

Productivity Improvement Programme

(Day one participants feedback)

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Emphasis on the whole Deer Industry or individual deer farmers?

- **Response A (19%)**
 - Individuals who want to, and can change.
 - If we focus on the wider Industry then too slow and too costly.
 - Money is better spent on individuals who want to change
- **Response B (20%)**
 - Focus on those who want to and can change; and the rest will follow
- **Response C (28%)**
 - Should aim at a whole Industry change but use early adopters to lead the way
- **Response D (32%)**
 - Wider spend over the Industry
 - Opportunities should be given to everybody
 - As a levy payer everyone should be given equal opportunity

Early Adopters influencing others

- **Response A (17%)**
 - Use all forms of information channels
 - Provide stories of success
 - Demonstration of success by “Press
- **Response B (21%)**
 - Showcase and discuss at field days
 - Encourage the rest to follow
- **Response C (32%)**
 - Support early adopters and influence change through local networks
 - Local leadership and encouragement
- **Response D (34%)**
 - Prove that it works financially and change will occur
 - Show me the money

Information and confidence for change

- **Response A (17%)**
 - Easily understood and easily accessible information is needed
- **Response B (32%)**
 - Proof that the change is financially beneficial and it will work in practical terms, must be provided
- **Response C (34%)**
 - Field days and local networks are the preferred ways of influencing change
- **Response D (19%)**
 - Clear financial benefits and back-up support is necessary to give confidence to change

Can we learn from other Industries?

- **Response A (37%)**
 - Dairy Industry: Genetic improvement, Co-operative business model, benchmarking and monitoring systems, training of young people
- **Response B (40%)**
 - Sheep & Beef Industry: Monitoring systems, mixed livestock integration, feed management, yield grading and leverage of funds
- **Response C (14%)**
 - Chain Partners: Products for niche markets, premium product/premium reward
- **Response D (9%)**
 - Deer Industry: Can do it on its own