

## DEEResearch Project Funding

When planning research projects and making applications for funding, researchers should use the goals and objectives outlined in this brochure. They are one of the measures against which research grant decisions will be made. Other measures include overall industry benefit and achievability.

Proposals also need to meet the criteria of an industry good activity since funding is derived from levies paid by industry participants.

An industry good activity is one which:

- Is potentially financially beneficial to all New Zealand deer farmers; and
- Would not be undertaken by deer industry participants, either as a group or individually, because:
  - It is too expensive for them to do on their own; or
  - The benefits could not be captured by those making the investment

The DEEResearch funding process is as follows:

### Project Approval Process

#### Stage 1

##### Expressions of Interest

Expressions of Interest should align with DEEResearch goals and be addressed to DEEResearch, PO Box 10 702, Wellington. These need to be received by the 31st January each year.

Expressions of Interest should be limited to five pages with two page CV's appended, and should include:

- An agreement that DEEResearch can discuss Expression of Interest in confidence with other parties for consultation purposes
- Research objective(s)
- A list of the researchers/institutions involved (append two page 'FoRST format' CV)
- Details of other funding sources and amounts
- An outline of the proposed work
- The number of years work estimated
- The total budget required in each year
- Expected benefits for the New Zealand deer industry arising from the results
- Prior IP and management of IP developed
- An explanation of how the research will be transferred to the New Zealand deer industry quickly and efficiently.

On receipt of the Expressions of Interest DEEResearch will consult with industry stakeholders and experts as appropriate and will approve funding in April for research proposals that are supported by industry. Submitters of proposals for which further information is required before a funding decision can be reached will be asked to submit a detailed research proposal by the 30th of June.

#### Stage 2

##### Research Proposals

Research proposals should be addressed to DEEResearch, c/- Game Industry Board, PO Box 10 702, Wellington and be received by the 30th of June each year.

Research proposals should contain in addition to the Stage 1 material:

- All material elements of the research methodology
- Total costs, phased over the life of the project
- The total budget and funding sought from DEEResearch, phased over the life of the project
- A list of other contributors to the research and any funding commitments by them
- Milestones and reporting dates
- A payment schedule, linked to the achievement of milestones and receipt of reports
- A plan for technology transfer/uptake of research results by the industry
- An industry cost benefit analysis

Research proposals will be considered for approval at the July DEEResearch board meeting, and successful applicants will be advised soon after. From time to time the Board may call for and approve proposals to address specific issues.

All research will be undertaken in accordance with DEEResearch's standard Research Services Agreement. A copy can be obtained from:

DEEResearch  
PO Box 10702  
Wellington  
deeresearch@nzgib.org.nz



A joint venture between New Zealand Deer Farmers Association (NZDFA), New Zealand Game Industry Board (NZGIB) and AgResearch to undertake industry good research for the benefit of the New Zealand deer industry.

Shaping the Future of the New Zealand Deer Industry Through

- Accelerated Learning and Technology Transfer
  - Productivity Gains
- Sustainable Production and Environment
  - Deer Health and Welfare
  - Market Access and Development
- New Technologies and Wealth Creation
- Science Networks and World's Best Practice



The Directors of Deer Research represent:

- Deer Farmers
- Deer Processors & Marketers
- Tertiary Education & Research Providers



# DEER Research

# research goals

## Goal 1 Accelerated Learning and Technology Transfer

Increase deer industry profitability and value by facilitating the implementation of new technologies and best practice.

### Objectives

- Identify, develop and apply best practice models for on-farm implementation of new technology and management practice
- Incorporate within research projects a component on how new knowledge will be transferred to farmers and/or benefit their rural community, including the development of collaborative partnerships to facilitate this
- Encourage industry stakeholders and scientists to work closely together on the formulation and conduct of research.

## Goal 2 Productivity Gains

Ensure deer productivity gains exceed those of competitors and inflation combined.

### Objectives

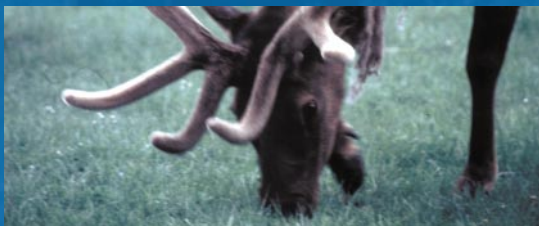
- Increase the utilisation and effective use of existing technologies
- Improve deer farm business efficiency, including profitability and use of capital
- Address workforce supply, expertise and skill levels for the deer industry.

