



Venison Production Report

Farm:

Farm ID:

Contact:

Meat company supply codes

Mountain River Venison:

Feilding Venison Packers:

Duncan New Zealand Ltd:

Silver Fern Farms:

Alliance Group Ltd:

Progressive Meats Ltd:

Otago Venison Ltd:

About this venison production report

This report has productivity and animal health information for deer from your farm. It is completely confidential and not distributed without your consent.

It is quick, easy performance information for your deer unit with industry-wide benchmarks for comparison.

For a more complete understanding of your deer unit performance, add this information to your records on reproduction, conception, and live weights. Discuss these key performance indicators with your veterinarian and/or consultant to identify opportunities to meet or grow your farm management goals.

Optimising herd health and productivity is a key part of the Passion2Profit programme, along with feeding and genetics. The Passion2Profit programme is the Deer Industry initiative to raise returns to deer farmers.

The report includes the following information, and industry benchmarks for comparison where appropriate:

- Tallies of young and mature deer processed and carcass weight produced
- Dollars per head for young and mature deer
- Monthly tally of all deer processed
- Rate of Johne's disease-suspect lesions
- Loss of carcass weight associated with Johne's disease-suspect lesions
- NAIT tag details of deer identified with Johne's disease-suspect lesions
- For young deer:
 - Average carcass weight
 - Average kill date
 - Average growth rate

Important information for report calculations:

Season: August 1 – July 31.

Industry benchmarks: The calculation and interpretation of these is explained on the last page.

Young Deer: Deer 3 years old or younger (by industry standard). Growth rates in this report assume deer are 18 months old or less. They may be inaccurate if significant numbers of R2s or R3s are processed. To remove them for maximum report accuracy ring (0800 456 453) or email (info@deerpro.org.nz) with their kill date and line number. Updated reports are emailed automatically.

Average days to finish for young deer: days from November 25th (estimated birth date) to slaughter.

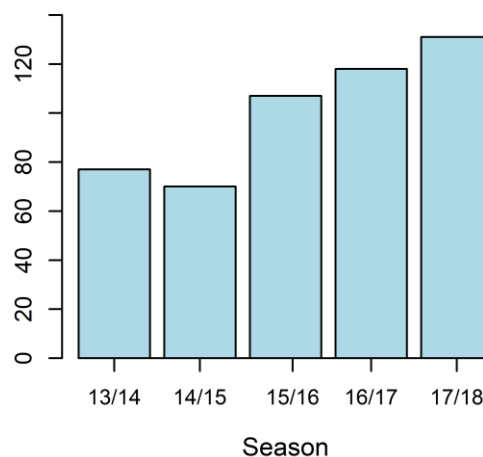
Average growth rate for young deer: grams per day from November 25th to slaughter, assuming birth weight of 10kg and dress out of 55%. **IMPORTANT:** this assumes 'young' deer from your farm are under 18 months of age (see point above on young deer).

Dollars per head: based on the weekly schedule values published by Agrifax.

Cover image: courtesy Phil Stewart

Venison production performance

<i>"Young" deer last season</i>	
Tally	131
Avg carcass weight	52.4
	2.6 kg lighter*
Avg kill date	11 February 2018
	33 days later*
<i>* compared to industry average</i>	



Season tallies of young deer from your farm

Summary of your production and value for all deer

	2013/14	2014/15	2015/16	2016/17	2017/18
Tally (young)	77	70	107	118	131
<i>Total carcass weight</i>	4902	4192	6855	7205	6870
<i>Average \$ per head</i>	\$398	\$380	\$472	\$440	\$553
Tally (mature)	12	19	34	53	5
<i>Total carcass weight</i>	880	1540	2954	5171	440
<i>Average \$/head</i>	\$487	\$513	\$631	\$699	\$886
Tally (total)	89	89	141	171	136
<i>Total carcass weight</i>	5782	5733	9809	12376	7310
<i>Average \$/head</i>	\$410	\$408	\$510	\$521	\$565

