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