



## QUARTERLY PROGRESS SUMMARY: April to June 2015

Passion 2 Profit

### Summary of progress during this quarter

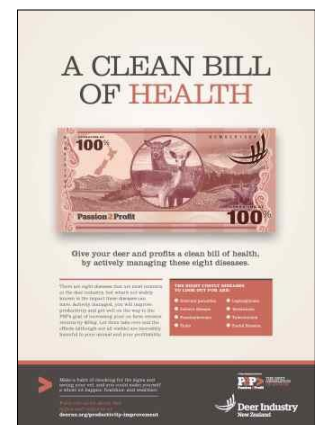
#### Marketing Premium Venison

- Implementation of the Non-seasonal Sales Trial of Cervena in the Netherlands
- Agreement on required direction for Industry Brand Development in China
- Development of a Brief for the Appellation Development Project
- Agreement on research needs for Chinese Market Development.



#### Market Led Production

- Completion of the Clean Bill of Health Awareness Campaign.
- Appointment of a Feeding Group Project Manager
- Agreement of Feeding Group Terms of Reference
- Development of Annual Plans for the Feeding, and Genetics Groups
- Meeting with Animal Health experts to develop the Animal Health project plan.
- Presentation of Clean Bill of Health project at the national red meat veterinary conference.



### Key highlights and achievements

#### Cervena to Europe

- Sales of Cervena Venison are in-line with customer's requirements
- Venison Marketing Group giving consideration to further expansion of the concept.

#### Clean Bill Of Health

- Awareness programme achieved aims of increasing awareness of health issues impacting on profitability and engaging with veterinarians

## Collaboration with other PGP Programmes

- Discussions with FarmIQ on recording selected deer farmers data.
- Attending RMPP meetings on single farm quality assurance scheme
- Briefing from RMPP on data collection and integration projects
- Briefing from RMPP on farmer segmentation survey and engagement strategies.
- Ongoing collaboration with RMPP, FarmIQ and Marbled Grass-Fed Beef through mutual partners.



## Collaboration with other Government Agencies

- Discussions with NZTE on co-funding aspects of the marketing premium venison projects
- On-going funding of the development of Advance Parties by MPI's Sustainable Farming Fund.

## Upcoming

- Appointment of brand development agency to undertake Appellation development project
- Appointment of market research firm to conduct initial Chinese market scoping exercise
- Assess impact of Cervena non-seasonal trial
- Marketing Working Group to decide upon next steps in non-seasonal markets
- Seek agreement in principle from all marketing companies on the Industry Agreed Standards for on-farm quality assurance programme.
- Convene Animal Health Group
- Agree Animal Health work programme
- Appoint an Animal Health Champion
- Agree terms of professional development project with NZVA
- Convene P2P Genetics group, and agree priorities for market-led genetic breeding values
- Issue first tranche of Deer Fact Sheets
- Progress development of customised data provision for individual producers

## Investment

<b>Investment period</b>	<b>Industry contribution</b>	<b>MPI contribution</b>	<b>Total investment</b>
During this Quarter	\$103,515	\$103,514	\$207,029
Programme To Date	\$103,515	\$103,514	\$207,029