RURAL INDUSTRIES RESEARCH
& DEVELOPMENT CORPORATION

DEER:

Quality Assurance, Strategic Alliances and Industry Development

A report for the Rural Industries Research and Development Corporation

by Chris Tuckwell
Rural Industry Developments

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FOREWORD

The RIRDC Deer Industry Development program undertaken from 1997/98 to 1999/00 focussed on issues for the development and expansion of the Australian Deer industry. In particular the Deer Industry Development Manager appointed by the project worked to consolidate industry infrastructure, strengthen supply systems and implement a Quality Assurance program.

This project was a logical second step in assisting the industry's development and expansion by encouraging the adoption of programs, like the industry Quality Assurance program, that will give confidence of product quality, product safety and appropriate consideration of animal welfare to its clients.

During the period of this project, farmer returns have risen significantly, the number of animals processed has risen significantly and the industry's total venison production has soared to record levels.

Whether current levels of production are sustainable is unsure. Most industry observers suggest that, based on existing estimates of the number of deer farmed in Australia, current production levels are unsustainable. The next two or three years will either confirm current industry population estimates and that production is likely to fall, or disprove current estimates and production will stay constant or even rise.

It will be easy for the industry to develop a false sense of security about current venison prices detailed in this report as the major factors that contribute to current high prices, the devaluation of the Australian currency and the general lack of European confidence in other red meats, are beyond industry control. In consideration of the major reasons for increased venison prices, Australian deer industry must not lessen their commitment to improvement in the average quality of animals offered for sale. Any revaluation of the Australian dollar or renewed European confidence in other red meat may easily result in a fall in venison prices.

This project was funded from industry revenue which is matched by funds provided by the Federal Government

This report, a new addition to RIRDC's diverse range of over 700 research publications, forms part of our Deer R&D program, which aims to foster an Australian deer industry as a profitable and efficient mainstream agricultural enterprise.

Most of our publications are available for viewing, downloading or purchasing online through our website:

- downloads at www.rirdc.gov.au/reports/Index.htm
- purchases at www.rirdc.gov.au/eshop

Peter Core
Managing Director
Rural Industries Research and Development Corporation

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ACKNOWLEDGMENTS

This project could not have been undertaken without the support and assistance of the directors of the Deer Industry Company, processors who contributed vital processing data and many other industry people (too many to name here).

In particular, I acknowledge the ongoing support of the chairman of the Deer Industry Company (Mr Terry Mahoney) and Presidents of the Deer Industry Association of Australia during the term of this project, Mr Henry Shapiro and Mr Jim Moir.

Australia's three leading venison processors and marketers (Bilby International, Australian Game Meats and The Australian Venison Cooperative) contributed to the costs of developing the Venstat database program. Without their contributions it is unlikely that Venstat could have been completed.

A special acknowledgment is made to Mr Raymond Kennington B.Sc.(Ma.Sc.)(Hons) Grad.Dip.Ed., B.Comp.Inf.Sc.(Hons), of Programming Solutions, without whose generosity and commitment to the project, the VenStat software would not be available.

This project could not have been undertaken without the considerable commitment of the project's research officer, Solange Shapiro. Solange's indefatigable commitment particularly in respect to meeting organisation, data collection and general preparedness to do what was necessary far exceeded her contractual obligations. The Australian Deer Industry generally, and me as the project's Principal Researcher, are in her debt.

EXECUTIVE SUMMARY

General

Although deer were introduced in the nineteenth century commercial farming of them did not begin until the early 1970's in Victoria. However, only four of the originally introduced species (Red, Fallow, Rusa and Chital) are included in existing commercial farming systems. Since the mid 1980's, farmed deer in Australia include Wapiti (ELK) that were introduced from Canada.

Until the late 1980's, while returns from breeding stock sales were very high, the industry expanded rapidly. That rate of growth declined from the early 1990's due to droughts forcing sales of stock at low prices, increases in live animal exports and the slaughter of breeding females.

Planned development of international markets for Australian venison significantly increased demand and price for slaughter stock, principally due to the efforts of the Venison Market Development Manager. However increased demand created by the project during late 1996 and early 1997 was difficult to meet because of the Industry's relatively small production base. The supply difficulties were exacerbated when the supply of products, particularly venison was maintained by the slaughter of young breeding females. The net result was depletion in the industry's female breeding herds.

In an effort to maintain existing venison markets in the short term and to increase them in the long term, the industry's top priority became the increase in size and production capacity of the national herd.

Industry Statistics

Collection of data continues to be difficult, as many industry members do not understand the value of the data for industry development and planning and for their own businesses.

Slaughter statistics generally support the industry population estimates provided in the report of RIRDC project DIP-1A (The Development of the Deer Industry as a major Australian livestock industry).

The industry's current population can, at best, be described as stable however improvements in overall reproductive performance or decreases in young female culling rates could easily return the industry to a state of rapid growth.

Statistics clearly show an increase in the volume of venison processed in recent years and in returns achieved by farmers. Whether production at the high levels experienced in 1999/00 and 2000/01 can be sustained is unsure.

Quality Assurance

The ability of the industry to manage, proactively and responsibly expectations of governments and communities will contribute to either positive or negative perceptions and images of the industry in all markets. A major emphasis of QA programs is management of animal health and welfare issues. The maintenance of industry QA programs provides industry leaders with information they require to counter unreasonable reports associated with welfare concerns related to the farming of deer. QA programs are also useful tools for promoting the relationship between production practices that ensure:

(i) The maintenance of animal welfare requirements and;
(ii) The availability of high quality, uncontaminated, products for human consumption.

The industry Quality Assurance Program continues to grow, but only slowly. Many members of the industry do not accept the increasing requirement for quality assurance because consumer clients have not yet demanded it of them. Even with the unfortunate BSE and Foot and Mouth Disease (FMD) problems in Europe and the effect of those problems on traditional red meat sales in those countries, some industry people actively talk against the program.

Venison

The average hot carcase weight (HCW) price for venison sank to its lowest level, since the beginning of the commercial industry, in June 1999. This state of depression existing in mid 1999 was caused by both internal and external factors that included:

(i) The Asian currency downturn;
(ii) The industry's lack of competitive advantage in influential markets (particularly in respect to New Zealand competition), and;
(iii) Competition for limited product volumes of venison within industry processing and marketing sectors.

The decline in farm gate returns significantly reduced industry confidence and saw an increasing number of producers leave the industry and a decreasing interest in new investment in the industry.

Since late 1999 the number of abattoirs used to process deer and the number of businesses involved in processing and marketing venison has undergone a self-rationalisation. In effect the number of businesses marketing and abattoirs processing has reduced with a smaller number of venison marketers each controlling a larger volume of venison marketed. This means that processors can afford to invest in market development based on confidence in product availability.

Average venison prices have increased from an average of $2.30/kg HCW throughout 1998/99 to $3.48/kg HCW throughout 2000/01 (no deductions for the industry levy and other costs) and while prices are currently attractive, the industry must consider the reasons for the increase.

Major reasons for the increase in venison prices achieved by farmers are beyond industry control and include the devaluation of the Australian currency and the general lack of European confidence in other red meats that increased demand for meats like venison.

It will be easy for the industry to develop a false sense of security about current venison prices. In consideration of the major reasons for increased venison prices, Australian deer industry must not lessen their commitment to improvement in the average quality of animals offered for sale. Any revaluation of the Australian dollar or renewed European confidence in other red meat may easily result in a fall in venison prices.

The industry must continue to strive to stabilise prices with factors that it can control, in particular the continuous supply known volumes of quality product, to be able to attract new industry entrants and facilitate its expansion.

Velvet Antler

Although the Australian Deer Horn and Co-Products Company (ADH) continues to be a major player in the collection, grading and sale of velvet antler, other companies continue to be involved.

Interest in the processing and sale of value added velvet antler products continue to grow and several companies purchase raw products, negotiate contract processing and are developing market outlets for product in Australia. Initially, target markets are those that cater for inbound Asian tourists and in particular those in Queensland and New South Wales.

The Australian Velvet Accreditation scheme continues to have a positive effect on quality that in turn has a positive effect on price paid to growers.

Strategic Alliances

Over the past two years there has been an increasing understanding of strategic alliances and the concept of loyalty. This has resulted in a preparedness to informally accept arrangements with processors where agreements to supply are established according to mutually acceptable specifications.

Venstat is a computer database program developed as a major strategic alliance development activity of this project. It provides processors with the ability to record details about deer ownership, identification tags, species, standard hot carcase weight, sex type, age, condition score, bruising, QA status and schedule prices.

The VenStat program also allows processors to produce detailed reports for owners that highlight information that can be used to improve grower returns. These reports include: hot carcase weight (HCW), body condition scores, carcase bruising, co-product bonuses and prices for each carcase.

Processors can print Tax Invoices for each deer farmers directly from the program.

This project has advertised Australian venison via the Food and Beverage Association's Source Book and has nominated the point of contact for interested consumers as the Deer Industry Association of Australia Secretariat.

The Future

Major considerations for continued Australian Deer industry price stability, industry expansion and market demand for industry products include:

(i) Farmer and processor commitment to price schedule grids that ensure that farmers target processor specifications and processors pay premiums for carcases that meet or are close to `ideal' specifications;
(ii) The development of sustainable and profitable markets for industry co-products;
(iii) Collective commitment of farmers and processors to industry quality assurance programs and;
(iv) Continued development of strategic alliances between groups of growers and selected processors.

1. INTRODUCTION

Origin

Introduced animals, representing six species of deer were released at various locations throughout Australia during the Nineteenth Century under the Acclimatisation programs of the day. The animals dispersed and established wild populations at various locations across Australia mostly depending upon their points of release into the wild, and formed the basis for the deer industry in Australia today.

Deer farming in Australia commenced in Victoria in 1971. Currently (2001) five species of deer, three from temperate climates (red, fallow, wapiti [elk]) and two tropical species (rusa, chital) are commercially farmed in Australia.

Industry Structures

The Deer Industry Association of Australia (DIAA) was created to represent all sectors of the Australian Industry as necessary. Members subscribe directly or through state organisations, breed societies or processing associations.

The DIAA has established two product development and marketing companies, the Australian Deer Horn and Co Products Pty Ltd and the Deer Industry Projects and Development Pty Ltd.

Australian Deer Horn and Co Products Pty Ltd (ADH)

ADH & C-Products collects and markets Australian deer horn on behalf of its members. It promotes the harvest of velvet antler according to the strict quality assurance (QA) program promoted by the industry.

Deer Industry Projects and Development Pty Ltd

Deer industry Projects and Developments Pty Ltd trades as the Deer Industry Company (DIC). It undertakes project work to assist the industry achieve its goals as described in the Industry five year plan, or otherwise as required by the DIAA.

Markets

During the early growth years of the industry market development for its two major products, velvet and venison, was constrained by the size of the herd, a supply constraint. As such, market development was restricted to the more easily accessible markets then, generally domestic markets.

By 1990, the volume of velvet available from the Australian herds was sufficient for the DFFA to commence the first national velvet pools. The majority of deer farmers co-operatively market their velvet antler through the Australian Deer Horn and Co Products Company.

Markets for venison expanded noticeably under the influence of the Venison Market Development program funded by RIRDC from 1992-96. The significant increase in domestic consumption of venison during this period was dramatically augmented by the overseas demand for Australian venison that took effect from 1993-94.

However, the rapid increases in exports of venison have been accomplished at the expense of maintaining the size of the national herd, through the depletion of female stock slaughtered for venison as well as live exports. Consequently the DIAA's top industry priority was to increase the national herd size

Herd Size

Statistics on the Australian deer herd are significantly better than those previously available but are still largely based on estimates. Best industry estimates suggest that in January 2001 approximately 180,000 deer are farmed by between 600 and 1,000 farmers in Australia. Fallow make up about 41% and Red deer make up about 41% of the total population with Rusa 12%, Chital 2% and Elk 4% making up the remainder of the population.

The industry grew rapidly until the early 1900's when returns from breeding stock sales were very high. The growth of the industry declined due to droughts forcing the sale of stock at low prices, increases in live animal exports and the slaughter of breeding females.

Expansion of Australia's deer industry production base will be determined by the industry's ability to convince existing deer farmers and potential investors of the economic advantages of deer farming and of the current and future product market opportunities that give confidence for long term investment.

2. OBJECTIVES

Project objectives reflect general industry priorities and in particular the number 1 priority in the Deer Industry R&D 5-year plan 1996-2000?

Objectives were to develop and implement strategies that will consolidate and expand production of Australian deer products and position the Australian Deer Industry as a commercial livestock industry that complements Australian's traditional livestock industries.

The project is a logical and necessary extension of the 1997-1999 RIRDC-funded project 'The Development of the Deer Industry as a Major Australian Livestock Industry'.

Specific objectives were:

- Data base development initiated during 1997-99 will be maintained and expanded as possible.
- The development of strategic alliances between producers and processors to assist the production and processing commitment respectively that will assist quality assurance programs will be encouraged.
- The development of documentation for the licensed used of the Deer Industry QA Marks will be continued.
- Regular and open reporting of market information to industry will continue.

3. METHODOLOGY

The project had four major objectives (described in section 2). The project methodology is described for each objective.

Objective 1 - Maintenance of databases

Data bases initiated during 1997-1999 project, 'The Development of the Deer Industry as a Major Australian Livestock Industry', particularly those related to venison production will be maintained and expanded.

Objective 2 – Strategic alliance development

Development of strategic alliances between producers and processors will be encouraged. Alliances will be encouraged on the basis of the industry quality assurance program and will focus on commitments from both producers and processors.

Objective 3 – QA documentation and adoption

A workshop to update facilitator skills will be undertaken in association with the Industry Biannual conference in September 1999.

Industry will negotiate with an appropriate person or group to develop documentation for the DIAA to use when licensing individuals or groups to use the registered industry QA marks.

The industry QA program will be promoted and industry participants will be encouraged to adopt the program.

Objective 4 – Industry Reports

Continued cooperation with processors will be sought to allow regular and open reporting of available market information.

4. RESULTS

Results described are broadly presented according to the objectives described in (2) and (3) above.

Objective 1 - Maintenance of databases

The 'The Development of the Deer Industry as a Major Australian Livestock Industry' project developed a comprehensive database of industry contacts. The database that maintains contact lists for industry groups and specialists has been updated and disseminated to industry leaders, appropriate government representatives and industry partners.

A copy of the current Industry Contact List is included as an appendix to this report.

The industry research database initiated by the 'The Development of the Deer Industry as a Major Australian Livestock Industry' project has been maintained and expanded as other project commitments allowed.

