

# Venison production & pricing trends

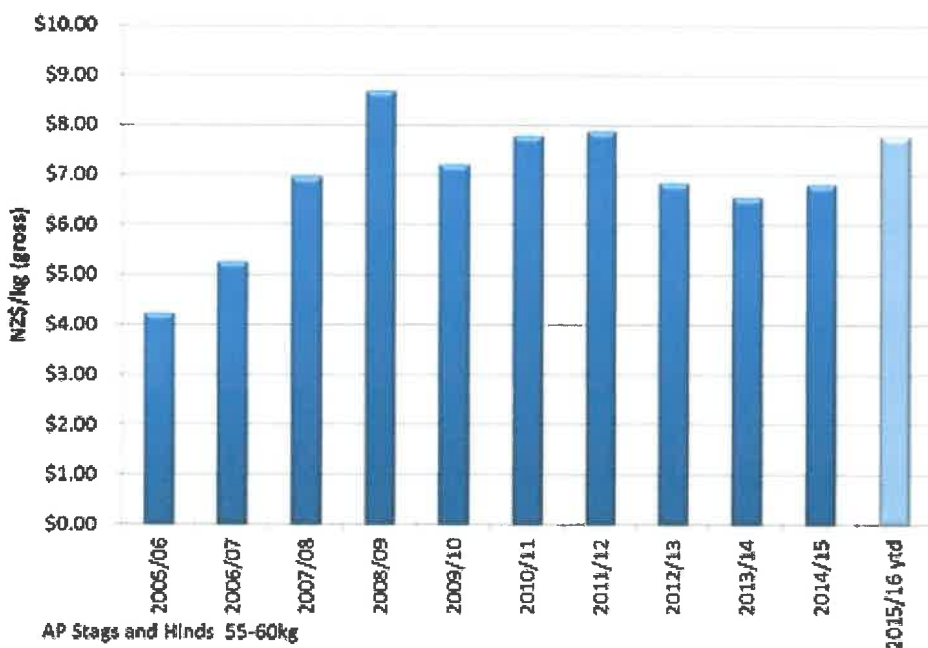
Farmed Venison Production (Hot Carcass Weight) 2005 to 2015

	2005/6	2006/7	2007/8	2008/9	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15
tonnes	40,088	32,893	32,318	27,290	21,339	22,920	22,812	23,773	23,340	21,374
% Change		-17%	1.7%	-15.7%	21.8%	7.4%	0.5%	4.2%	1.8%	-7.3%

Source: DINZ

Total venison production of 21,374 tonnes in the 2014/15 season was down 7.3% on the previous year. The reduction was due to fewer animals being available for due to the smaller national herd, plus, an increase in the number of stags being retained on farms.

