Deer Enterprise - KPI Summary

P2P

Reproduction KPIs	Your Farm Target	Actual
MA Hinds		
Pregnancy percentage	0.00%	90.0%
Weaning percentage	0.00%	78.4%
Fawn survival to weaning	0.00%	87.0%
Herd efficiency	0.00%	45.8%
R2 Hinds		
Pregnancy percentage	0.00%	
Weaning percentage	0.00%	
Fawn survival to weaning	0.00%	
Herd efficiency	0.00%	

Spring Kill Finishing KPIs	Your Farm Target	Actual
Number above 85 kg by 1 November (Chilled Season)	0.00%	180
Mean Carcass Weight	0.0	52.0
Mean Sale Date	0-01-00	10-10-18
Mean Days to Finish	0	223
Mean Growth Rate g/d (based on 55% yield)	0	177
Finishing Margin (per head purchased)	$0	$134

Other Finishing Analysis	Your Farm Target	Actual
Deaths and Missing (%)		
Weaners Carried over %		

Replacement KPIs	Your Farm Target	Actual
Mating Weight - 1 February Weight	0	108
Proportion over Minimum Target for Mating (eg 80% of Mature Weight)	0	92%

Velvet Herd KPIs	Your Farm Target	Actual
Total Velvet Production (kg)	0	2,200
Total Velvet Income	$0	$250,000
Total Velvet Income $/kg	$0.00	$113.64
MA Stag - First Cut - Total Production (kg)	0	1,650
MA Stag - First Cut - Production per head (kg/hd)	0	5.50
MA Stag - First Cut - $/kg	$0.00	$110
MA Velvet Yield/kg Stag Liveweight	0	0

How to Use these Performance Analysis sheets

What the sheets are for

These **Performance Analysis Sheets** help you collate information to monitor and analyse your deer farm against targets you set for your operation. By comparing actual performance against your targets you can choose what actions to take.

It isn't necessary to fill in every detail, just record what you capture, and what you think is useful.

Only use the sheets that are relevant to your business. Each sheet includes a summary of the Key Performance Indicators at the bottom of the page.

As you enter information into each sheet the spreadsheets will start to produce graphs tracking performance.

This spreadsheet also includes some example targets for the Key Performance Indicators. These might not be relevant to your operation, but provide a guide to the targets that you could aim for.

How to Use This Spreadsheet

Save this file to your computer. Update the forms as required, and save a new version for following years.

The four input pages are access by Tabs at the bottom of this window: **Reproduction, Finishing, Replacements** and **Velvet**. Each covers a separate aspect of a deer enterprise.

Enter information only into the unshaded (white) cells. The shaded cells contain calculations or are blank. These shaded cells are protected and cannot be overwritten.

Each page is split into time periods marked by Separate boxes and into columns allowing mobs or age groups to be recorded separately. Alternatively, all animals can be recorded as one mob in one column.

It is not essential that all information is entered, but where row headings are in bold type, the information is essential to the calculations.

Some calculations will be incorrect if critical pieces of information are omitted, or where there are significant stock purchases or sales and some manual adjustment might be necessary.

Reproductive Performance Analysis

This spreadsheet allows breeding hind production to be recorded and analyses against some standard definitions of performance. Guide to assist completing the information when accurate observation is not possible:

Length of Gestation:

Red Hind x Red Stag	233 days
Red Hind and Elk/Wapiti Bull	238-240d
Elk Cow x Elk Bull	250 days

Fawn birth weight:

R2 Red Hind x Red Stag	8-9kg
MA Red Hind x Red Stag	9-10kg
MA Red Hind x Elk Bull	13kg
R2 Elk Cow x Elk Bull	16kg
MA Elk Cow x Elk Bull	18kg

Replacement Performance Analysis

This sheet is designed to monitor growth rates of replacement hinds. Weights in any period are adjusted to the indicated date, by automatically adding or subtracting the average liveweight gain achieved in the previous period. For improved accuracy, weigh as close as is practical to the indicated dates.

Missing a weighing period completely will not affect the calculated KPIs but will mean some of the interim growth rates do not calculate properly.

Finishing Performance Analysis

This sheet is designed to assess performance of operations designed to hit the chilled season. Weights in any period are adjusted to the indicated date, by automatically adding or subtracting the average liveweight gain achieved in the previous period.

For improved accuracy, weigh as close as is practical to the indicated dates.

Missing a weighing period completely will not affect the calculated KPIs but will mean some of the interim growth rates do not calculate properly.

Any yearlings on hand at 1 May would effectively be carried over to the next season, but calculate their value (as at 1 May) as part of the chosen finishing season.

