

Venison Supply Systems

'research for a profitable and sustainable industry'

1st Governance Council Meeting
February 2008



Geoff Asher (Programme Leader)
Invermay Agricultural Centre, Mosgiel



Programme



(1) History, research team in programme structure

Dr Geoff Asher

(2) University collaborations

Dr Simone Hoskin

(3) Importance of genetics

Dr Jason Archer

(4) Focus Farms

Tony Pearse

(5) Milestone delivery progress

Dr Geoff Asher



History, Research Team and Programme Structure



“there has always been a close association between the
NZ deer farming industry and animal researchers”

AgResearch Invermay
Massey University
Lincoln University
Otago University
Landcorp Farming Ltd



“Deer science capability in New Zealand is No 1. in the world”



- Nowhere else is there such a breadth and depth of deer knowledge



- The deer industry has been very supportive and appreciative of science

Science has delivered



- animal remedies and vaccines
- feeding values
- artificial breeding technologies
- DNA technologies
- breeding values



and

KNOWLEDGE

Pre-2002



- Iconic individuals drove deer science forward
- Farm-gate connections important
- Central government funding (FRST from 1993)



However ... "Industry" (GIB, DINZ, NZDFA) had little involvement in setting research directions or funding investments



2002-2007



FRST Contract C10X0202

“Transforming the deer industry through a niche foods strategy”

- \$1.5M/annum
- No initial industry co-funding in 2002



Signals from FRST in 2002



- Research must relate to **target outcomes** for industry
- There must be industry **alignment** and **relevancy** of R&D
- Industry must **co-invest** (“co-fund) in R&D
- Forge stronger **collaborations** between research providers (but still compete!)

‘Connectivity’

DEEResearch Ltd



Established 2001/02 (Ken Drew / MJ Loza)

“Industry-good science investment of venison levy funds to support and leverage ongoing FRST investment for the venison industry”

DEEResearch = Joint Venture between DINZ/NZDFA and AgR

DEEResearch Ltd 2002-2007



- Contestable funding process open to all research providers
- Funding constrained by levy take in any year (i.e. tagged to kill numbers)
- Annual EOI from research providers ranked and scored by the DEEResearch Board
- One-two year funded projects
- Some consortia commitments

Issues

- Funding was not pledged as “direct” co-funding to the FRST programme
- Contestability and short-term projects increased workloads and created over-delivery commitments for science
 - \$70K 2003/04
 - \$160K 2004/05
 - \$280K 2005/06
 - \$395K 2006/07 } Co-funding to C10X0202
- Competition not collaboration

FRST Re-bidding – Feb 2007

- **Invermay group strategising for re-bidding started in 2002!!!!**
- Clear FRST signals could not be ignored

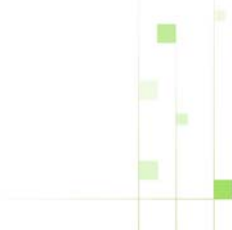
New approach was needed

- Grow connectivity
- Grow industry co-funding
- Grow people relationships within industry
- Seek industry advocacy
- **Partner with industry (DINZ, NZDFA, LandCorp)**

DEERResearch Ltd

2007 new science investment model

- DEERResearch “direct co-funding” pledge
 - Supports FRST investment for the duration of the FRST contract
- No contestability
- AgResearch the lead provider (contractor)
- Collaborations with University providers mandatory
- Alignment of **LandCorp co-funding** with total programme
- Industry feedback on research strategy



DEERResearch Ltd

2007 new science investment model

- **DEERResearch Board has programme governance**
 - Ensures relevancy to industry needs
 - Ensures appropriate and timely delivery of science outputs
 - Ensures collaborations are optimised
 - Ensures **wise investment** of science funds for the industry's future



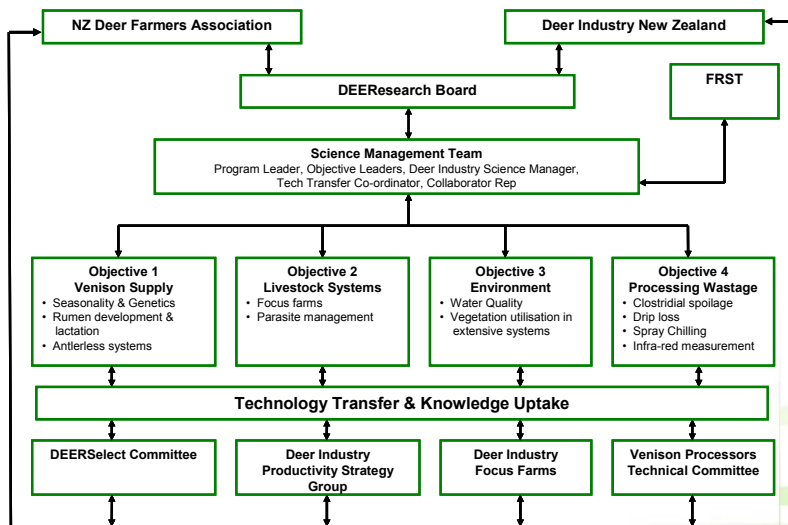
Outcome

FRST have re-invested in the NZ venison industry

Contract C10X0709 “Venison Supply Systems”
6-year programme from 1 October 2007

\$1.5M (GST incl)	FRST
\$0.46M (GST incl)	DEERResearch Ltd
\$0.12M (GST incl)	LandCorp Farming Ltd
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\$2.08M per annum	

“The Feedback Loop”



The Research Team Science Management Team



Geoff Asher
Programme Leader

Jason Archer
Invermay Team Leader



The Research Team Science Management Team



Lindsay Fung
Science Manager

Tony Pearse
Producer Manager



Simone Hoskin
University Rep.

Invermay - AgSystems



David Stevens



Wendy Griffiths



Ian Scott



Jamie Ward



Karren O'Neill



Bryan Thompson

AgResearch



Eva Wiklund



Ian Sutherland



Richard McDowell



Paul Fisher



Belinda Glass

Universities



Peter Wilson
Massey



Graham Barrell
Lincoln



Kath Dickinson
Otago



Outstanding in their field

Programme Aims and Structure



“To improve the biological and economic efficiency of the venison industry, thereby enhancing long-term financial and environmental sustainability”

“The Productivity Strategy”

Goals



- (1) Shift the balance of venison supply between August and December to better match supply and demand
- (2) Increase on-farm productivity by 1% per annum through technology implementation and better parasite management
- (3) Sustainability manage venison production on extensive systems



Objective 1: Venison market supply systems



- Overcoming constraints on seasonal reproduction to enable deer to calve 1 month earlier
- Maximise growth performance in the first six months of life
- Provide tools that reduce management costs (e.g. antler removal prior to slaughter)



Objective 2: Enhance on-farm productivity from venison systems

- Improved technology implementation via Focus Farms
- Mitigating production losses through parasitism



Objective 3: Environmentally responsive deer systems

- Mitigating environmental damage issues due to habitat/resource utilisation by farmed deer
- Production benefits vs costs of farming deer in extensive environments



Milestones



- Established over the six years of the programme
- Milestones can (and will) change as the science unfolds
 - New opportunities
 - New technologies (e.g. genetics)
 - Staff changes
- Current milestones provide the Governance Council a measure to check progress

20 February 2008



1st Governance Council Meeting
of
“Venison Supply Systems”