The Deer Industry Research Reference Database that was created with the commercially available `End Note' program, can be accessed from the DIAA (www.diaa.org) web site or the RIRDC website (www.rirdc.gov.au). This database provides a summary of much of the deer research undertaken in Australia and New Zealand as well as selected references from other areas.

The reference database provides brief details about the nature of research, its author(s) and the scientific journals in which it was published.

Objective 2 – Strategic alliance development

Until late 1999 many of those involved in 'marketing' Australian venison could have better been described as 'spot sellers'. Those people made very little investment in the development of long-term alliances between growers, processors and consumer clients.

This lack of investment activity meant that producers were continuously badgered by different 'marketers' to provide animals which in turn led producers to play different 'marketers' off against each other to maximise their short term return. The lack of preparedness of producers to develop any loyalty to a 'marketer' meant that in turn the 'marketers' could have no confidence in supply of product.

The lack of cooperation between the processors (marketers) also meant that there was an inability to pool co products to attract market interest so much of the co products were wasted or sold opportunistically (literally given away for little or no return).

The severe decline in farm gate returns experienced by the industry in mid 1999 saw a significant erosion of immediate industry profitability and long-term confidence. Subsequently, many small producers left the industry, interest in new investment in the industry declined and many of those involved with venison processing/marketing left the industry.

The recent industry rationalisation led to a reduction of industry competition between companies involved in processing and marketing venison products that subsequently. This has meant increased confidence in the ability of the remaining marketers to source and supply product. It has also resulted in fewer processors that have access to commercially saleable volumes of co products.

An example of the improvement in grower returns from industry rationalisation and strategic alliance developments is the improvement in the value of co products sourced from red and fallow deer. One company that began paying small premiums, directly to farmers, for co products obtained from deer they had purchased, evidences this.

Gradually there is an increasing concept of loyalty and a preparedness to informally accept strategic alliances with processors where agreements to supply are established according to mutually acceptable specifications.

However two significant difficulties still exist. They are:

(i) Some producers are still prepared to change supply commitments for a small increase in short-term returns achieved for a particular sale lot and

(ii) Some marketers negotiate supply contracts with clients (particularly internationally) for which supply may be difficult and so are forced to entice growers away from existing supply agreements for a small short-term improvement in returns.

Producers can assist the development of strategic alliances with processors by encouraging the establishment of supply agreements according to specifications that are mutually acceptable. Agreements might detail animal age, sex, breed and weight specifications for producers and minimum price payments by processors.

Venison Price Schedule Calculator

A tool to assist purchasers of deer to objectively develop farmer price schedules has been developed as part of this project. The calculator is available in Microsoft Excel spreadsheet format and will allow processors to develop price schedules that match client and market needs.

The price schedule calculator is available for no cost to interested processors.

VenStat – The Venison Statistics Computer Database Program

Venstat is a computer database program developed as a major strategic alliance development activity of this project. The program comprises two separate pieces of software, the VENSTAT GATHERER [VG] program and the VENSTAT ANALYSER [VA] program. The Deer Industry Company owns the copyright for both programs

Processors record and analyse data using the VG program. It allows processors to record details about deer ownership, identification tags, species, standard hot carcase weight, sex type, age, condition score, bruising, QA status and schedule prices. VG also allows processors to print Tax Invoices for each deer farmers directly from the program.

VG offers significantly better data storage, analysis, retrieval and reporting capability than currently available to most processors. Although not all of the functions of VG will be used immediately (QA status and condition score) they are included in the program as it is likely that future prices paid by processors for deer will be influenced by QA status and body condition score.

VG will be available, for a nominally small fee, to Australian business that process deer. However its availability will be linked to a specific understanding and agreement that data collected by the processor will be sent regularly (each successive calendar month) to the Deer Industry Company.

The Deer Industry Company owns and maintains (on behalf of industry) the VENSTAT ANALYSER (VA) program. Data provided by processors from the VG program will be incorporated into the VENSTAT ANALYSER [VA] program that will be used to collect, collate and analyse statistical data related to venison production and processing. It will be used to produce industry reports and to aid industry development and marketing programs.

VG and VA programs have been developed in a way that prevents the transfer of any data that identifies any individual owner from being passed from a VG to the VG.

None of the data provided from VG's to VA can be identified back to the originating VG, so the VA will not be able to identify and sort data from individual processors. Rather, data from individual processors will be combined into an industry database.

The Venstat program appears to have international potential either solely as the VG option for individual processors or as the complete package where a processor needs to be able to combine data from several sites.

Food and Beverage Association

The Food and Beverage Association produces an annual publication called the Food and Beverage Association Source Book. The Source Book, widely used by Australian Chefs and food purchasers, is a compilation of details of food and beverage available in Australia and how to obtain product as required.

This project has advertised Australian venison via the Source book and has nominated the point of contact for interested consumers as the Deer Industry Association of Australia Secretariat. The Secretariat will provide information on nearest suppliers of quality products to interested consumers.

Objective 3 – QA documentation and adoption

Facilitator Workshop

Prior to the commencement of the 1999 Australian Deer Industry Conference, a meeting of all the Deer Industry Quality Assurance Board and attending Quality Assurance Facilitators was convened.

At the meeting, representatives of the QA Board provided attending Facilitators with an update of Board activities, amendments to the program and Facilitators responsibilities.

The meeting also provided a forum for an open interchange between Facilitators and Board members. Those present reviewed activities and discussed possible amendments to all manuals that will improve the understanding of manuals or their ease of use or their completeness given new knowledge or practical application of new available technical information.

At the meeting, Ken Robertson (a Facilitator from Victoria) was nominated as a specialist an advisor to the Board on issues related to the transport of deer. Ken is willing to provide practical advise or assistance with the transport aspect of the Deer QA program to those who seek it.

Seminar on Export Meat

In January 2000 the project's Principal Researcher, Chris Tuckwell, attended a meeting in Canberra on behalf of the Deer Industry. Summary outcomes of the meeting that directly affect deer farmers were:

(i) AQIS and EU officials finally reached a mutually acceptable agreement related to the cleaning and disinfection of vehicles used to transport deer. The approved method for the cleaning and disinfection of deer transports is that, before the first pick-up on each day, all trucks must be thoroughly washed using high-pressure cold water to remove all organic matter, and then allowed to air dry.

(ii) EU Officials may visit Australia and will look for evidence that washing has occurred and that documentation verifies that cleaning is undertaken and that farmers and abattoirs verify (by filed declarations) that each transporter meets EU requirements related to the transport of deer

(iii) Abattoirs and transporters will need to produce appropriate paperwork to verify that cleaning and disinfection is undertaken as required.

QA Facilitator Code of Ethics

The QA Board sought legal advice with respect to the form of a contract and code of conduct that it should require for its Facilitators. A code has been developed, and accepted by the Board.

The approved Code was sent to all existing facilitators to sign as a requirement for their continued facilitator accreditation and signing of the Code will be a pre-requisite to training for future facilitators.

Property Signs

Large property signs that advertise the Quality Assurance status of deer properties were developed. People whose farms achieve level-two accreditation status can now order a property QA sign, which has a guaranteed outdoor life of seven years, from the Deer Industry Company.

QA Mark Documentation

A contract was negotiated with Trevor Rankin to develop the documentation that will allow registration of industry QA marks for venison and velvet. Documentation for marks was completed between January and March 2000 and the Deer Industry Company subsequently lodged applications for registration of five (5) industry quality

marks including deer farms, deer transports, venison, unprocessed velvet antler and processed velvet antler with the Trades Marks Office (IP Australia).

The marks will be available to any person in the Deer industry that meets and continues to adhere to rules and agreed standards for their use. Quality marks are designed to promote the fact that the product or service provided is guaranteed by industry to meet strict minimum standards of quality.

Those who wish to use the marks on products or services they sell will be assessed by industry auditors to ensure they meet minimum quality standards and will need to demonstrate through regular and ongoing auditing that they continue to meet the standards required.

Although the Quality Assurance marks have been accepted by IP Australia, final approval for the Mark relies on acceptance by the Australian Competition and Consumer Commission (ACCC). The ACCC is examining supporting documentation to ensure that the program does not unfairly discriminate against any sectors of industry. Any changed required by the ACCC are likely to be minor to remove any inadvertent opportunities for unfair discrimination from the QA manual.

The Australian Consumer Control Commission has experienced staff shortage problems and operating procedure problems that has significantly delayed the final assessment of the five industry quality marks for deer farms, deer transports, venison, unprocessed velvet antler and processed velvet antler. The ACC is hopeful that final assessments will be completed before the end of August 2001.

Encouragement for Producers to Adopt the QA Program

To encourage adoption of the program, the Chairman of the QA Board wrote to all State Presidents and Facilitators urging them to publicize the QA Program and encourage all to become accredited. He also wrote to the Processors asking them to support the QA Program and encouraged them to:

(i) Give preference to animals that are provided by QA Farms and
(ii) Develop a premium for animals coming off QA Farms.

At the time of writing this report, none of the processors have been prepared to commit to a pricing schedule that provides a premium for deer originating from QA assured deer farms with a general comment that until their consumer clients preferentially request product from QA assured farms they will not specifically seek it or pay a premium for it.

Objective 4 – Industry Reports

Along with the Deer Industry Bookshop, the office of the Deer Industry Company is now established as a first point of contact for people seeking technical information on the Australian deer industry.

As the DIC office is jointly the office for the Deer Industry Quality Assurance Board, it also maintains information related to the QA program and is the first contact for industry people who wish to become involved in the program.

In January and February 1998 the majority of venison processors/marketers in Australia agreed to regularly contribute data on price and weight of animals processed on a monthly basis. Each processor provides:

(i) Basic, details of the volume of venison processed by species and within weight ranges;
(ii) A Hot Carcase Weight (HCW) price for each category, net of the industry levy and delivered to the abattoir.

Although not all processors agreed to provide data for the database, project researchers are confident that the greatest majority of venison (more than 90%) processed in Australia is accounted for.

Some processors withdrew their co-operation during the year generally citing the extra workload for little or no apparent benefit as their main reason. Their withdrawal is disappointing as data collected is used by all sectors of the industry and probably by those who do not contribute to it.

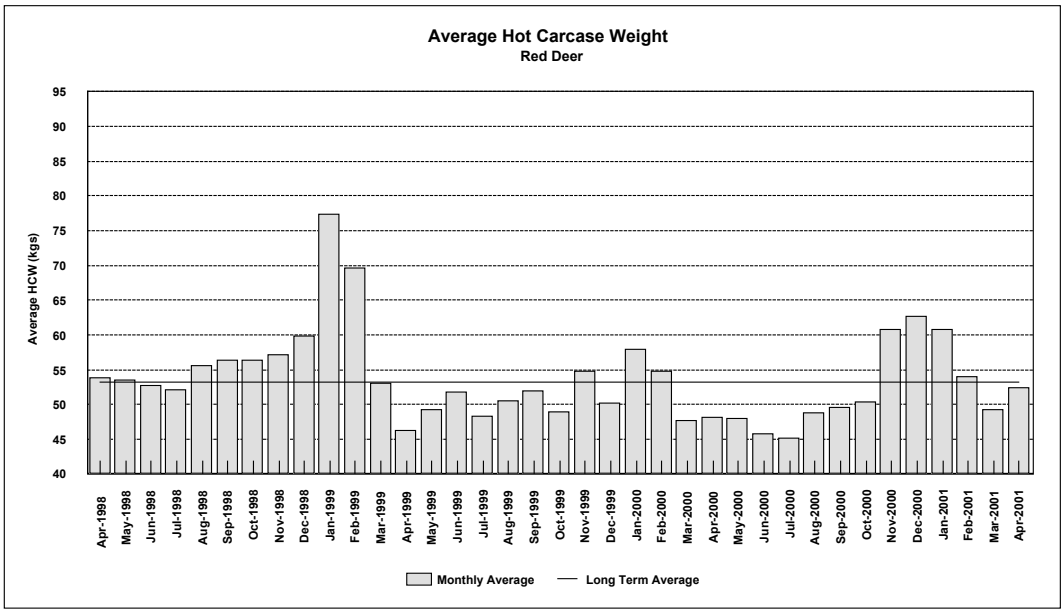
Data collected has been routinely reported in the RIRDC newsletter and in the Australian Deer Farming Magazine.

Venison Production and Carcase Weight

Data collected shows some predictable monthly trends, particularly with respect to live weight. However the percentage of processed animals with a hot carcase weight (HCW) that is less than a weight that could be regarded as 'ideal' is a continuing cause for concern and should be reflected in Industry extension programs aimed at improving average returns to farmers.

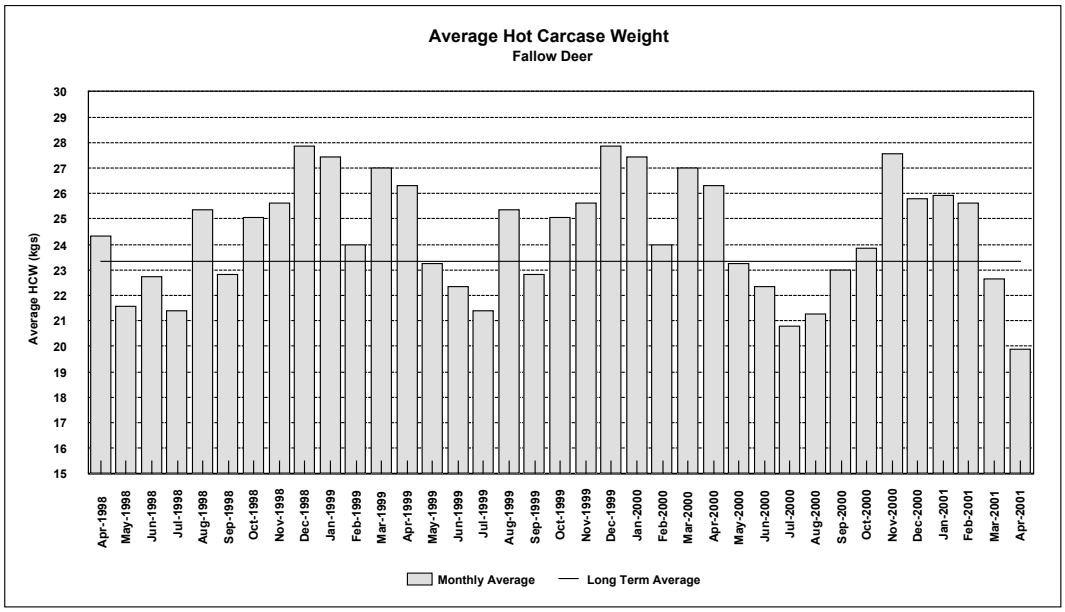
Graph 1 shows the average HCW of red and red hybrid deer since April 1998 and the average HCW for all red and red hybrid deer carcases during that period.

