



FRIDAY 26TH – SATURDAY 27TH MAY 2017 | TE WHAREWAKA FUNCTION CENTRE, WELLINGTON

Friday 26th MAY 2017

8.30 : 9.00	Welcome and State of the deer industry overview	Andy MacFarlane, DINZ Chairman Dan Coup, DINZ CEO
9.00 : 9.30	National Fresh Water Management policy within the Business of Farming Announcement of 2017 Premier Elworthy Environmental Award winner	Minister for the Environment: The Rt Hon Dr Nick Smith
9.30 :12.30	THE BUSINESS OF FARMING : MARKETING SESSION	
9.30 : 10.15	Successful business strategy and the 7 principles of profit	Bruce Cotterill. “Passionate leader of change, growth and improvement, Supported by FMG
10.15 : 10.40	Morning Tea	Industry Exhibition level 1
10.40 : 12.30	MARKETING VENISON	
10.40 : 11.00	International overview: Venison	Marianne Wilson. Venison Marketing manager DINZ
11.00 : 12.00	A conversation with the venison Marketing Companies .	Featuring Jan Kunz. Luiten. Netherlands, Silver Fern Farms, Alliance Group, Duncan NZ and company, Mountain River , Firstlight
12.00 : 12.30	Panel session	Panel session “New News” and interactive Q&A
12.30 : 1.15	Lunch	Industry Exhibition level 1
12.30: 2.00	Lunch and Partners in Agriculture Session Rowing club venue	Conversation and networking
1.15 : 2.15	THE BUSINESS OF FARMING: VELVET ANTLER.	Rhys Griffiths. Marketing Manager Asia Market update NVSB. New standards Panel discussion including velvet companies.
THE BUSINESS OF FARMING: ENVIRONMENTAL RESPONSIBILITY		
2.15 : 2.45	Presentation of the profiles of the 2017 environmental award farms	Lindsay Fung and George Williams
2.45: 3.05	Adding farm business value through farm environment planning and use	Corina Jordan Beef and Lamb NZ Environment Policy Manager NI
3.05 : 3.30	Responsive environmental management New thinking : Farmer and industry led initiatives	John Rodwell, Waka Programme, Te Hono Supported by First Light Foods

3.30 : 4.00pm	Afternoon Tea	Industry Exhibition level 1
4.00 : 5.00	THE BUSINESS OF FARMING: FUTURE VIEW : Riding the exponential wave of change	Kaila Colbin Curator Singularity University New Zealand Supported by Rabobank
5.00 : 5.30	CONCLUDING SESSION Q and A	DINZ Board
7.00pm 7.30-7.45	Pre dinner drinks seated for dinner Venue: Te Wharewaka Function Centre Deer Industry Award and Matuschuka Award	
Saturday 27th MAY 2017		
7.00 :8.15	Delegates Breakfast	Industry Exhibition level 1
8.30 : 10.30	Technical Session Short sharp technical and research updates and lessons and experiences from the Advance Party conference	DEEResearch Catharine Sayer and P2P via Innes Moffat Rob Aloe, Pania Flint Focus will be on planned new research project works and interspersed with great tales from the Advance Parties experiences Supported by Alliance Group Ltd
10.30 : 11.00	Morning tea	Industry Exhibition level 1
11.00 : 1.00	NZDFA AGM	

Speaker profiles

BRUCE COTTERILL. *Supported by FMG*



Bruce is a passionate leader of change, and is genuinely interested in business performance improvement. A lifetime leader, who focuses on clear objectives, enhanced personnel engagement and improved customer orientation he has continuously delivered vastly improved results through his involvement in organisations. He is now a professional director and advisor, and is a highly regarded business communicator assisting managers, leaders and their organisations to improve their performance and profitability. His recent consultancy activity has included assisting Telstra to identify more than \$100 million of profit improvement opportunity and advising the Canterbury Earthquake Recovery Authority in Christchurch, NZ. In his “spare time” he is a husband, father, lifeguard, ageing triathlete, competitive ocean swimmer and frustrated golfer.

As CEO he has lead turnarounds at real estate group Colliers, Kerry Packer’s ACP Magazines, and iconic New Zealand sportswear company Canterbury International. In 2008, he was asked by shareholders to step in as CEO of Yellow Pages Group to lead that Company through a period of dramatic change, including the restructure of the Company’s \$1.8 billion of debt. At the age of just 34, Bruce was appointed to lead Colliers, Australia’s number 1 commercial real estate organisation. Upon completing the turnaround there, he developed the 7 Principles of Profit and embarked on a new journey, speaking to corporate audiences and sharing his thoughts and ideas with executives and business owners. Since then, he has taken on three further CEO roles as well as countless directorships and consultancy projects. And although the experiences change, those 7 headings are just as relevant as they ever were.