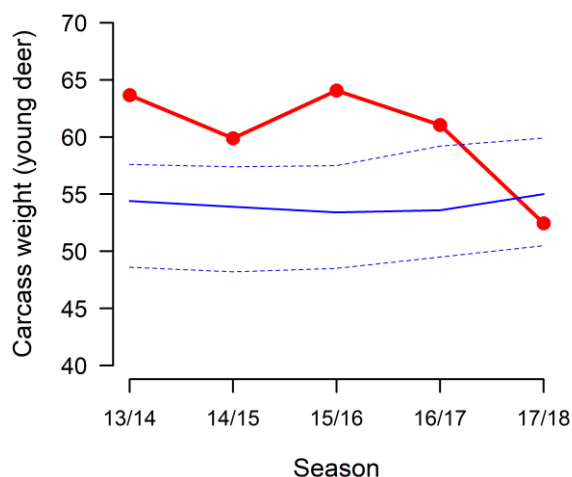
* Refer to page 2 for the definition of 'young' deer

Summary of performance for your young deer

	2013/14	2014/15	2015/16	2016/17	2017/18
Average carcass weight (kg)	63.7	59.9	64.1	61.1	52.4
<i>Industry average</i>	54.4	53.9	53.4	53.6	55.0
<i>Your avg compared to industry</i>	9.3	6.0	10.7	7.5	-2.6
Average kill date	26-Feb-14	14-Feb-15	24-Mar-16	21-Feb-17	11-Feb-18
<i>Industry average</i>	22-Jan-14	12-Jan-15	1-Jan-16	9-Jan-17	9-Jan-18
<i>Your avg compared to industry</i>	36	34	83	43	33
Average growth rate (g/day)*	233	223	219	223	195
<i>Industry average</i>	225	219	222	227	229
<i>Your avg compared to industry</i>	8	4	-3	-4	-34
Average days to finish	460	448	487	455	444
<i>Industry average</i>	416	422	411	403	412
<i>Your avg compared to industry</i>	44	26	76	52	32
JD-suspect lesion rate (%)	0.0	0.0	0.0	0.8	0.8

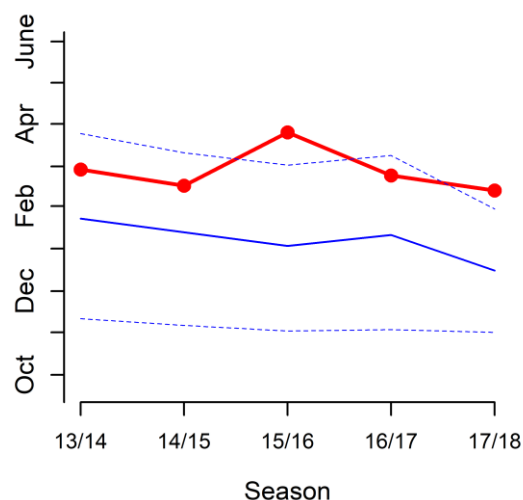
* ASSUMES "YOUNG DEER" ARE UNDER 18 MONTHS OLD

Production goals depend on good animal health. An animal health risk assessment is an easy and effective way of optimising time and money spent on the health of your deer. A guideline for this assessment has been created as part of the P2P.



Average carcass weight for your young deer compared with the middle 50% of all young deer (blue band)

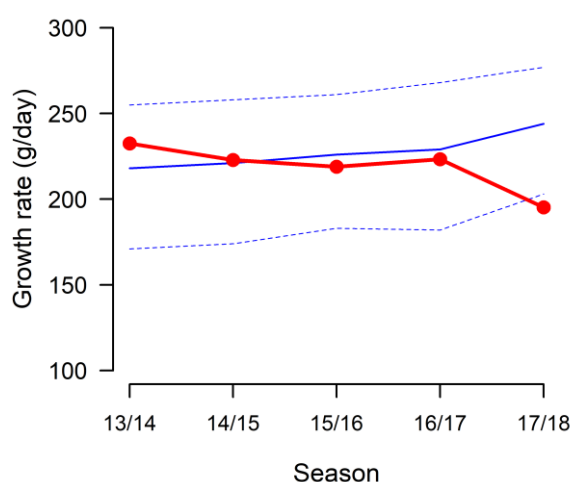
*** Refer to page 2 for the definition of 'young' deer**