Velvet Performance Analysis

This sheet overviews production by age group and seasonal summary. Many velvet producers will also choose to measure animals individually.

Spiker and R2 production are measured separately because they are often considered as replacements and culled heavily, so should not impact the analysis of MA velvet production.

The graph at the bottom of the Velvet sheet will populate only when the 'Velvet Weight by Grade' table is filled.

Reproductive Performance Analysis

Farm:	AAA
Mating/calving year:	2017

P2P

Data input - add your data in this section

Required fields
All mating, pregnancy testing (with the exception of total hinds PT'd which is calculated based on your input) and weaning rows are essential to calculate reproduction KPIs for both R2 and mixed age hinds. Adjustments can be entered optionally.

Mating	R2 hinds	MA hinds
Number of hinds mated	100	500

Pregnancy testing (PT)	R2 hinds	MA hinds
Number of hinds PT'd in-fawn and kept		450
Number of hinds PT'd in-fawn and culled/sold		0
Number of hinds PT'd dry and culled		50
Total hinds PT'd	0	500

Weaning	R2 hinds	MA hinds
Number of fawns weaned		400
Average weight of fawns at 1 March		55
Average weight of hinds at 1 March		120

Adjustments	R2 hinds	MA hinds
Number of hinds purchased prior to PT	0	0
Number of hinds sold prior to PT		
Number of in-fawn hinds purchased after PT		10
Number of hinds wintered/set-stocked		460

How you're tracking for your reproduction KPIs - no need to enter data in this section

Actual values are calculated from your input data and cannot be manually altered (grey cells).Target values can be entered optionally. Hover over cells with red mark to read additional comments.

Reproduction KPIs	Actual		Target		Industry benchmark	
	R2 hinds	MA hinds	R2 hinds	MA hinds	R2 hinds	MA hinds
Pregnancy percentage		90%			90%	97%
Weaning percentage		78%			80%	91%
Fawn survival to weaning		87%			92%	95%
Herd efficiency		46%				51%

Venison Finishing Performance

P2P

How is your venison finishing performance? What are your venison production targets?
Use this sheet to calculate Average Carcass Weight, Average Kill Date and % killed in the chilled season.   Compare to industry benchmarks for good performance.

Required fields		
Farm:	BBB	
Weaning/purchase year:	2018	

Data input - add your data in this section

Required fields

Please fill out all rows when completing a column (within either weaning/purchase info table or kill information table). Each row is required to calculate finishing KPIs. Complete finishing KPIs can be calculated once information is added into both weaning/purchase info table and kill information table. Kill date will show as red if date is outside of 1st May of weaning/purchase year to 30th April the following year - the information will still be used to calculate KPIs and data summaries but this is a flag to check kill date is correct.

Weaning/Purchase Info	Example	lot 1	lot 2	lot 3	lot 4	lot 5	lot 6	lot 7
Date (Weaning or Purchase)	01-03-16		01-03-18					
Number	200		200					
Weight (Sample wt adequate)	50		55					
Start Price/Head	$250		$6.50					

Kill information	Example	kill 1	kill 2	kill 3	kill 4	kill 5	kill 6	kill 7
Number Killed	175		180					
Average Carcass Weight	55		52					
Kill date^	10-10-16		10-10-18					
$/kg net	$9.00		$10.50					

^ If this remains red, check dates are not out of range (1st May of weaning/purchase year to 30th April following year)

How you're tracking for your finishing KPIs - no need to enter data in this section

Actual values are calculated from your input data and cannot be manually altered (grey cells). Target values can be entered optionally. Hover over cells with red mark to read additional comments.

Finishing KPI's	Actual	Target	Industry benchmark*
Killed by 1 Nov. (chilled)	180		
>85kg at 1 Nov. (chilled)	180		
Percentage of finishing weaners killed by 1 Nov	90%		
Percentage >85kg by 1 Nov	90%		70%
Average Carcass Weight	52		56kgs
Average Sale Date	10-10-18		11 November
Average Days to Finish	223		355 days
Average Growth Rate g/d (based on 55% yield)	177		256g/day
Finishing Margin (per head purchased)	$134		

Average of DPT data for Spring Finish High Growth BV deer

Summary data - optional to enter data in this section

Grey cells are calculated from your input data and cannot be manually altered. Additional data can be manually entered into white cells to better inform KPI and summary data calculations. Text describing additional data fields will remain green until data has been entered in corresponding white cell.

