scoping for a potential new market.	<b>Status:</b> Complete.
<p><b>Recent activity</b> This research project has now been completed and a draft report was presented to the marketing companies for review. Initial feedback from companies was that it is unlikely they will go further with this market.</p> <p><b>Next Steps:</b> Companies to discuss findings of the research and decide if further research should be undertaken.</p>	
<b>2.3 Non-Seasonal Promotion – US Retail</b>	
<b>Objective:</b> Increase amount of New Zealand venison being sold to consumers through online and retail channels in the US.	<b>Status:</b> Year one volume goal unattained. Preparation underway for second year.
<p><b>Recent activity</b> Companies have been busy preparing promotions for the second year of the retail programme, with all five companies indicating their intention to participate in the programme.</p> <p><b>Next Steps:</b> Launch of individual company promotional activities.</p>	
<b>2.4 New Markets - China</b>	
<b>Objective:</b> Marketing companies sell 500 mt of venison through collaborative venture in new market segments.	<b>Status:</b> Three companies active in China.
<p><b>Recent activity</b> The objective of the project is to develop an understanding of venison’s place in certain Chinese cuisines and developing additional sales tools and resources to support increased sales into Chinese foodservice.</p> <p>This work has been put on hold due to government Covid-19 lockdown restrictions in Shanghai. The timeline for events will need to be reassessed once more information is known about the lifting of restrictions.</p> <p><b>Next Steps:</b> Evaluate project timings once pandemic lockdown restrictions ease.</p>	
<b>3.1 Industry Agreed Standards</b>	
<b>Objectives:</b> 50% of farmers assessed with On-Farm QA by 30 September 2021.	<b>Status:</b> Ongoing currently at 25% of target
<p><b>Recent activity</b> DINZ has appointed a new QA Manager who will work with all venison marketing companies as members of the NZ Farm Assurance Programme to increase farmer uptake of on-farm QA.</p>	

This project has now ceased as being part of the P2P programme , the P2P will however continue to promote and encourage adoption of on-farm QA where possible. Outside of the programme, DINZ will work with companies, and AsureQuality on data resolution to provide a clear picture of the current status of deer farmer uptake of on-farm assurance.

## Market Led Production

### 4.1 MLP Project Governance

**Objective:** That the P2P programme funders feel the programme is well managed and successfully implementing actions in order to achieve the programme goals.

**Status:** Underway

**Recent activity**

Advisory Group meetings have switched to online. Last meeting in March was a combined catch up with Marketing working group

Planning for a successor programme to the current P2P is ongoing with positive engagement with stakeholders.

Collection of resources developed, and evaluations completed are being collated for completion of a final programme report

### 4.2 Workshops for Rural Professionals

**Objective:** At least 40 rural professionals attend a deer training course.

**Status:** Planning underway for workshops in 2022

**Recent activity**

Planning is underway for workshops working with regional council staff from the Hawkes Bay, Waikato and Horizons regions. These workshops will have an environment focus and will be held between July and August 2022.

A survey of Rural Professionals is underway.

**Next Steps:**

Hold the upcoming workshops. Complete the survey and analyse results.

### 4.3 Student Tours

**Objective:** Up to 10 students enjoy an introduction to the New Zealand deer industry.

**Status:** Planning underway.

**Recent activity**

8 selected university students from Otago, Massey and Lincoln were hosted from 19 – 22 April 2022. The group visited processors, deer farms, AgResearch Invermay and saw a deer milking operation. To view a profile of the group and where they went, click on the [link here](#).

**Next Steps:**

Review feedback from Big Deer tour and continue to keep relationships with the students with invitations to conference, workshops and industry events.

### 4.4 Cinta Survey

**Objective:** A survey to track progress across the life of the P2P programme, and gather further needs of farmers.

**Status:** Survey underway.

**Activity in Quarter:**

Survey ongoing, as at 27 April 450 of the targeted 600 farmers had been surveyed. Analysis will gauge progress on the P2P and identify opportunities for future needs.

