



GLOBAL AGENDA FOR
SUSTAINABLE LIVESTOCK



FROM CRISIS TO ACTION

**Lessons from COVID-19 for Building a Better Future
through Sustainable Livestock**

The New Zealand Farmed Deer Sector

A Supplier to the World's Restaurants

Innes Moffat – *Deer Industry New Zealand*

Online MSP Meeting **14-18 September 2020**

Sector Details

- 1,400 farms with deer in New Zealand
- 50 years professionally farming deer, integrated with sheep/beef systems
- Sales ≈ \$300 million p.a.
 - 1/3 Chilled venison
 - 1/3 Frozen venison
 - 1/3 Deer co-products and other
- Exporting > 95%
 - 1/3 Asia,
 - 1/3 EU,
 - 1/3 USA and other



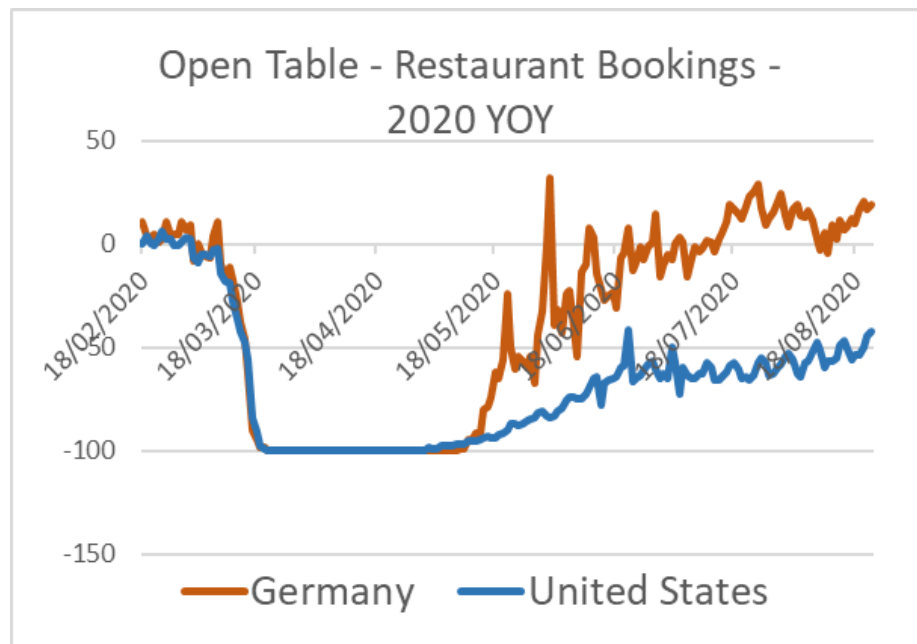
Impact

External

1. Market access
2. Inventory management
3. Reduced food service demand

Internal

1. Farmer welfare
2. Animal welfare
3. Processing capacity
4. Farm systems adjustments



Response and Future

- Resolve and protect access
- Get close to customers
- Transparency on supply chain bottle necks
- Expand existing retail accounts

- Short-term:
 - Repricing strategies
 - Online/home delivery
 - Manufacturing sector

- Longer-term:
 - Revised retail product forms
 - NPD - Snacks and convenience
 - Health food categories
 - Focus on quality





Thank you