Animal numbers	Actual
Number weaned/purchased	200
Number killed	180
As of 1st Nov, how many animals do you have on hand above 85kgs*	
Number of replacement hinds retained	
Number of spikers retained for mating	
Number of spikers retained as velveting stags	
Yearlings on hand at last count (n)	
Weaners carried over (% of weaned/purchased)	
Missing and deaths (n)	
Missing and deaths (% of weaned/purchased)	

Summary of animals weaned/purchased	Actual
Average weight	55
Average start price/head	$358
Average weaning/purchase date	01-03-18

Summary of kill information	Actual
Average carcass weight	52
Average kill date	10-10-18
Average days to finish	223
Average price/head (net)	$546
Average $/kg net	$10.50

Velvet income	Actual
Total income from Spiker Velvet	

Other	Actual
Average growth rate (wean-slaughter)	177
Yearlings on hand (est value) $/head	
Finishing margin (per head purchased)	$134

Notes for Season:

Replacement Hind Performance Analysis Sheet

Farm: **ccc**

Year: 2017

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	Line 1	Line 2	Total	Target
Weaning/Purchase Info	Start			Start
Weigh Date	01-03-17		01-03-17	
Number	200		200	
Weight	50		50.0	
Minimum Target Weight (kg)	40		40	
Number below Minimum Target	10		10	
Proportion below Minimum Target	5%	0	5%	
Start Price/Head	$250		$250	
1 June	01-06-17			1 June
Weigh Date	05-06-17		05-06-17	
Number	199		199	
Weight	70		70.0	
Minimum Target Weight (kg)	60		60	
Number below Minimum Target	10		10	
Proportion below Minimum Target	5%	0	5%	
Autumn Lwt Gain	208	0	208	
Weight Adjusted to 1 June	69.2	0.0	69.2	
1 September	01-09-17			1 Sept
Weigh Date	09-09-17		09-09-17	
Number	199		199	
Weight	80		80.0	
Minimum Target Weight (kg)	70		70	
Number below Minimum Target	10		10	
Proportion below Minimum Target	5%	0	5%	
Winter Lwt Gain	104	0	104	
Weight Adjusted to 1 Sept	79.2	0.0	79.2	
1 November	01-11-17			1 Nov
Weigh Date	10-11-17		10-11-17	
Number	198		198	
Weight	95		95.0	
Minimum Target Weight (kg)	90		90	
Number below Minimum Target	10		10	
Proportion below Minimum Target	5%	0	5%	
Spring Lwt Gain	242	0	242	
Weight Adjusted to 1 Nov	92.8	0.0	92.8	
1 February	01-02-18			1 Feb
Weigh Date	15-01-18		15-01-18	
Number	197		197	
Weight	105		105.0	
Minimum Target Weight (kg)	95		95	
Number below Minimum Target	15		15	
Proportion below Minimum Target	8%	0	8%	
Summer Liveweigh Gain	152	0	152	
Weight adjusted to 1 February	107.6	0.0	107.6	
Value $/hd	$500		$500	

Replacement KPIs		Actual	Target
Mating Weight – 1 February Weight		107.6	0
Proportion over Minimum Target for Mating (eg 80% of Mature Weight)		92%	

Replacement Target Liveweights

Replacements - Proportion Below Minimum Targets
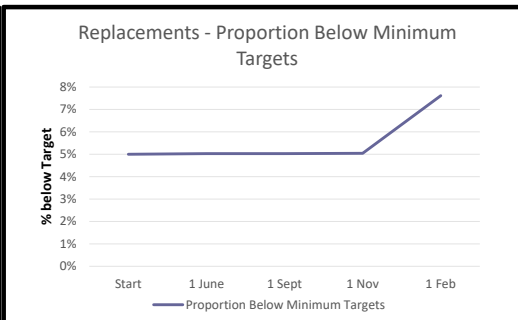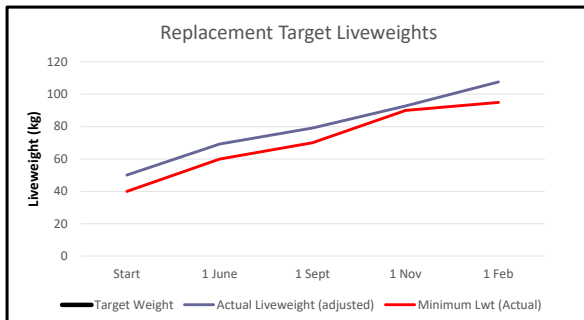
Notes for Season

Velvet Performance Analysis Sheet

Farm: DDD
Year: 2017

P2P

	R3	R4	R5	R6	R7	R8	R9	R10	R10+	Total MA
					MA Stags					
Date of condition scoring or weighing										
Condition Score (Button Drop / Sorting Date)										
Liveweight (Button Drop/Sorting Date)										0