Graph 1 – Average HCW of Red Deer



Graph 2 shows the average HCW of fallow deer processed since April 1998 and the average HCW for all fallow deer carcases during that period.

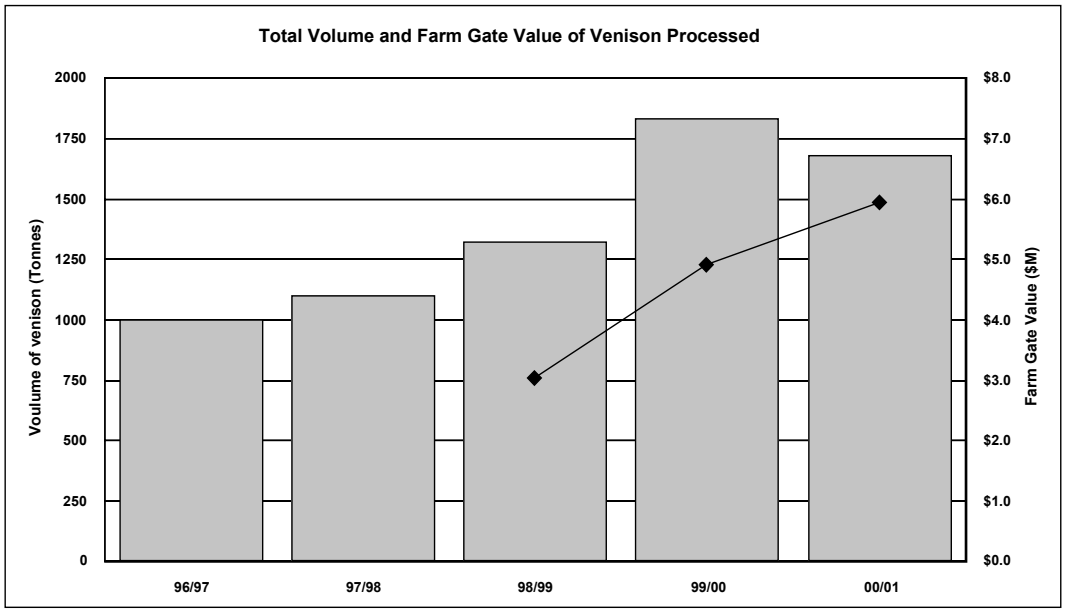
Graph 2 – Average HCW of Fallow Deer



The average hot carcase weight (for the period shown on the graphs 1 and 2) is 23.4kg for fallow deer and 53.1kg for red (including hybrid) deer. The average HCW for red deer in 1998/99, 1999/00, 2000/01 was 56.0, 50.7 and 53.4 respectively. The average HCW for fallow deer during the same years was 24.5, 22.6 and 23.6 respectively.

Graph 3 shows the volume of venison processed by co-operating processors since 1997 and its Farm Gate Value with no deductions for the statutory industry levy, processing and transport costs. Although not all Australian processors contribute to the data, summary data supports our view that the data collected represents the greatest percentage of product processed in Australia.

Graph 3 – Total Value and Volume of Industry Venison Production



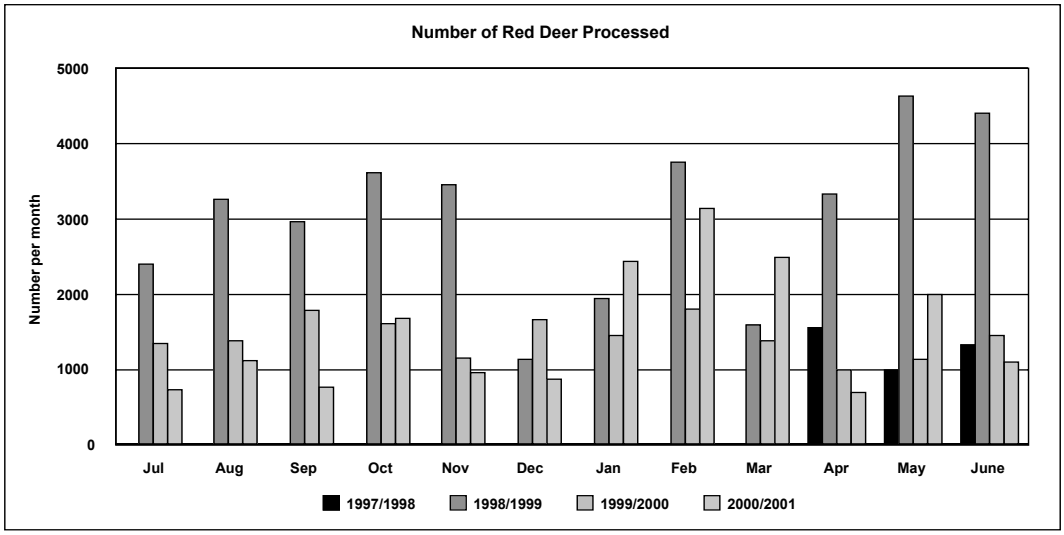
The total volume of venison processed by cooperating processors during the year July 1999 to June 2000 was 1,832 tonnes and for the year July 2000 to June 2001 the volume was 1,679 tonnes.

Number of deer processed

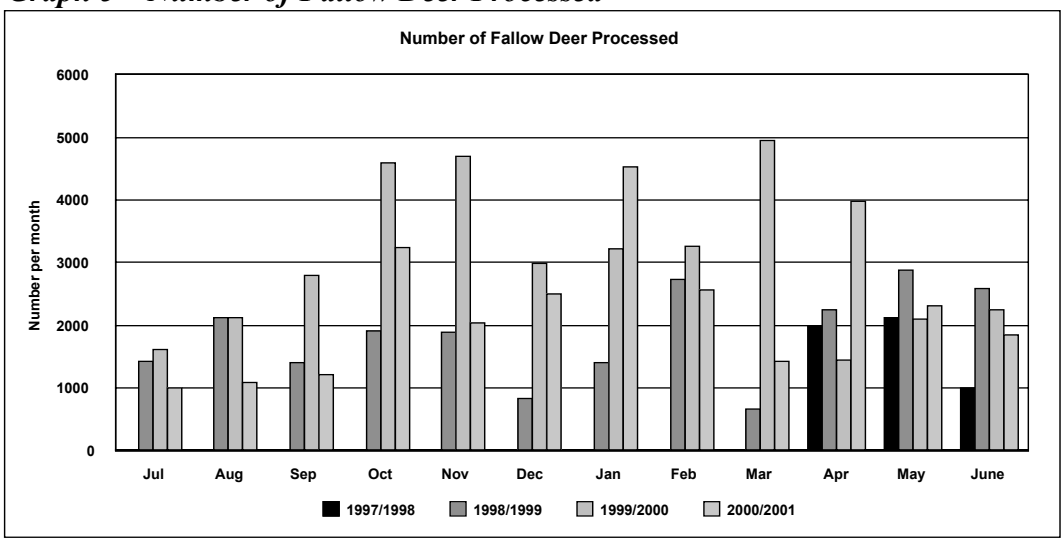
The actual number of animals processed has not been recorded by this project (processors were only asked to provide the total HCW, by species within weight ranges and not the number of stock processed) so an estimate the number of animals that have been processed has been made.

The project recorded the total HCW (Hot Carcase Weight) of each species within defined weight ranges. An assumption that the average HCW for each weight range is a HCW equal to the mid point of the range (range of 40 to 44.9kg has a mid value of 42.45kg) was made (see appendix 2). On this basis, an estimate was made of the number of animals processed to produce the known volume of HCW. The number of stock processed was estimated for each weight range by month. Graphs 4, 5 and 6 show the estimated number of red (including hybrids), fallow and rusa deer processed.

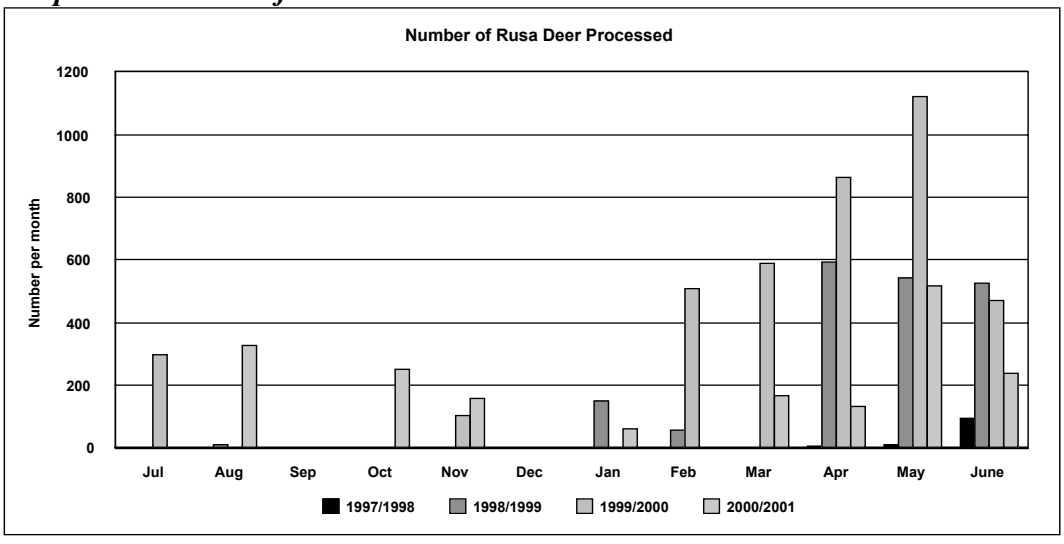
Graph 4 – Number of Red Deer Processed



Graph 5 – Number of Fallow Deer Processed

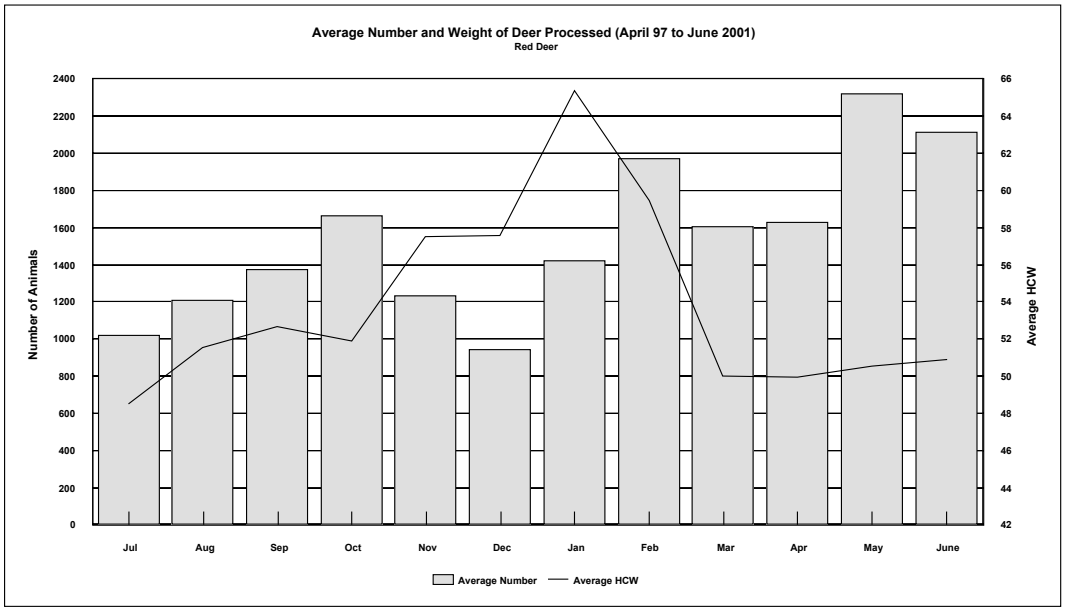


Graph 6 – Number of Rusa Deer Processed

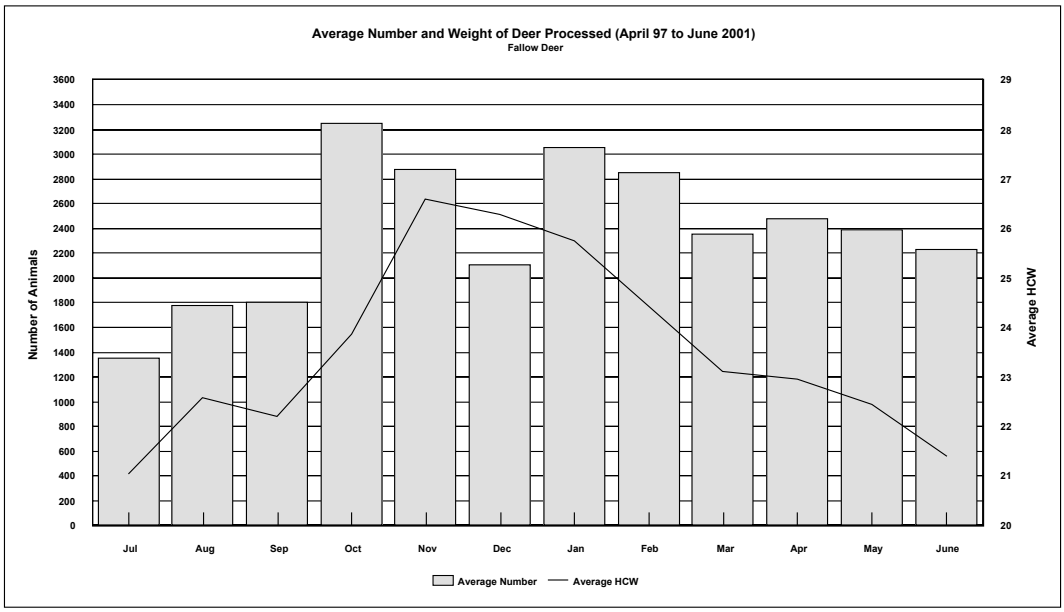


The total number of deer processed by cooperating processors during the year July 1999 to June 2000 was 56,105 animals and was 47,624 for the year July 2000 to June 2001.