KAILA COLBIN Supported by Rabobank

Ministry of Awesome co-Founder and chair Curator Singularity University

Kaila is the co-founder and trustee of Ministry of Awesome, is the Curator of TEDx Christchurch, NZ Ambassador to Singularity University and the founder and director of New Zealand social media consultancy Missing Link. She is also a PMP® certified Project Manager, Chairman of the Board of the New York-based Natural Gourmet Institute for Health and Culinary Arts, Deputy Chair of CORE Education Ltd, and a member of the Advisory Board for the Christchurch Transitional Architecture Trust.

"I'm a creative entrepreneur with a passion for extraordinary experiences and a fanaticism for excellent communication, a bridge builder between possibility and practicality. My purpose in life is to be an uplifting presence. I'm a TEDx licensee, an Ambassador for Singularity University, a Project Management Professional, and a graduate from Cornell University. I'm always delighted to hear about new business opportunities.

Specialties: Entrepreneurship. Ideas. Events. Making things happen. Connecting people. Project management. Social media marketing.

Kaila closed the November 2016, Rabobank F2F (Farm 2 Fork) international conference in Sydney last November and according to both William Oliver and Mike Wilkins was spell binding in that address. See You Tube, "riding the exponential wave of change"

We have asked here to keep that perspective related to the oncoming speed and width of technology evolution across so many fields, what that will look like and how niche high value high opportunity industry's like the deer industry might best add that technology evolution to our production and verification story and build and support a niche for modern deer farming business and a high end marketing and niche placement of NZ farm raised venison

Partners in agriculture programme



CORINA JORDAN Supported by First Light Food Beef and Lamb NZ

North Island Policy Manager for Beef & Lamb NZ, Corina is a qualified freshwater ecologist and geneticist. She draws the threads together to show the fundamental connection between good farm business and environmental outcomes.

Corina specialises in freshwater ecology and creating policy to sustainably manage land and water resources. Her work includes developing water quality and quantity standards and limits to safeguard ecosystem health and processes, establishing management

frameworks for farming within limits, and providing expert evidence for local, Environment Court and Board of Inquiry hearings.

In the last six years, Corina has been involved in several major policy processes to address the complex issues of sustainably managing land and water resources, including farming to environmental limits. Cases include the Horizons One Plan, the Ruataniwha Project, and the Canterbury Land and Water Regional Plan. Corina has also been involved with the Land and Water Forum, a collaborative governance process aimed at reforming water management in New Zealand. One of Corina's roles in the forum is to provide technical freshwater and planning advice on managing to limits.



JAN KUNZ

Jan Kunz is the co-owner of Luiten Food, a specialized importer and distributor of meat and poultry in the Netherlands. Luiten Food was established in 1938 and today Kunz, who has over 20 years' experience with the company, shares the ownership with Lennert Luiten, the third generation of the Luiten family.

Luiten Food has a longstanding partnership with Silver Fern Farms promoting their lamb, beef and venison into foodservice, retail and specialty food stores. Kunz and Luiten Food have been dedicated supporters of NZ venison for over 2 decades and in 2016 they joined the Cervena to the Benelux trial, part of the P2P programme playing a pivotal role in introducing Cervena as a summer eating option

to foodservice customers in the Netherlands, Belgium and Luxembourg.

Luiten Food recently expanded in 2016, with Kunz overseeing the addition of purpose built manufacturing and logistics facilities to their headquarters and the business now offers bespoke manufacturing and packing capabilities to both their retail and foodservice customers. Kunz will share at the conference his role as an importer and distributor, observations on the venison market in Europe and the introduction of Cervena to the Benelux, along with insights into customers and the types of activities that are needed to support the growth of NZ venison .

Saturday 27th am Technical Session

Coordinated via Innes Moffat P2P and Catharine Sayer DINZ Science and Policy Manager

Topic			
P2P	Innes Moffat		
Advance Party Stories		Farmers who have a story to tell	
Regional Workshops		Attendees that participated in RWs	Discussion
Growth curves/farm systems		Innes Moffat , Tony Pearse	
Animal health reviews		Lorna Humm	
DEEResearch			
Introduction		Catharine Sayer	
Genomics tools for deer farmers		Suzanne Rowe	
Recent/forthcoming DEERSelect improvements and implications for deer farmers		Sharon McIntyre	
Parasitology research		Jamie Ward	
DINZ investment into oral drench		Catharine Sayer	
Swede over-wintering trial		Geoff Asher	
Environmental work at Invermay		Geoff Asher	
Research programme update		Catharine Sayer	