<p><b>Next Steps:</b> Complete survey with results available before the end of June 2022.</p>	
<p><b>5.1 Advance Parties</b></p>	
<p><b>Objective:</b> Up to 30 APs operating with Advance Party members demonstrating gains to their wider community which encourage adoption. Opportunities may differ between group members.</p>	<p><b>Status:</b> 27 APs currently meeting actively.</p>
<p><b>Activity in Quarter:</b> The majority of APs (two thirds) have now completed and submitted their annual plans for the year. New groups have been formed with the Mackenzie Venison Value Chain Group (evolved from previous Mackenzie AP) and a Velvet Feeding Efficiency Group coming to fruition.</p>	
<p><b>Next Steps:</b> Continue to follow up with those APs still to complete an annual plan for their AP.</p>	
<p><b>5.2 Deer Farming Regional Workshops</b></p>	
<p><b>Objective:</b> To expand the farmer centric learnings from Advance Parties to a wider farmer and rural professional audience by using the DFA branch network to connect with non-AP members. Run up to 10 Regional Workshops between 1 October 2021 and 30 September 2022.</p>	<p><b>Status:</b> Planning underway, slippage due to covid pandemic.</p>
<p><b>Activity in Quarter:</b> A regional workshop planned for Northern Southland has been deferred until further notice with original dates in 2021 postponed due to Covid-19. Two possible workshops are being planned for the lower and central North Island</p>	
<p><b>Next steps:</b> Plan more dates in 2022 covid pandemic willing.</p>	
<p><b>5.4 Deer Facts</b></p>	
<p><b>Objective:</b> To distribute one new deer fact in 2021-22</p>	<p><b>Status:</b> More facts as and when required.</p>
<p><b>Activity in Quarter:</b> A comprehensive suite of fact sheets have now been developed as the one source of agreed knowledge. Assess the need for delivery of further fact sheets on a case by case situation. An updated fact sheet on Tuberculosis was issued late 2021. Deer Fact on utilizing terminal sires is in development.</p>	
<p><b>Next Steps:</b> Develop and publish the terminal sires deer fact sheet.</p>	
<p><b>5.5 Practice Change Activities</b></p>	
<p><b>Objectives:</b> Engagement opportunities between farmers and advisors that encourage change. Farmers adopt new technology or information which assists their productivity.</p>	<p><b>Status:</b> Planning underway, slippage due to covid pandemic.</p>
<p><b>Activity in Quarter:</b> <b>National Technical Workshop:</b> The South Canterbury North Otago DFA branch have been confirmed as hosts for the National Technical Workshop in 2022 to be held sometime July / August 2022.</p>	



**Innovation Workshop:** A survey was undertaken of group members who decided that a next gathering in August would be best. Suggestions on theme and format were also received.

**Next Steps:**

Book in date for a National Technical Workshop.

### 5.6 Integration Projects

**Objective:** Projects which give farmers and rural professionals the confidence to make positive changes to their farming operations. Opportunities to deliver deer specific knowledge within existing groups e.g. input and output supply groups and catchment groups.

**Status:** Planning underway possible slippage due to covid pandemic.

**Activity in Quarter:**

**Parasite management workshops:** Discussions underway on future workshop locations which could benefit from a parasite day.

**Winter grazing workshops:** Planning is underway to schedule intensive winter grazing workshops in the coming months.

**Next steps:**

Plan and book in and complete the intensive winter grazing days.

### 6.1 Improved Breeding Planning

**Objectives:** Increase the rate of genetic gain in the deer industry to improve profitability and to pick up research outputs and package them up in ways which make it easy for producers to put them into practice.

**Status:** Ongoing

**Activity in Quarter:**

**Promotion of Breeding Planning:** Work on the new Deer Select index is still currently ongoing, the index will provide across breed evaluation, a draft version has been completed. Communications roll out sometime mid-year and a launch once index complete to coincide with the 2022-23 selling season.

**Next Steps:**

Planning to launch and promote of the across breed evaluation.

### 6.2 Strategic Feeding

**Objective:** To create measurable change in farmers' awareness and application of proactive feed management in order to provide optimal feeding for deer production.

**Status:** Ongoing

**Recent activity**

A Hind Body Condition Score chart as a Guide to Seasonal Hind Body Condition is near complete for release in the coming months. Planning is underway for the coming year to review material already created and still relevant to farmers and present it in other formats.

**Next steps:**

Distribute the body condition score chart for hinds.

### 6.3 Improve Deer Health

**Objective:** To support the work of veterinarians both practicing and in training with information and farmer engagement activities. By

**Status:** Ongoing

the end of 2021 to have developed a programme of integrating animal health planning and awareness into the whole farm system and plan.

**Recent activity**

A meeting was held with the NZ Veterinarian Association special interest deer vet branch in late 2021, and a follow up meeting has agreed to review the list of high risk diseases and best management practice undertaken.

Ongoing discussions with Massey University Vet school.

Programme has supported the distribution of Johne's incidence and overall productivity reports to farms.

**Next steps:**

Hold a follow up meeting with the NZVA special interest deer branch.

**6.4 Environmental Stewardship**

**Objective:** To find and encourage adoption of solutions to the environmental constraints on deer farming. 100% of deer farmers have a written farm environment plan by end 2025.

**Status:** Underway

**Activity in Quarter:**

- 'Project Know your number' a P2P project has helped 260 deer farmers calculate their Greenhouse gas numbers and start development of a plan to manage their emissions. A milestone report has been provided to HWEN
- Hybrid DIEG prototype developed
- Contact made with 60+ farmers who want help with a Farm Environment plan
- Two active DIEG groups (BOP & Woodbury), one new group planned (Nelson)
- Development of FEP modules

**Next Steps:**

- Continue with project 'know your number' workshops
- Test hybrid programmes to assist farmers develop their FEP (Farm Environment Plan)
- User testing and launch of FEP modules

**7. Programme Management**

**Activity in Quarter:**

P2P-AG and MWG met 24 March including combined session together

P2P On farm Practice Change managers met 07 April

Big Deer Tour took place 19 – 22 April.

**Upcoming:**

P2P AG to meet 16 June

DINZ Roadshows various dates around the country – June 2022.

National Technical Workshop – July/August 2022