Graph 7 – Average Number and Weight of Fallow Deer Processed



Graph 8 – Average Number and Weight of Red Deer Processed

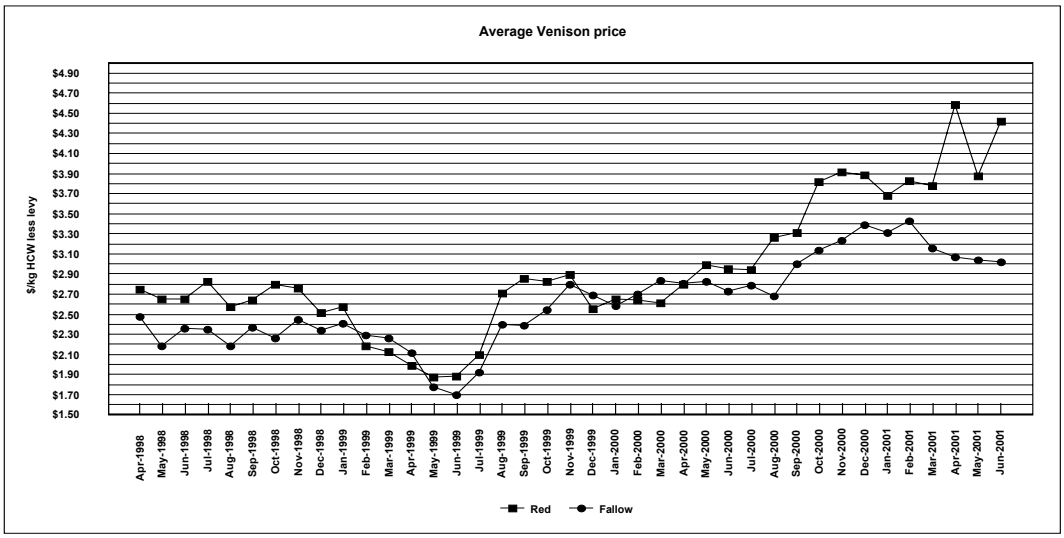


Average Venison Price to Farmers

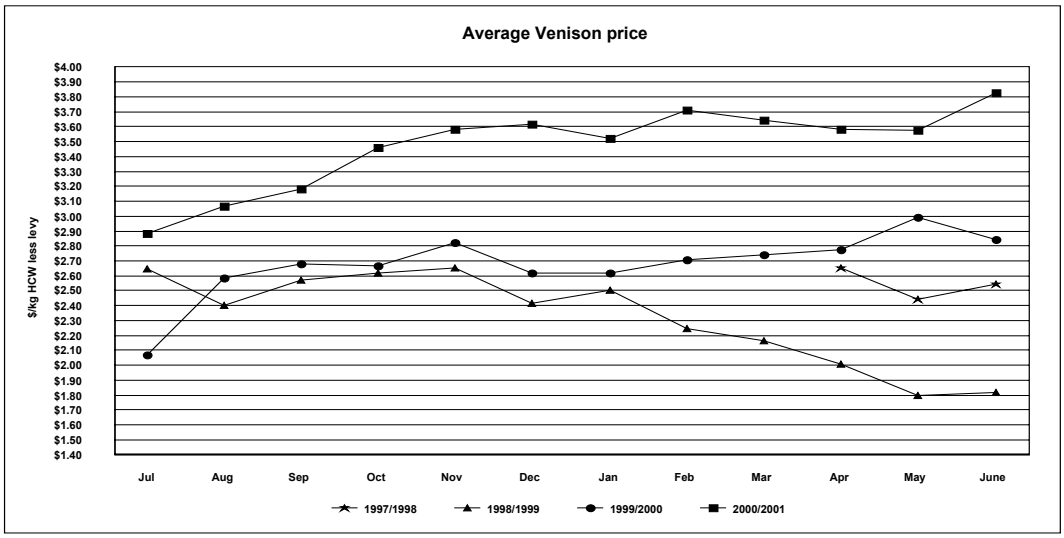
Graphs 9 and 10 show the average venison price (HCW delivered to the abattoir) for all red and fallow deer carcases. Although data was also collected for rusa deer, the volume of venison produced by these deer only averages about 6% of the total volume and there are many months with no data so the data is not shown. ***These data do not include***

deductions for the statutory industry levy, processing and transport costs. Graph 9 shows the average venison price over the period shown while graph 10 compares the average venison price between years.

Graph 9 – Average Venison Price ($/kg HCW)



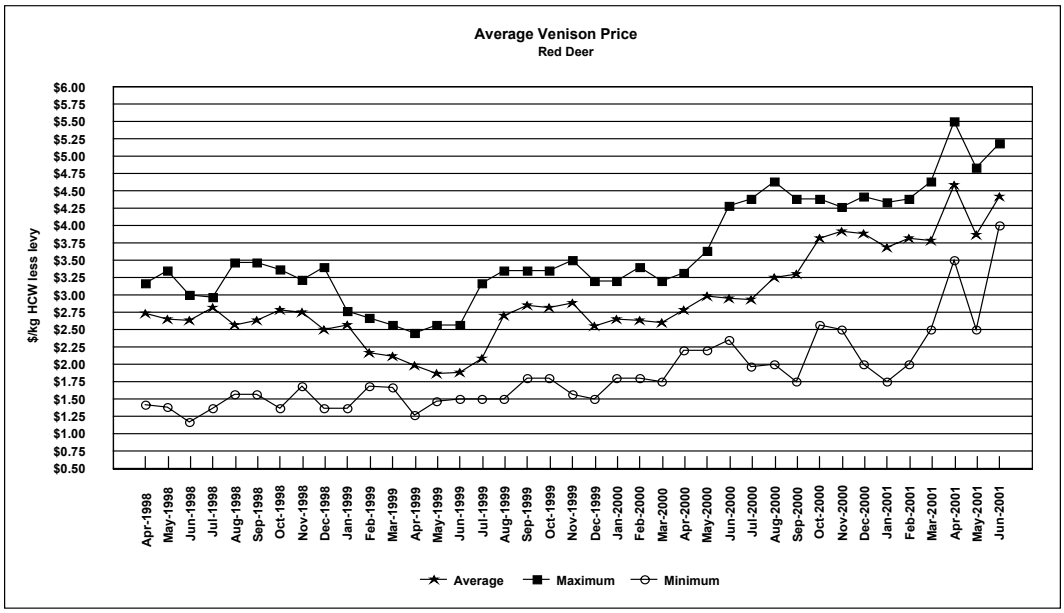
Graph 10 – Average Venison Price [Between Years Comparison] ($/kg HCW)



Variation in Average Venison Value

Graph 11 shows the average venison price and maximum and minimum price paid (HCW delivered to the abattoir) for all red deer carcases processed between 1998/99 and 2000/01. ***These data do not include deductions for the statutory industry levy, processing and transport costs.***

Graph 11 – Range in Average Venison Price Paid for Red Deer ($/kg HCW)

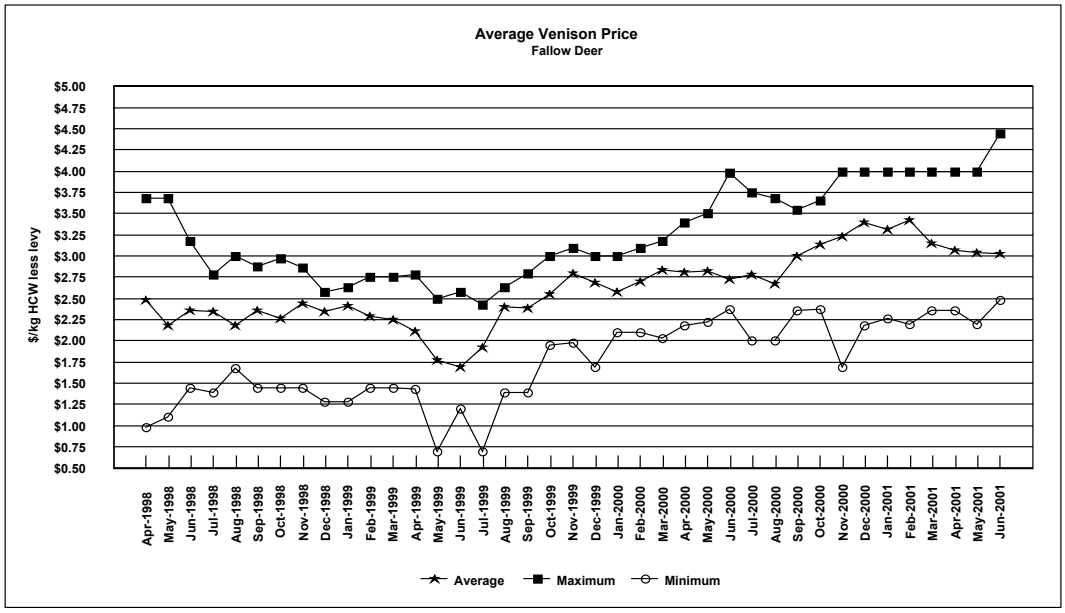


During the period described, the maximum price paid for red deer venison was up to $1.44 above the average price and as much as $1.93 below the average price.

The mean difference between the average price and the maximum price was $0.67 while the mean difference between the average price and the minimum price was $1.08 so the mean range from maximum to minimum price for red deer venison during the period described was $1.75.

Graph 12 shows the average venison price and maximum and minimum price paid (HCW delivered to the abattoir) for all fallow deer carcases processed between 1998/99 and 2000/01. ***These data do not include deductions for the statutory industry levy, processing and transport costs.***

Graph 12 – Range in Average Venison Price Paid for Fallow Deer ($/kg HCW)



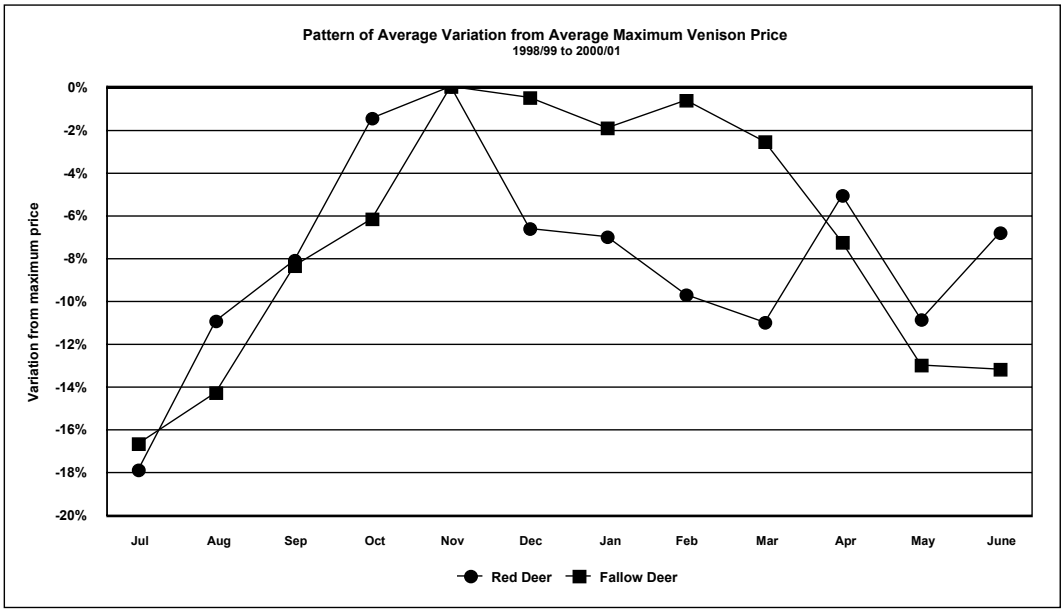
During the period described, the mean difference between the average price and the maximum price was $0.66 while the mean difference between the average price and the minimum price was $0.86 so the mean range from maximum to minimum price for red deer venison during the period described was $1.52.

The greatest difference between the average price and the maximum price was $1.49 and the greatest difference between the average price and the minimum price was $1.55.

Annual Pattern of Average Venison Prices

The pattern of changes in the relative prices paid for red and fallow deer venison during the years 1998/99 to 2000/01 is shown in graph 13. The pattern clearly reflects the pattern of European demand for venison and by interpretation the dependence of the Australian venison industry on European demand. As the industry develops demand for venison in markets other than Europe the wide price differential between maximum and minimum prices is likely to lessen.

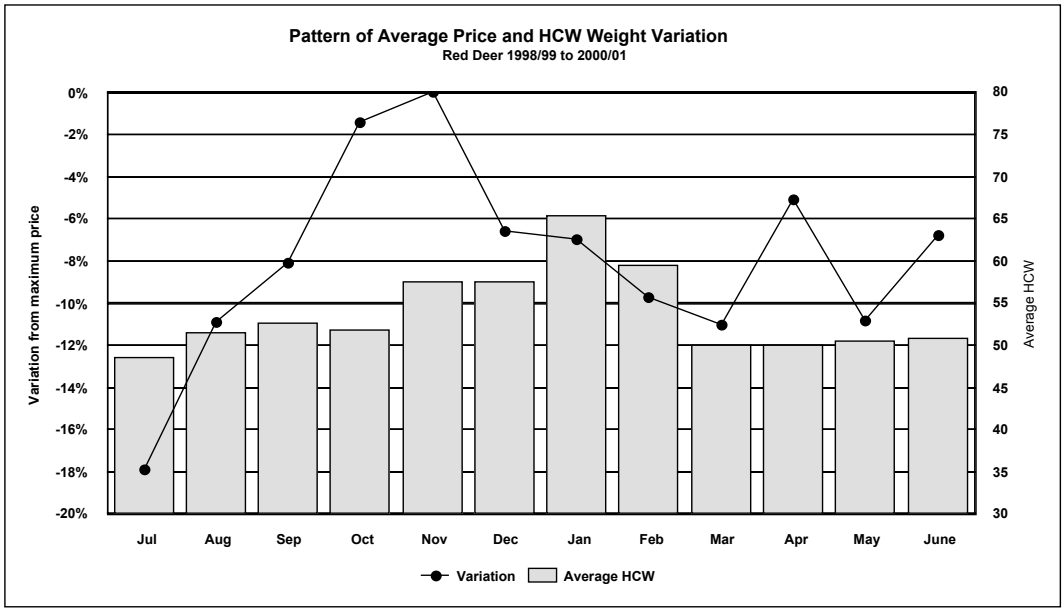
Graph 13 – Annual Pattern of Venison Price Variation



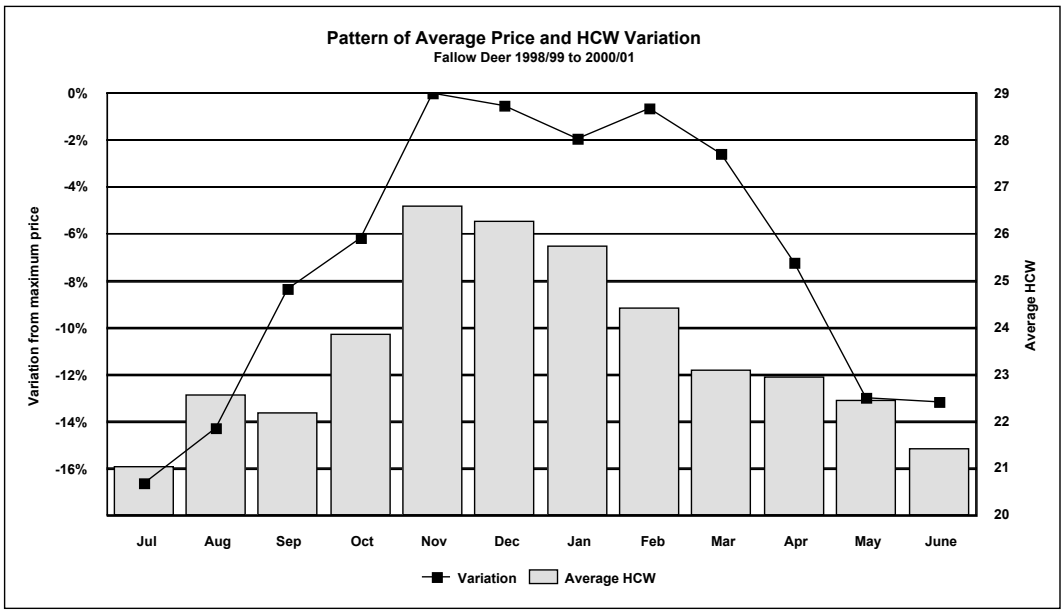
Graphs 14 and 15 show that the greatest difference in variation from the maximum price achieved by farmers occurs when average carcase weights are lowest. Graph 14 also clearly demonstrates that for red deer and red deer hybrids, carcase weights above ideal weight ranges do not attract more $ per kg HCW weight that those within ideal weight ranges. Careful consideration must be given to assessments of the relative cost/benefit of achieving carcase weights above ideal.