Average kill date for your young deer compared with the middle 50% of kill dates for all young deer (blue band)

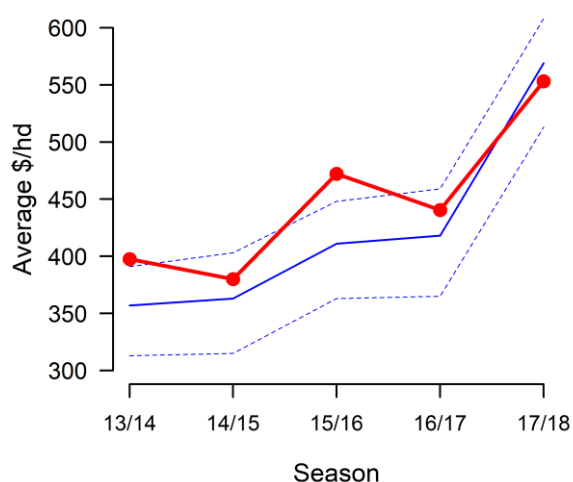
Venison production farm types and objectives vary a lot across the industry. Still, virtually everyone can achieve heavier animals and an earlier kill by using sire stags with higher Breeding Values (BVs) for growth. Stags with EBVs of +24 (24kgs higher than average) can add 12 kgs to finishing weights compared with 'average' stags. A list of the latest sires with high growth BVs, and the studs using them is here: <http://deernz.org/deerhub/deer-information/genetics/deerselect/latest-deerselect-sire-summaries/european-composite-sires>.

A video showing how the BV table can be used is here: <https://www.youtube.com/watch?v=OoJ2Pl-uXsA>



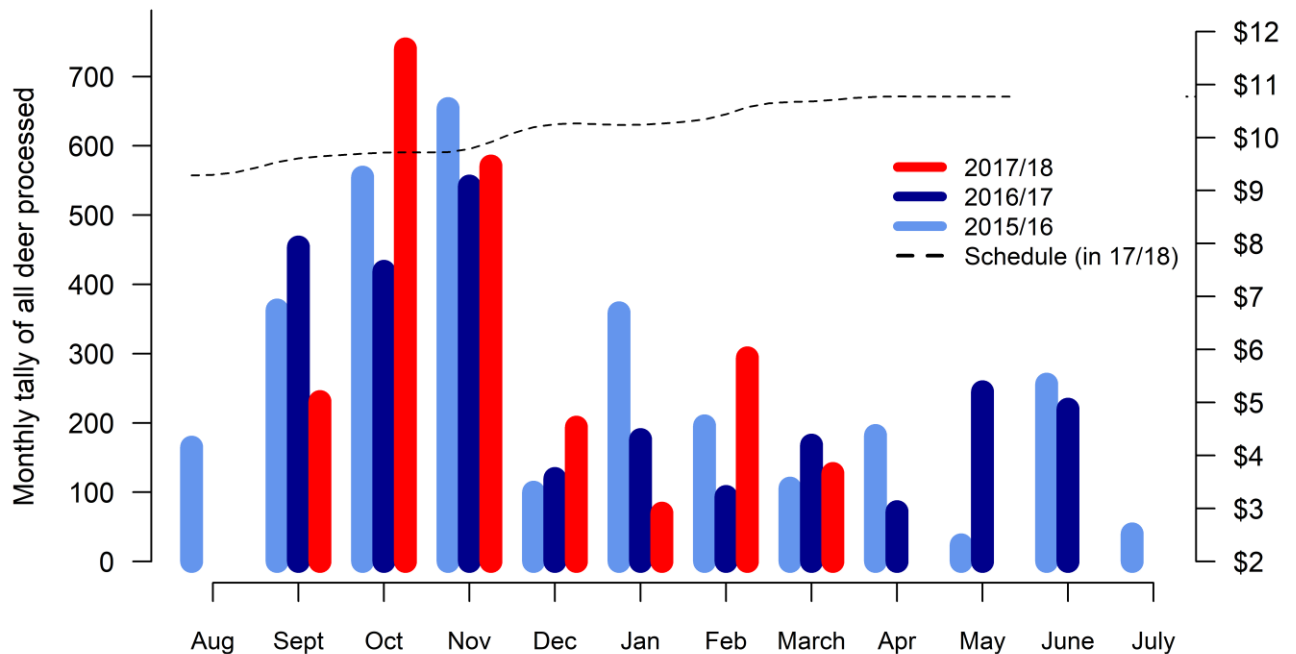
Average growth rate for your 'young' deer (grams per day from birth to slaughter) ASSUMES THEY ARE UNDER 18 MONTHS OLD