## Venison Schedule - weighted average farmgate price.



### Stable Market Prices.

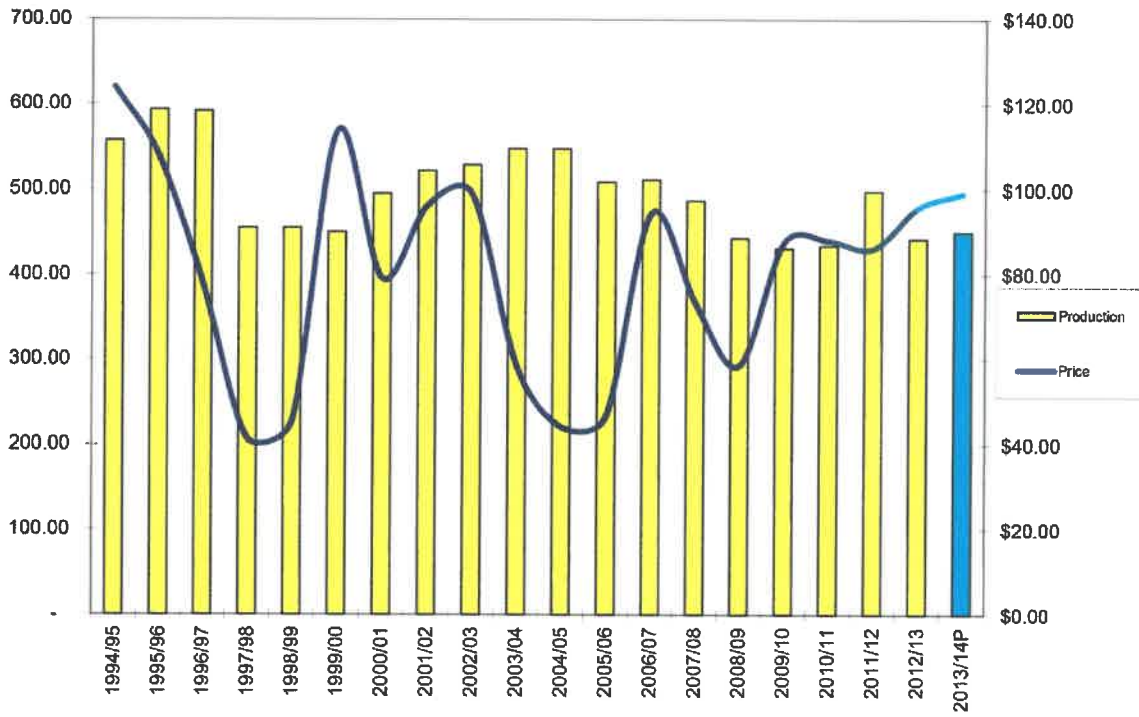
After a difficult period of over-supply through the mid-2000s venison returns have proven among the most stable of New Zealand's primary products. A spike in farmer returns in 2008 was driven by the weak value of the NZD. Stable volumes and market diversification have led to less volatile returns since 2006.

Since 2007 the weighted average venison schedule has been \$7.39/kg (gross).

The venison industry will not be immune from changes in market conditions, exchange rate fluctuations and competitive forces, therefore prices will continue to fluctuate, but the sector looks forward confidently to continuing strong, stable returns

# Velvet production and pricing trends

Graph 1 indicates the NZ velvet production levels (tonne) and from 1994 - 2013E.



<b>Deer SU Calculations</b>									
Deer Stock Units Equivalents According to Age, Sex and Breed									
Breed	R1		R2		R3		M/A		
	Hind	Stag	Hind	Stag	Hind	Stag	Hinds	Velvet Stags	Breeding Stags
Fallow	1	1.2	1.6	1.6	1.7	1.9	1.7	1.9	2.1
NZ Red	1.5	1.7	2	2.3	2	3	2.2	3.2	3.5
European Red	1.6	1.8	1.9	2.5	2.2	3.2	2.4	3.5	3.8
Hybrid (Red x Wapiti)	1.6	1.8	1.9	2.5	2.2	3.2	2.4	3.5	3.8
Fiordland Wapiti	1.8	2	2.1	2.7	2.4	3.5	2.6	3.8	4
Canadian Wapiti	2	2.2	2.4	2.9	2.7	3.9	2.8	4.2	4.8

Source: Deer Industry New Zealand

<b>Enter deer numbers into cells</b>									
Breed	R1		R2		R3		M/A		
	Hind	Stag	Hind	Stag	Hind	Stag	Hinds	Velvet Stags	Breeding Stags
Fallow									
NZ Red									
European Red									
Hybrid (Red x Wapiti)									
Fiordland Wapiti									
Canadian Wapiti									

Total Deer Stock Units

Total Sheep Stock Units

Total Cattle Stock Units

Total Stock Units

Effective Hectares

SU/Hectare

Sheep	SU	head
Ewes	1	
Hoggets	0.7	
Wethers	0.7	
Rams	0.8	

Beef Cattle	SU	head
M.A. Cows	5.5	
Heifers 2.5 Yr	5.5	
Heifers 1.5 Yr	4.4	
Heifers Weaner	3.5	
Bulls Weaner	4.5	
Steers Weaner	4.5	
Steers 1.5 Yr	5	
Steers 2.5 Yr	5.5	
Bull Beef 1.5 Yr+	5.5	
Bulls Breeding	5.5	
Grazing Dairy Cattle	4.5	

Source: Beef+LambNZ