The net return to growers may be greater for larger animals but will be dependent of cost efficiency of achieving the extra weight.

Graph 14 – Annual Pattern of Red Deer Venison and HCW Variation



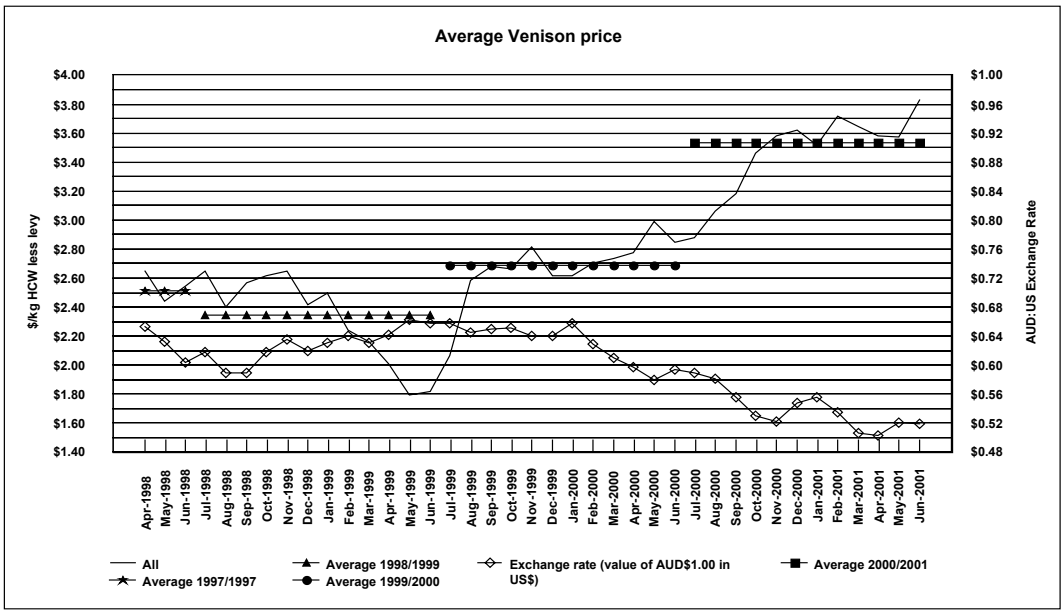
Graph 15 – Annual Pattern of Fallow Deer Venison and HCW Variation



Effect of the Exchange Rate on Average Venison Value

The relative value of the Australian dollar, as reflected by its rate of exchange with the US dollar, has a significant effect on venison returns to farmers. Graph 16 clearly demonstrates how closely linked the average price received by Australian deer farmers for venison is to the relative value of the Australian dollar. The effect of the early 1999 Asian crisis on venison values is also clearly evident from the graph.

Graph 16 – Effect of Exchange Rate on Average Value of Venison

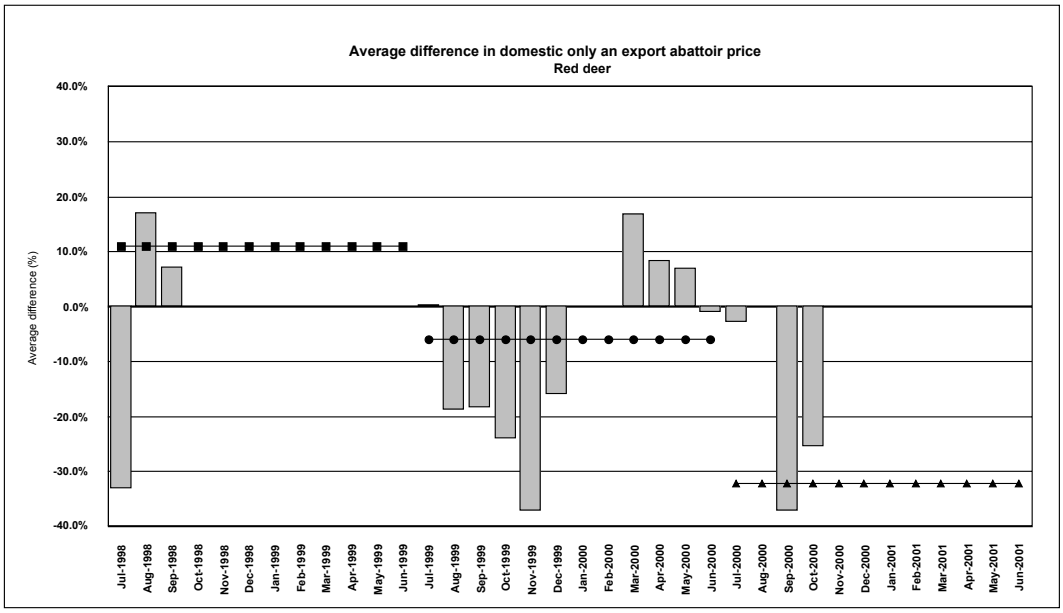


Effect of Likely Market for Venison

Graphs 17 and 18 clearly show the average difference in price paid for venison by those who process in domestic abattoirs (domestic markets only) and those who process is export-accredited abattoirs (principally for export markets).

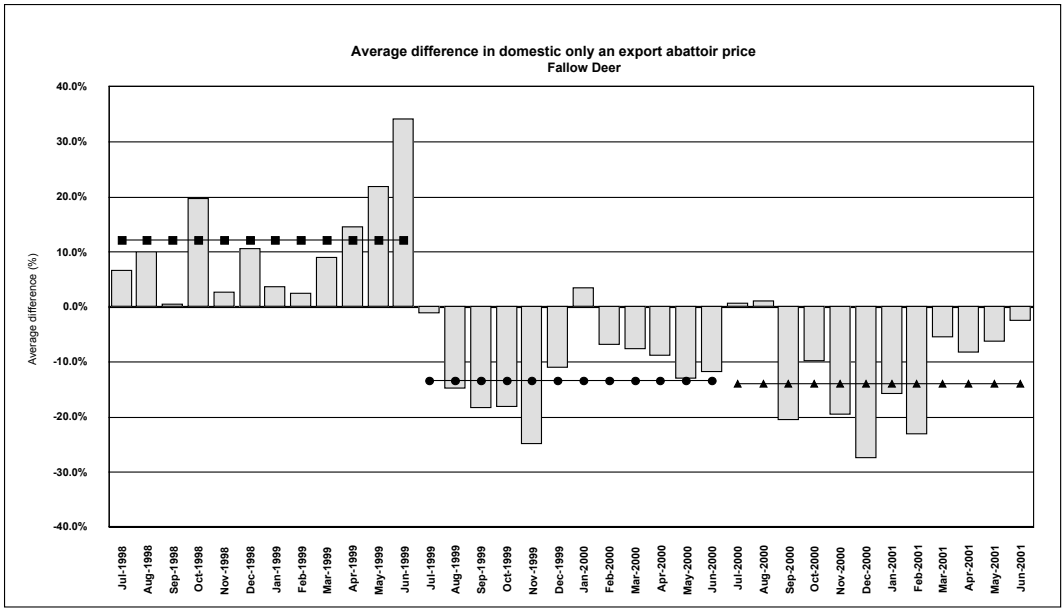
Graph 17 not only shows that little red deer venison is processed in domestic works (no values for many months) but in the financial years 1999/2000 and 2000/2001, returns to farmers for red deer venison processed in domestic abattoirs was about 8% and 32% less respectively than the return achieved for red deer venison processed in export abattoirs.

Graph 17 – Difference in the average price paid for red deer venison processed in domestic abattoirs and that processed in export abattoirs.



Graph 18 not only shows that fallow deer venison is regularly processed in domestic works (all months have a value) but in the financial years 1999/2000 and 2000/2001, returns to farmers for fallow deer venison processed in domestic abattoirs was about 14% and 15% less respectively than the return achieved for fallow deer venison processed in export abattoirs.

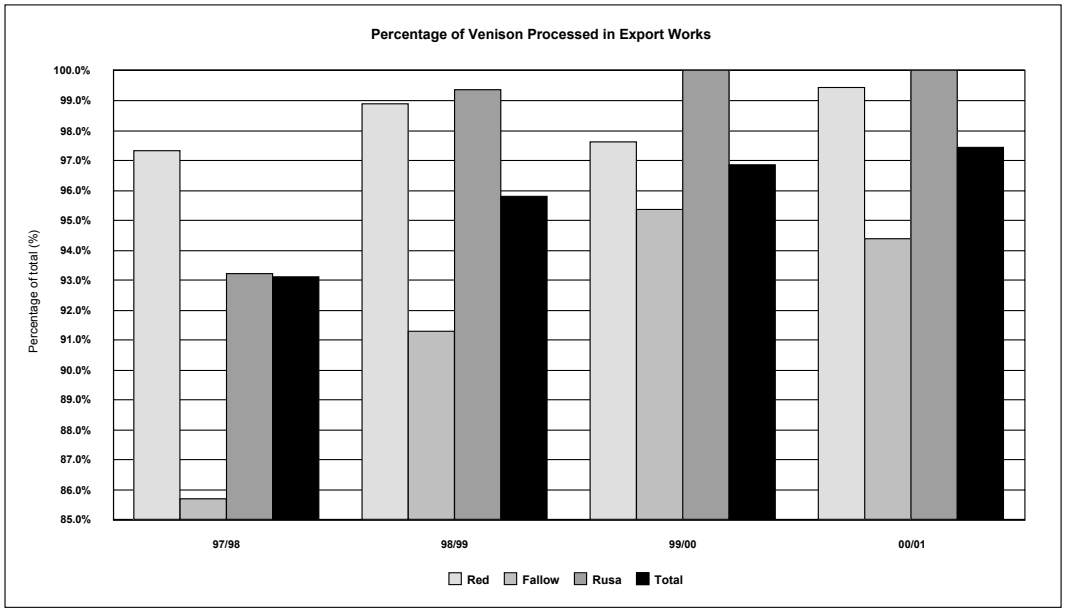
Graph 18 – Difference in the average price paid for fallow deer venison processed in domestic abattoirs and that processed in export abattoirs.



Export or Domestic Abattoirs

Graph 19 shows the percentage of all Australian venison that is processed in export-accredited abattoirs. The graph shows that in all years more than 95% of red deer are processed in export-accredited abattoirs and since 1998/98 more than 90% of all fallow deer have been processed in export-accredited abattoirs.

Graph 19 – Percentage of Deer Processed in Export-Accredited Abattoirs.

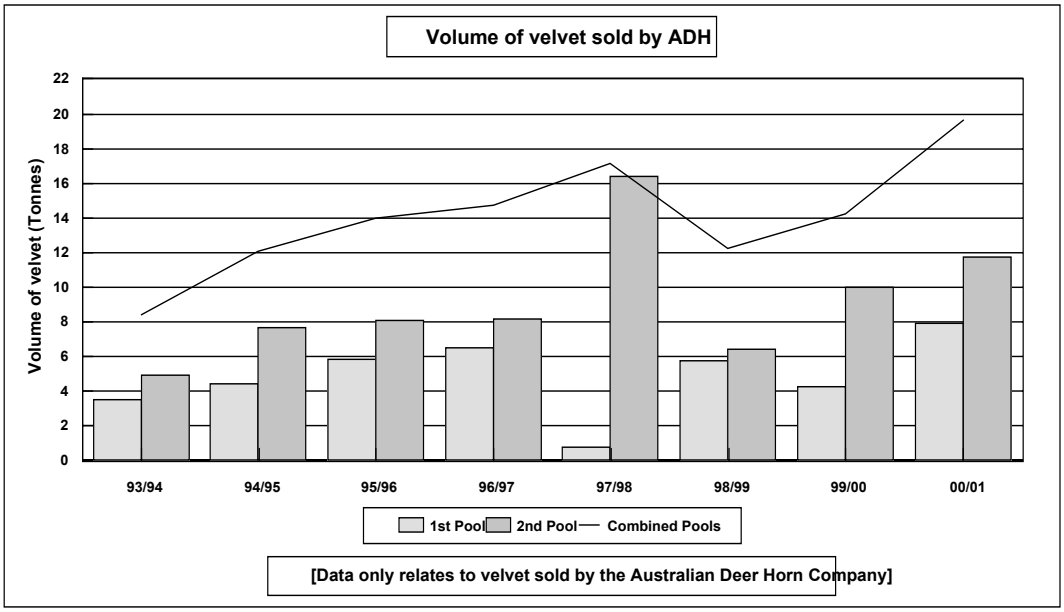


Velvet Antler Production

Industry estimates suggest that the majority (50 to 70%) of velvet antler (deer horn) produced by the Australian deer industry is sold through the velvet pools managed by the Australian Deer Horn and Co Products Company (ADH).