*** Refer to page 2 for the definition of 'young' deer**



Average dollars per head for your 'young' deer compared with the middle 50% of all young deer (blue band)

Monthly tally for all deer over the last three seasons with the schedule price for the current season



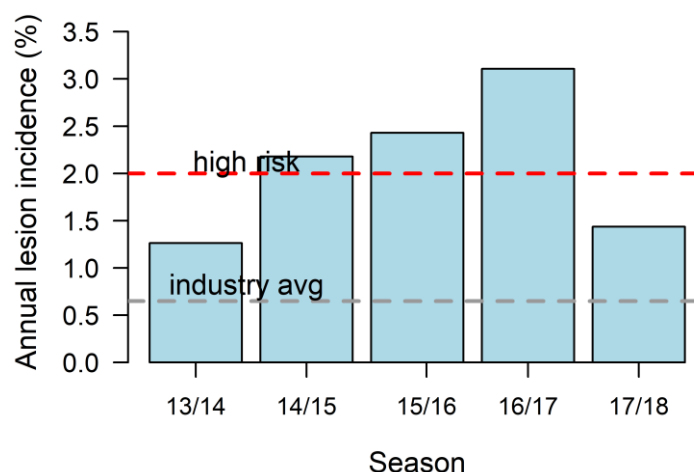
Calculating the best time and weight to process deer is complex. Change in the schedule, live weights, and feed costs/utilisation need consideration.

P2P has produced a deer growth tool (<http://deernz.org/deer-growth-curves>) which can help with this. It allows you to set targets for deer growth rates and monitor progress. It also lets you predict gross revenue from different finishing options.

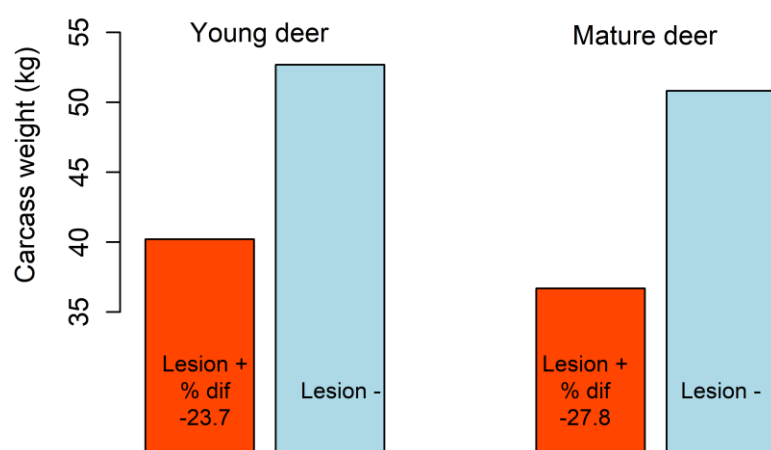
Strategic feeding options are available in the Deer Facts sheet on feeding finishing deer:

http://www.deernz.org/sites/dinz/files/DeerFact_SpringVenison_Web.pdf

Surveillance for Johne's disease



Incidence of JD-suspect lesions in your deer



Difference in carcass weight between your deer with (+) and without (-) lesions from this farm

The industry average figures for comparison are 4.8% lighter for young deer and 16.0% lighter for mature deer.