1st Cut

	R3	R4	R5	R6	R7	R8	R9	R10	R10+	Total MA
Number Cut			100	200						300
Total Wt. (kg)			450	1200						1650
Ave Wt./head (kg)			4.50	6.00						5.50
Target Velvet Wt. (kg/head)			4.00	5.00						
$/kg			$110	$110						$110

Regrowth (either by age group or Total)

	R3	R4	R5	R6	R7	R8	R9	R10	R10+	Total MA
Number Cut			100	200						300
Total Weight			150	400						550
Ave/head			1.50	2.00						1.8
$/kg			$120	$120						
Stag Liveweight in January			190	200						
Total Calculated Velvet Income	$0	$0	$67,500	$180,000	$0	$0	$0	$0	$0	$247,500

Replacement Stags

	Spiker	R2	Total
Date of weighing or condition scoring			
Condition Score (Button Drop / Sorting Date)			
Liveweight (Button Drop/Sorting Date)			

Velvet Cut (Replacement Stags)

	Spiker	R2	Total
Number Cut			0
Total Wt. (kg)			0
Ave Wt./head (kg)			0
$/kg			0
Total Calculated Velvet Income	$0	$0	$0

Velvet Weights by Grade

Velvet Weights by Grade	Ave Price/Grade	Total kg	Percent by weigh	Income $	Income %
Super A (Total kg)			0.00%	$0	0.00%
A	$120.00	650.0	29.55%	$78,000	31.20%
B	$110.00	600.0	27.27%	$66,000	26.40%
C	$100.00	400.0	18.18%	$40,000	16.00%
D			0.00%	$0	0.00%
Any velvet graded *Long*			0.00%	$0	0.00%
Damaged			0.00%	$0	0.00%
Spiker			0.00%	$0	0.00%
Regrowth	$120.00	550.0	25.00%	$66,000	26.40%
Hard Antler			0.00%	$0	0.00%
Other			0.00%	$0	0.00%
Total	$113.64	2200.0	100.00%	$250,000	100.00%

Velvet Herd KPI's

Velvet Herd KPI's	*Your Farm Target*	Actual
Total Velvet Production (kg)		2,200
Total Velvet Income		$250,000
Total Velvet Income $/kg		$113.64
MA Stag - First Cut - Total Production (kg)		1,650
MA Stag - First Cut - Production per head (kg/hd)		5.5
MA Stag - First Cut - $/kg		$110.00
MA Velvet Yield/kg Stag Liveweight		0

Velvet Income By Grade

Hard Antler, 0.00%
Other, 0.00%
Super A (Total kg), 0.00%
A, 31.20%
Regrowth, 26.40%
Spiker, 0.00%
Damaged, 0.00%
Any velvet graded Long, 0.00%
C, 16.00%
D, 0.00%
B, 26.40%
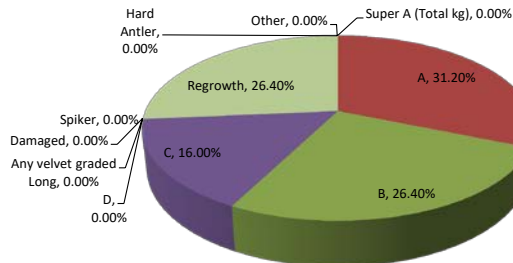
NOTES FOR SEASON:

Deer Industry KPI Targets

P2P

Breeding KPIs	Industry Benchmark*
Weaning Percentage (Total Fawns Weaned divided by No Hinds Mated)	93%
(Plus minus pregnant hinds bought/sold)	
Herd Efficiency (kg Fawn weaned divided by kg Hind Wintered)	0.51
Weaning Weight (kg)	57kgs
Pre Wean Fawn Growth (g/d)	410g/d
Days Birth to Weaning	120

* Examples of good performance provided by AgResearch

Other Breeding Analysis	Industry Benchmark*
Dry Rate (No. Drys divided by No. Hinds PTed)	3%
Mating Efficiency (No. In-fawn Hinds divided by No. Hinds Mated)	97%
Hind Efficiency (Total kg Fawn weaned divided by No. Wintered)	53

* Examples of good performance provided by AgResearch

Spring Kill Finishing KPIs	Industry Benchmark**
Number above 85 kg by 1 November (Chilled Season)	70%
Mean Carcass Weight	56kgs
Mean Sale Date	11 November
Mean Days to Finish	355
Mean Growth Rate g/d (based on 55% yield)	256

**Average of DPT data for Spring Finish High Growth BV deer

Other Finishing Analysis

Deaths and Missing (%)	2%