Most unprocessed velvet antler is sold to international buyers. Prices paid for velvet antler produced by the Australian industry are strongly influenced by, and closely linked, to prices paid to New Zealand deer farmers. Although prices received for Australian velvet antler are linked to New Zealand prices (mostly sold to Korean buyers), ADH continues to foster relationships with Chinese buyers of deer antler.

Graph 20 – Volume of Velvet Sold by ADH



Graph 20 shows how the volume of velvet antler sold by ADH has grown since the 1993/94 season. The fall in the total volume of velvet processed by ADH following the 1997/98 pool is a reflection of:

(i) A fall in production as a consequence of the 1997/98 prices and:

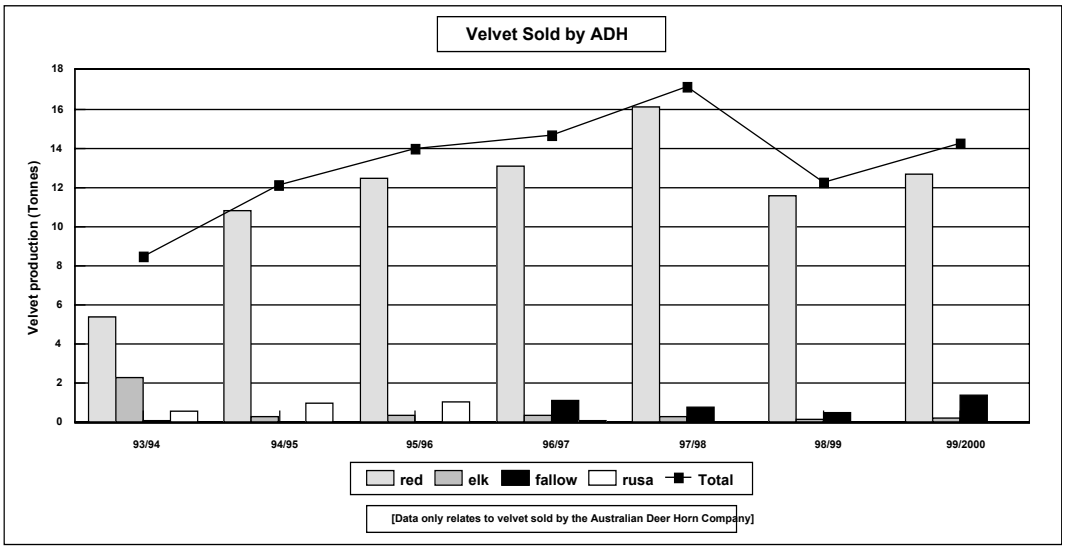
(ii) An assumed increase in the volume of product sold outside the pools in a belief of an opportunity to earn better returns from private sales.

The volume of velvet sold by ADH increased from 1998/99 to1999/2000 as a direct result of velvet price improvements from 1997/98 to 1998/99 for product sold by ADH and a general belief that prices for the 1999/2000 season would be greater than for the 1998/99 season.

A major reason that velvet production in 1999/00 did not recover to 1997/98 levels was that as a direct result of the recovery of venison prices during 1999/00, a large number

of males that could have produced velvet were processed for venison. Graph 21 shows that the contribution of each species to the volume of velvet antler sold by ADH has grown since the 1993/94 season.

Graph 21 – Volume of Velvet Sold by ADH by Species

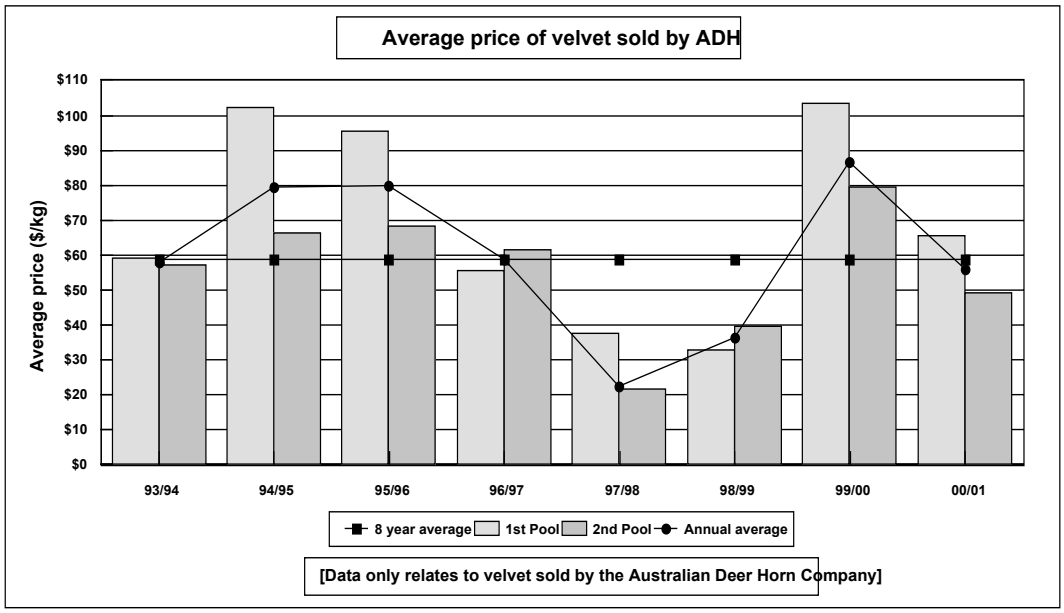


On average, since the 199394 season almost 90% of all velvet antler sold by ADH has been produced by red deer and red deer hybrids. During the same period Elk/Wapiti have produced about 4.0%, Fallow deer 4.0% and Rusa deer about 2.5% annually.

Velvet Antler Prices

Graph 22 shows how the value of velvet antler sold by ADH has grown since the 1993/94 season.

Graph 22 – Value of Velvet Sold by ADH

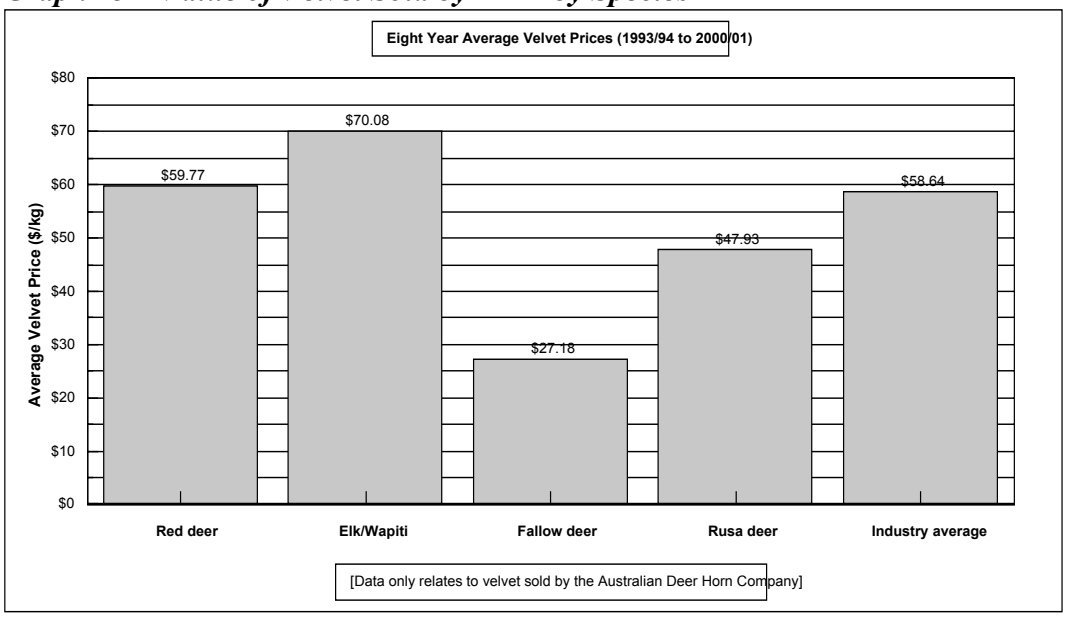


Interestingly, the average value of velvet sold at the first ADH pool in most years (1996/97 and 1998/99 are the only exceptions) is consistently greater that the average value of velvet sold at the second pool each year. The obvious decrease in prices achieved for antler sold in the 2000/01 season is related to economy difficulties in Korea that made imports of the antler more difficult.

The graph shows that the eight season average price for velvet antler sold by ADH is about $58.50 per kilogram fresh (unprocessed frozen) weight. Although not shown on the graph, the average price of red deer antler over the same period was about $60.00 per kilogram but if a seven-year average (omitting the poor performance in 1997/98) is calculated, the average price for red deer velvet is almost $67.00 per kilogram. Some say that this is a more reasonable average on which investment budgets should be calculated.

Graph 23 shows the variation in average prices between pools in each year and the average price for all velvet in each year relative to the eight-year (beginning with the 1993/94 season) average price for all velvet sold by ADH.

Graph 23 – Value of Velvet Sold by ADH by Species



From data presented in Graph 23 the major contributor to the eight season average price for velvet antler sold by ADH is the value of red deer velvet however the low value of fallow deer velvet reduces the industry average value. These eight-year averages for each species are reasonable averages for use in planning budgets by those considering investment in the deer industry.

5. DISCUSSION

Quality Assurance

The ability of the industry to manage, proactively and responsibly, expectations of governments and communities will contribute to either positive or negative perceptions and images of the industry in all markets. A major emphasis of QA programs is the management of animal health and welfare issues.

Key components of the Deer industry QA program are food safety and animal welfare and the program expects that each person in the production chain takes responsibility for and documents, all activity that occurs during the stage of production that they control. Standards addressed by the Deer Industry QA programs cover a wide range of food safety risks and include consideration of issues including: antibiotic residues; broken needles; drug withholding periods; safety of supplementary feed and meat hygiene. Animal welfare issues considered include provision of: adequate shelter; adequate feed; handling facilities; veterinary care; transport facilities and accredited velveting practices.

The benefits of an industry QA program are increasingly obvious from observation of other industries, both traditional and new. For example access to European markets for Australia's Ostrich and some aspects of poultry industries is less sure because of ongoing difficulties with Newcastle Disease. In principal the industries have recently experienced difficulty in satisfying European market animal health and welfare requirements in relation to Newcastle Disease.

The 2001 banning by Korea of importation of velvet antler from Canada because of health concerns (real or perceived) from Chronic Wasting Disease (CWD) also demonstrates the importance of being able to guarantee, from well-maintained, objectively recorded data, to consumers that product meets their minimum acceptable standards. Australia is one of a small number of countries that is accepted as not having either Bovine Spongioform Encephalopathy (BSE) or CWD.

It is important for all those in the deer industry to remember that the next person in the chain solely determines the quality or value of a good or service. This means that the activities of each person involved in the production, processing and marketing chain are determined by the final consumer of the good or service and so quality requirements must be determined from the end user back through the marketing, processing and production systems.

Well maintained industry QA programs provide industry leaders with information they require to counter unreasonable reports related to the welfare of farmed deer. They also promote the relationship between production practices that ensure animal welfare requirements are maintained and the availability of high quality, uncontaminated, products for human consumption.

To be credible and accepted by the marketplace as a reasonable guarantee of food safety and commitments to animal welfare, QA programs must be open to regular audit by both program administrators and the market place. The Australian Deer industry QA programs managed by industry on behalf of its members provides that credibility and accountability required by the marketplace.

Quality Assurance may not necessarily guarantee a premium price for products, but it may well guarantee market access for product. In other words, in the near future, it is likely that unless a product meets a minimum (externally audited) quality standard, market access will be limited. However, most industry groups who adopt quality assurance programs notice an improvement in profitability through an improvement in management control associated with record keeping undertaken as part of quality assurance accreditation.

If the industry does not meet requirements of importing countries, its access to markets is likely to be restricted. For example, the industry must maintain its commitment to quality assurance requirements (cleaning and disinfection of transports) for transportation of stock destined to EU markets to ensure continued market access for its venison.

Industry leader must continually encourage domestic and international users of the Industry's products and services to, where possible, preferentially purchase from suppliers who are accredited by the industry Quality Assurance program and use the industry accreditation marks to demonstrate their commitment to quality.

All Australian Deer industry members are encouraged to adopt the industry QA program and in turn help guarantee market access for those sectors of industry concerned with marketing their products that in turn will help guarantee the industry's sustainable and profitable future.

Venison

Data produced by the 1997-1999 RIRDC-funded project 'The Development of the Deer Industry as a Major Australian Livestock Industry' and this project show a wide variation in weight of carcases processed by Australia's venison processors. Although seasonal influences and natural change in body weight contributes significantly to this variation in carcase weight, experience suggests that a significant proportion of underweight animals during spring, summer and autumn result from inadequate nutrition regimes. Research data from around the

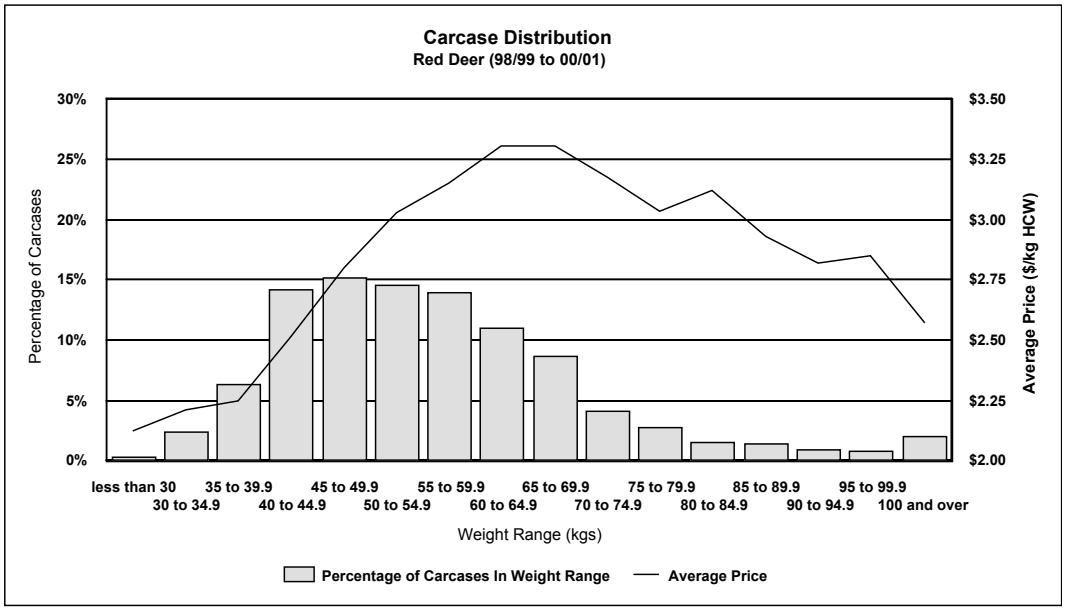
world and local experience suggests that with appropriate feed management and considered use of genetics, the difficulties in maintaining body weight and growth rates during the winter, especially for male stock, can be minimised.