Details for your deer processed last season with JD-suspect lesions

Tag	Date	Sex	Age
942 000015730615	2015-09-02	S	young
942 000015730870	2015-09-02	H	mature
942 000015766801	2016-02-02	S	young
942 000021321136	2016-01-18	S	young

Johne's disease can be successfully and cost-effectively controlled. It is best to incorporate control as part of a deer health review (template [here](#)) with a veterinarian on the Deer Special Interest Branch of the New Zealand Veterinary Association. Contact the Deer Branch (email deer@vets.org.nz) or DeerPRO (0800 456 453, info@deerpro.org.nz) for details of their members in your area. They are located nationwide.

How to read the industry benchmarks

The aim of the benchmarks is to give the overall industry production trends for young deer as a comparison for young deer from this farm.

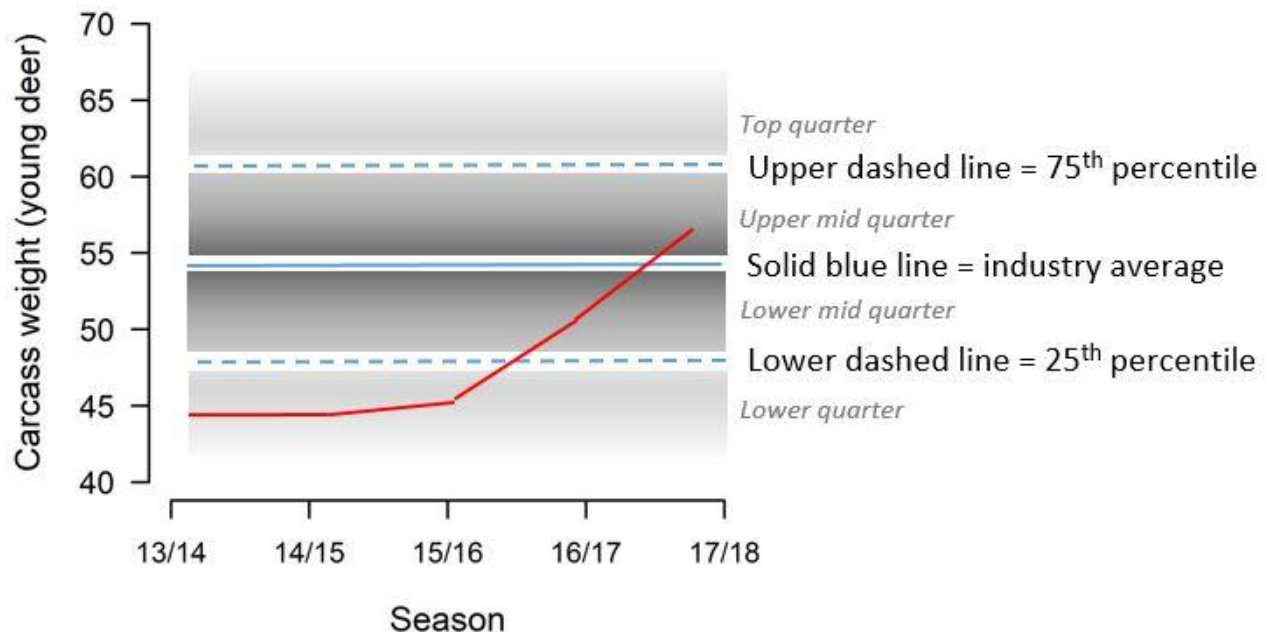
The benchmarks provide a broad representation. They are made up of all deer farming systems and all deer genetics. This should be considered when judging how this farm compares to them.

All 100% of industry production (eg all carcass weights for young deer) is divided into four quarters from highest to lowest by the blue lines.

The bottom blue line (dashed) separates the lower quarter (lightest 25% of carcasses) from the lower-mid quarter (26-50%).

The middle blue line is the industry average.

The top blue line (dashed) separates the top quarter (heaviest 25% of carcasses) from the upper mid quarter (51-74%).



So in the example above the red line shows carcass weights from a farm were in the lightest quarter of all young carcasses in 2013/14, 14/15, and 15/16. But in 2016/17 they were heavier, falling in the lower mid quarter of industry production. Then in 2017/18 they were heavier again and passed the industry average carcass weight, but did not reach the heaviest 25% bracket.