## Goal 3 Sustainable Production and the Environment

Define the relationship between deer farming and the use of natural resources so that the New Zealand deer industry achieves sustainable production and verifies and enhances its "natural" image.

### Objectives

- Quantify and design ways to reduce the impacts of the deer industry on water and soil quality, biodiversity and the atmosphere
- Develop and apply nutrient budgeting in the context of deer farming
- Design and evaluate deer farm systems with low synthetic chemical inputs.

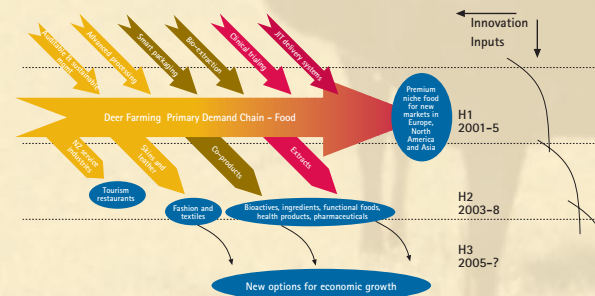


## Future Overview

### The New Zealand Deer Industry Beyond 2010

By 2010 the New Zealand deer industry is expected to have been transformed from the current seasonal supplier of partially branded farmed-feral game products, to a year-round supplier of high margin human health, fashion products, and long-life, premium chilled food options specifically developed for new discerning markets in Europe, North America and Asia. Through the combined outcomes of research and industry marketing, processing and packaging investment, chilled product (currently 16% by volume and 27% by value of venison exports) is projected by 2015 to grow to 55% of venison exports with a commensurate increase in value. In addition, on-shore demand for premium-earning deer food products will grow strongly through tourism.

Expansion of the industry's niche food markets, will also generate the volumes of raw material necessary to establish new value creation from human health and high fashion textile enterprises from deer by-products (illustrated below).



Meeting the demand for niche products is forecast to contribute to an 80% growth in the number of farmed deer, to 3.95 million over the next decade, and deer farming expected to cover an estimated 550,000ha by 2010.

To sustain this projected growth a range of new and expanded input services to the deer industry will be required to establish sophisticated processing plants for special ingredients and extracts; information technologies for faster market feedback and improved decision-making; and new ways to manage the impacts of deer on the environment - especially under the growing proportion of deer-only production systems.

Providing discerning niche markets with consistent, high quality year-round supply will also require widening the window of supply through on-farm technologies to reduce seasonality, and extending shelf-life through enhanced preservation technologies for chilled products.

To obtain these desired results, we will commission research, development and technology transfer opportunities, in accordance with our stated goals and objectives, to provide the industry with preferred access to science capability in areas of common interest to the industry. Such capability will support the international promotion of the New Zealand deer industry and provide access, through scientific agreements and alliances, to technologies of strategic importance to the industry.

## Goal 4 Deer Health and Welfare

Achieve high standards of deer welfare and health.

### Objectives

- Enhance deer health and minimise or eliminate impacts of disease
- Improve deer handling techniques, farm layout and facility design, and the use of shade and shelter, to reduce stress on deer and improve worker safety
- Develop systems to reduce risk of zoonoses.

## Goal 5 Market Access and Development

Ensure continued and improved access to international markets for New Zealand deer products.

### Objectives

- Enhance food safety and standards of animal health. Reduce product residues and minimise the effect and likelihood of other non-tariff barriers
- Align product attributes with consumer requirements consistent with the agreed industry strategy for positioning and developing new markets for New Zealand deer products.

## Goal 6 New Technologies for Wealth Creation

Pioneer world-leading deer production and processing research to create new technologies for high margin food, human health and fashion products.

### Objectives

- Design and evaluate new added value product options for venison and deer co-products
- Develop new and improved processing and packaging technologies for deer products.

## Goal 7 Science Networks and World's Best Practice

Enhance New Zealand's leadership in deer production and associated processing research.

### Objectives

- Ensure funded research is peer reviewed, scientifically robust, leading edge and published
- Identify new technologies and innovations and evaluate their potential to improve deer industry profitability.