Average Carcase Weight Distribution and Average Price for Weight Ranges

Graphs 24, 25 and 26 show the average percentage of carcases within each specified weight range and the average carcase price for each of the weight ranges for red fallow and rusa deer for the years 1998/99 to 2000/01.

Graph 24 shows that while the range of average carcase weight for the greatest percentage of deer sold was 40 to 60 kilograms, the average price ($/kg HCW) is greatest for carcases that weigh from 60 to 70 kgs. The price data suggests that the preferred, `ideal' red deer carcase weight required by processors is within the range 55 to 75 kilograms. The inference from the graph is returns to farmers could be improved by increasing average carcase weights of red deer sold.

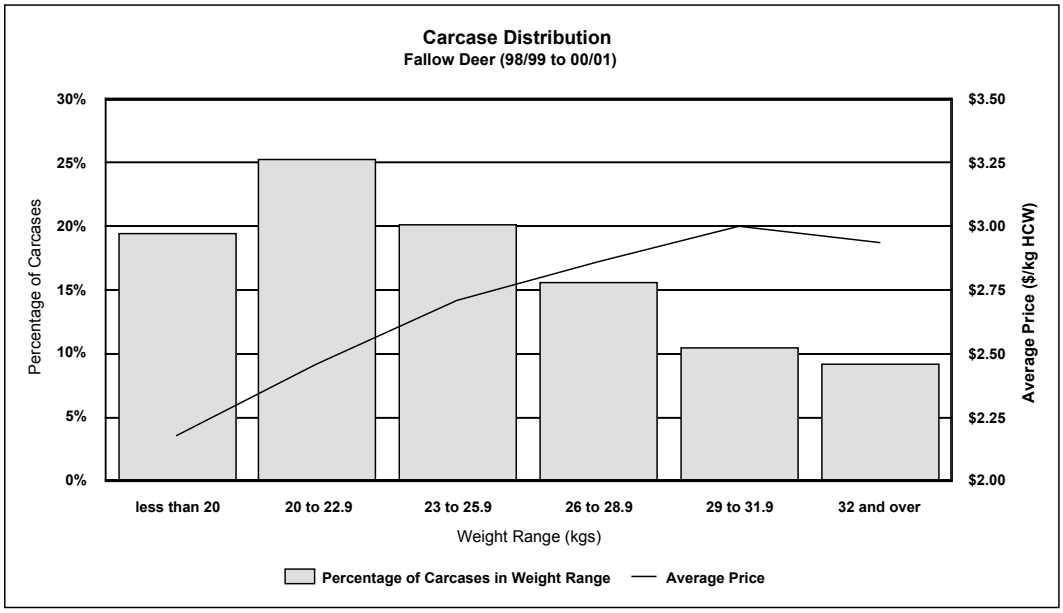
Graph 24 – Average Carcase Distribution and Price for Red Deer



Data for fallow deer is summarized in Graph 25. The graph shows that the greatest percentage of fallow deer sold have average carcase weights that are less than 26 kilograms while the average price ($/kg HCW) is greatest for carcases that weigh from 26 to 30 kilograms.

The data suggests that the preferred, `ideal' fallow deer carcase weight required by processors is from 26 to 30 kilograms. This data clearly shows that the returns to farmers could be improved by increasing average carcase weights of fallow deer sold.

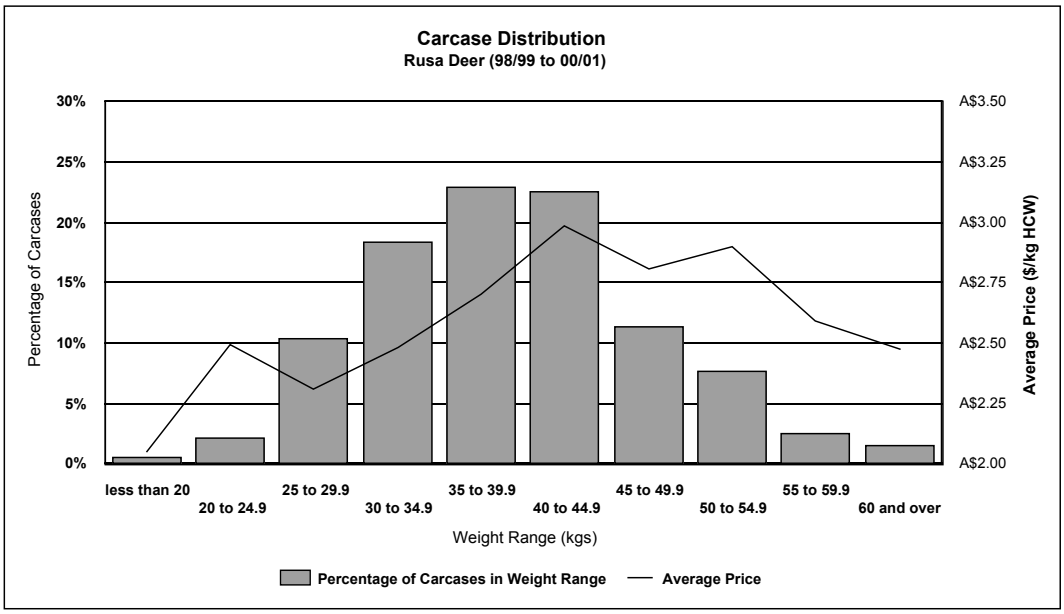
Graph 25 – Average Carcase Distribution and Price for Fallow Deer



Data for rusa deer is summarized in Graph 26. The graph shows that the greatest percentage of rusa deer sold have average carcase weights from 30 to 45 kilograms while the average price ($/kg HCW) is greatest for carcases that weigh from 40 to 45 kilograms.

Although this data shows that the average carcase weight of rusa deer more closely matches the highest average carcase price achieved, returns to farmers could be improved by increasing the number of rusa deer carcases that are close to an `ideal' weight of 40 to 55 kilograms.

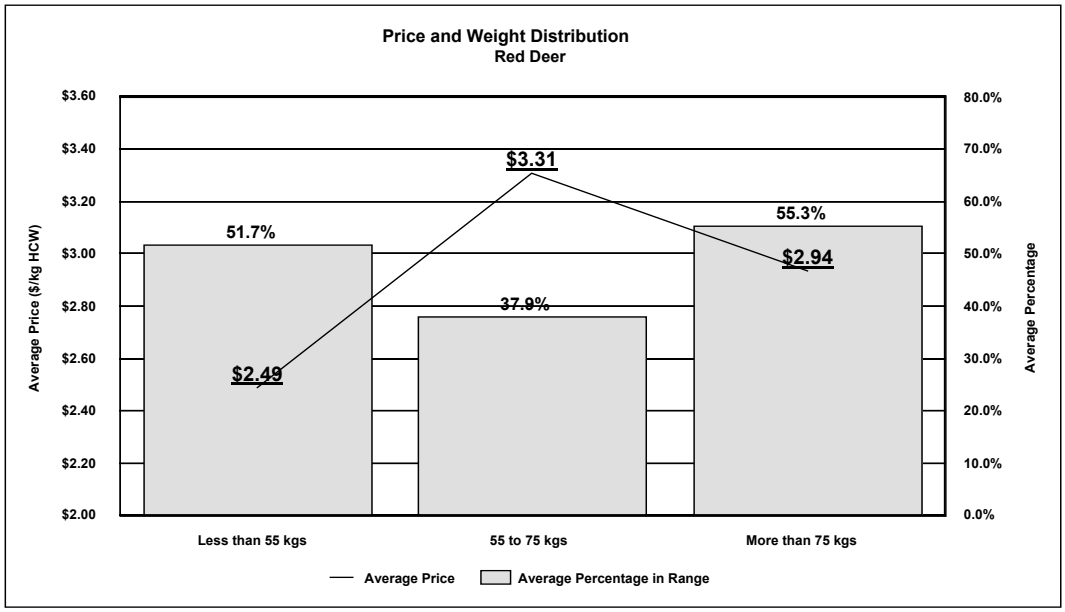
Graph 26 – Average Carcase Distribution and Price for Rusa Deer



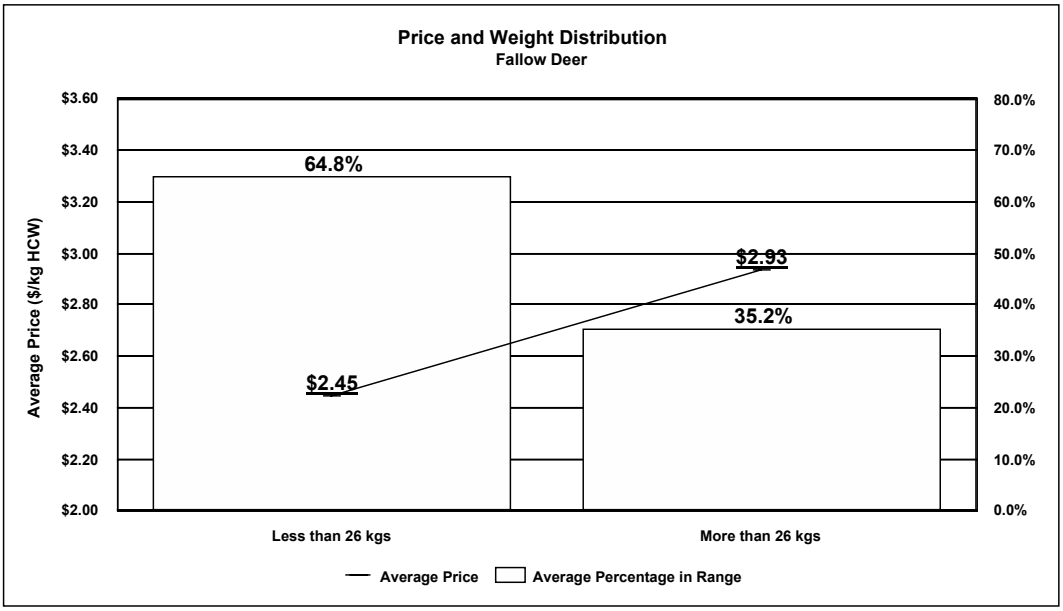
Average Carcase Price for Ideal Weight Ranges

From average price data displayed in graphs 24, 25 and 26, prime weight ranges for red, fallow and rusa deer are 55 to 75 kgs, greater than 26 kgs and 45 to 55 kgs respectively. Graphs 27, 28 and 29 not only show the average percentage of carcases within the nominated prime weight range, less than the prime weight range and greater than the prime weight range for each species but also the average carcase price for carcases in each group for the years 1998/99 to 2000/01.

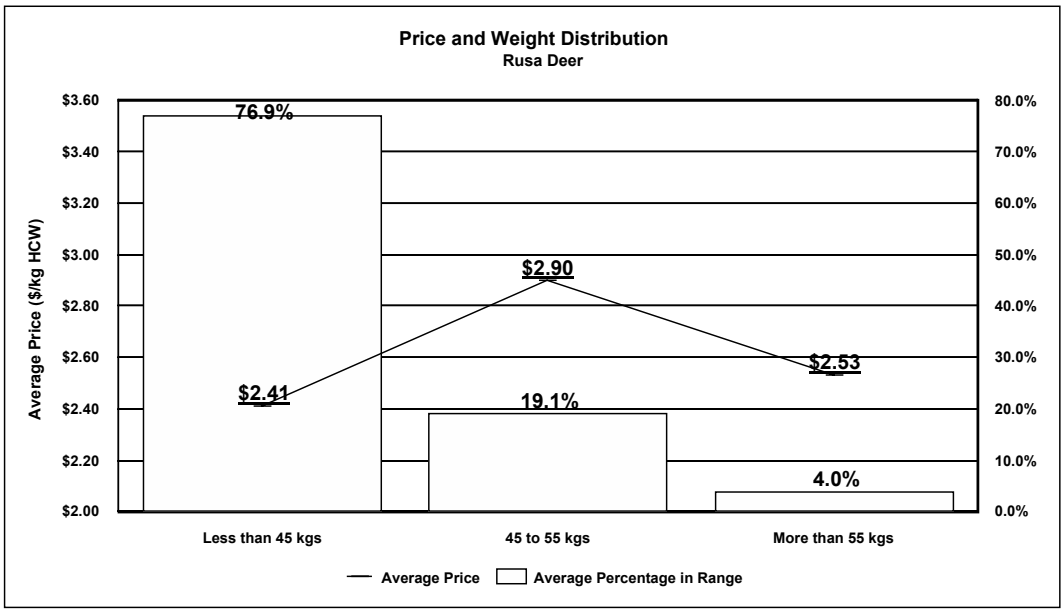
Graph 27 – Average Carcase Distribution and Price for Red Deer



Graph 28 – Average Carcase Distribution and Price for Fallow Deer



Graph 29 – Average Carcase Distribution and Price for Rusa Deer



A cause for concern for each species is that more than 50% of carcases processed weigh less than the ideal weight range. The average reduction in price ($/kg HCW) paid for carcases less than ideal weight during the years 1998/99 to 2000/01 is $0.82, $0.48 and $0.59 for red, fallow and rusa deer carcases respectively.

The graphs for red and rusa deer also demonstrate that carcases that are heavier than ideal are also discounted, by an average of $0.37 and $0.37 respectively.

During the years 1998/99 to 2000/01 an average of only 37.9% of red, 35.2% of fallow and 19.1% of rusa deer carcases had weights within the ideal range for each species.

The dramatic difference in the prices paid to farmers for stock above and below 'ideal' carcass weights is obvious. When these price differences are considered in conjunction with the percentage of carcasses within weight ranges a new perspective on low grower returns is obvious. Clearly, a significant opportunity to improve average grower returns by improving average carcase weight is evident from this data.

Farm Gate Value of Venison

The total farm gate value ($/kg HCW) of venison produced by cooperating processors is shown in tables 1 to 4.

Table 1. Total Farm Gate Value of Venison

Year	Total Value	Average Value ($/kg HCW)
1998/99	$3.04M	$2.30
1999/00	$4.93M	$2.69
2000/01	$5.94M	$3.54

Table 2. Farm Gate Value of Red Deer Venison

Year	Total Value	Average Value ($/kg HCW)
1998/99	$1.72M	$2.44
1999/00	$2.36M	$2.71
2000/01	$3.65M	$3.79

Table 3. Farm Gate Value of Fallow Deer Venison

Year	Total Value	Average Value ($/kg HCW)
1998/99	$1.17M	$2.16
1999/00	$2.16M	$2.64
2000/01	$2.07M	$3.18

Table 4. Farm Gate Value of Rusa Deer Venison

Year	Total Value	Average Value ($/kg HCW)
1998/99	$0.15M	$1.91
1999/00	$0.46M	$2.84
2000/01	$0.21M	$3.30

Venison Production Summary

A summary of Australia's venison production is shown in table 6 to 9 below.

Table 6. Total Volume of Venison Processed by Cooperating Processors

Year	Total Number	Total HCW (Tonnes)	Average HCW (Kg)
1998/99	36,570	1,323	35.8
1999/00	56,105	1,832	32.0
2000/01	45,757	1,679	35.3

Table 7. Red Deer Processed by Cooperating Processors

Year	Total Number	Total HCW (Tonnes)	Average HCW (Kgs)
1998/99	12,928	703	54.4
1999/00	17,140	870	50.7
2000/01	18,026	963	53.4

Table 8. Fallow Deer Processed by Cooperating Processors

Year	Total Number	Total HCW (Tonnes)	Average HCW (Kgs)
1998/99	22,128	542	24.5
1999/00	36,065	816	22.6
2000/01	27,647	651	23.5

Table 9. Rusa Deer Processed by Cooperating Processors

Year	Total Number	Total HCW (Tonnes)	Average HCW (Kgs)
1998/99	1,883	77	41.1
1999/00	3,952	147	37.1
2000/01	1,851	65	35.0

Average Prices of Animals Sold for Venison

Tables 10 and 11 show the difference in the average price ***(not including deductions for the industry levy or other costs associated with transport***) achieved by farmers for red and fallow deer of different live weights.

Table 10. Value of Red Deer Processed by Cooperating Processors (2000/2001)

Red Deer	HCW (kg)		
	45	**55**	**65**
Jul-2000	$134	$191	$286
Aug-2000	$140	$204	$299
Sep-2000	$158	$218	$276
Oct-2000	$170	$224	$277
Nov-2000	$153	$222	$276
Dec-2000	$154	$216	$280
Jan-2001	$147	$196	$274
Feb-2001	$169	$217	$279
Mar-2001	$165	$242	$293
Apr-2001	$212	$264	$358
May-2001	$157	$197	$301
Jun-2001	$164	$194	$329

Table 11. Value of Fallow Deer Processed by Cooperating Processors 2000/2001)

Fallow Deer	HCW (kg)		
	20	**24**	**28**
Jul-2000	$55	$71	$103
Aug-2000	$56	$68	$89
Sep-2000	$57	$76	$95
Oct-2000	$59	$79	$98
Nov-2000	$54	$76	$93
Dec-2000	$56	$80	$104
Jan-2001	$55	$78	$103
Feb-2001	$55	$77	$107
Mar-2001	$63	$81	$93
Apr-2001	$68	$73	$89
May-2001	$59	$77	$86
Jun-2001	$66	$78	$89

As can be seen by the data in the tables, the average increase in farmer returns achieved for red deer carcases from each increase of 10 kilograms of carcase weight from 45 to 65 kg during 2000/2001 was about $55.00 or $5.50 per kilogram. Similarly, the average increase in farmer returns achieved for fallow deer carcases from each increase of 4 kilograms of carcase weight from 20 to 28 kg during 2000/2001 was about $20.00 or $5.00 per kilogram

The obvious effect of the improvement in carcase weight is an increase farmer returns and an increased profitability.

Some Venison Market Comparisons

Farmers receive at least 15% less for venison sold on for processing in domestic only abattoir compared to that sold for processing export-licensed abattoirs. Graphs 14 and 15 provide an indication of how much less domestic consumers are prepared to pay for venison and perhaps contribute to the understanding of why most Australian venison is exported.

Data presented in graph 16 suggests that the majority of venison consumed domestically in Australia is sourced from fallow deer.

Venison Price Variations

The range between maximum and minimum price paid for red deer venison is greater than that recorded for fallow deer venison. The mean variation above (maximum price) the average price per kilogram was about the same for both species (about $0.65/kg) while the mean variation below (minimum price) the average was about $1.05 for red deer and $0.85 for fallow deer.

Velvet antler

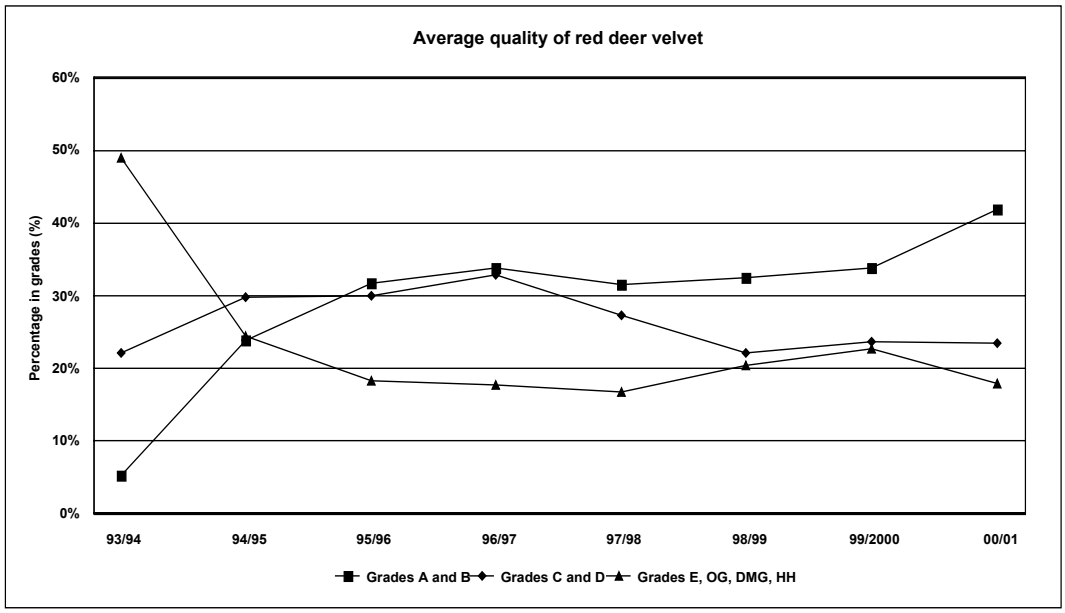
Quality

The National Velvet Accreditation Scheme (NVAS) developed by the Deer Industry Association of Australia and the Australian Veterinary Association, is designed to ensure that those people directly involved in the removal of velvet antler from deer are appropriately trained and competent to remove the antler. Accreditation includes training in the use of drugs, animal welfare, harvesting techniques, and quality assurance handling of velvet that has been harvested.

A measure of the success of the scheme, in terms of the quality of the velvet sold by the industry operated velvet pools (ADH), is the change in percentage of velvet classified in higher and lower value categories.

Graph 30 shows the variation in quality of velvet beginning with the 1993/94 season for velvet sold by ADH.

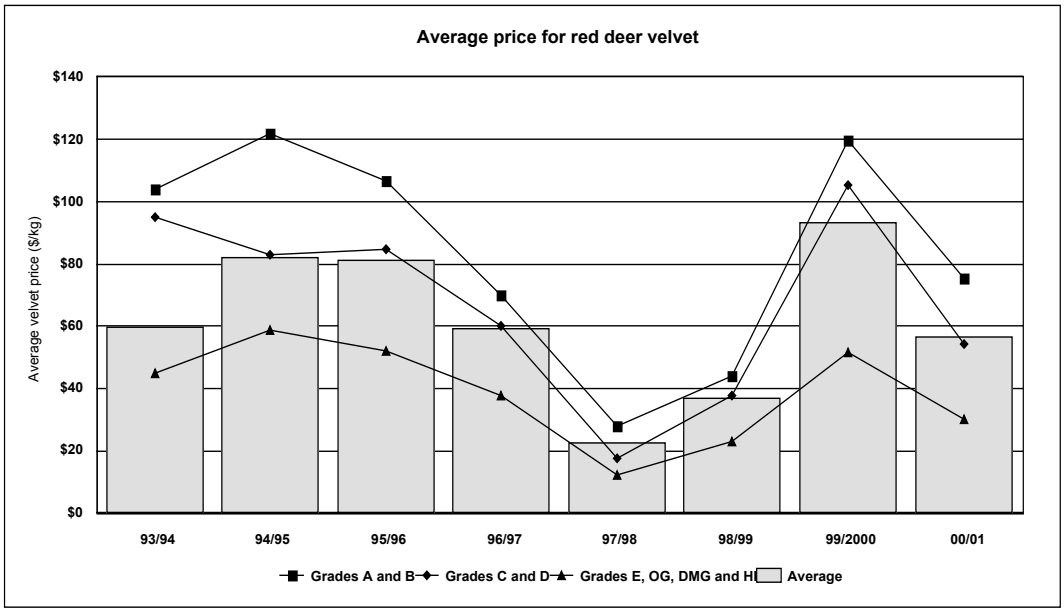
Graph 30 – Average Quality of Red Deer Velvet Sold by ADH



Of the red deer velvet antler sold by the ADH from the 1993/94 pools, approximately 5.3% was classified within the top four grades (A and B). Another 22.1% was classified in the second two grades (C and D). Of the remainder, approximately 49.8% was classified as either E grade, overgrown (OG), damaged (DMG) or hard horn (HH). The remaining velvet was classified as either regrowth (RG), Taiwanese (TW) or Spiker (SP) velvet.

Using the same grouping of quality classifications the red deer velvet antler sold by ADH from the 2000/01 pools can be regarded as significantly better quality. Almost 42% was classified as either A or B grade, almost 23% as C or D grade and less than 18% as either E, OG, DMG or HH grades. These data show a significant increase in the percentage of velvet sold that is graded into the top four grades and a reciprocal decrease in the less desirable qualities.

Graph 31 – Average Value of Red Deer Velvet Sold by ADH



Graph 31 shows how the average value of high and poor quality velvet has changed since the 1993/94 season. The most obvious factor that can be identified from the graph is that as average price increases the difference between the price realised for better and poorer quality velvet increases.

Conversely, when prices are poor there is less difference between the average price of the top four grades and other velvet.

Although the Australian industry can demonstrate its improvement in average velvet quality, most observers suggest the average quality of velvet offered for sale can improve still further.

Average velvet prices have improved in recent years as shown by data above however the velvet antler industry is likely to remain volatile. The international production of velvet antler, and its availability to national markets, has continued to rise in recent years. The increase has been principally due to increasing production in New Zealand, Australia and Canada.

Annual production of velvet antler can be dramatically reduced by slaughtering male stock or increased after a lag period by retaining male stock.

6. IMPLICATIONS

Australian deer farmers should seek to maintain and improve their average returns by concentrating their efforts on factors they can easily influence and rely on those involved in marketing products to access and develop those markets.

Data presented in the report clearly shows the significant reduction in farmer returns that result for processing animals with less than ideal carcase weight. The principal factor that the industry should consider in an effort to improve returns to growers is to improve the average quality of stock committed for processing. This is especially important, as factors that are most responsible for the relatively high venison prices currently experienced by the industry, are factors over which it has no control (relatively low value of the Australian dollar and BSE influenced high European demand caused by preference for red meat other than beef). If the effect of these uncontrollable influences changes, farmer returns may fall unless the average quality (carcase weight) of animals processed improves.

As described in the results and discussion sectors of this report, herd growth and production estimates can be significantly affected by average reproductive performance of the national herd and the rate at which female stock are culled from the herd. Although data collected on the industry herd, its structure and its reproductive performance are not perfect they do allow the development of reasonable production forecasts.

Further, a planned approach to extension programs aimed at increasing production from large commercial herds (those large enough to provide a reasonable standard of living for its owners) should be a priority. Programs that include ideal nutrition management and management timing of animal sales to provide entire males, castrates and females for processing throughout the year, should improve the average carcase weight of deer processed and subsequently returns to farmers.

Collectively, the industry's producers can play a major role in improving their returns by adopting and promoting the Industry Quality Assurance (QA) program and encouraging processors to discount payments made to growers who do not embrace the program. Adoption of the QA program and development of strategic alliances with marketers to supply stock that meet defined specifications, can only help to stabilise venison returns to growers.

Although an immediate commitment to the Quality Assurance program may not specifically provide new market opportunities and produce an immediate increase in the average venison price, it is fair to say without the commitment, future access to most international and domestic markets is likely to be severely restricted.

Specifications for the industry quality marks have been developed by this project and have been registered by the Deer Industry Company on behalf of the DIAA. The Trade Practices Commission and the Australian Competition and Consumer Commission have almost finished their review of the specifications.

Individual producers, transporters and processors will be able to access the Marks that will be made available under licence by the DIAA. Industry is hopeful that the mark will become increasingly recognised in international and domestic markets as a symbol of quality that is backed by a commitment of all industry sectors to ensure that products consistently meet or exceed consumer expectations.

The venison statistics program VenStat, developed as part of this project, will be made available, for a fee, to Australian venison processors on the understanding they will provide summary venison statistics that the program produces to a central database for analysis and dissemination to industry.

VenStat will be advertised and promoted at the August 2001 Australian Deer Industry Conference and will be promoted to potential international clients at the Fourth World Deer Conference in the USA (Texas) in February 2002.

7. RECOMMENDATIONS

1. *The industry should actively encourage the use of the VenStat program by all venison processors and make it available to all Australian processors at a price that encourages them to use it.*

   The statistical information collected and analysed by this project is objective data that will be useful to demonstrate the continuing improvement in market prices and positive market information to potential new industry participants.

   Data collected by the VenStat program will add to the Industry's growing database and provide detail not previously collected on sex of animals processed and in the future details about condition score, age at slaughter and amount of bruising. This information is vital requirement for planning marketing and production strategies and for identifying quality assurance issues that can influence farmer returns.

   The VenStat program will allow processors to more fully report information about each animal processed to growers.

2. *The Australian industry must actively adopt and promote its quality assurance program that is aimed to give consumer confidence in Australia's production and the deer industry generally*

   There are many international and local examples of the importance of industry managed quality assurance programs. To ensure growth of international market outlets the Australian industry must actively adopt and promote its quality assurance program that is aimed to give consumer confidence in Australia's production and the deer industry generally.

3. *A range of strategies should be considered to improve the average hot carcase weight of deer processed in Australia*

   Data produced by this project shows a considerable discount in farmer returns for venison that does not meet ideal weight specifications. Although natural seasonal influences affect the hot carcase weight of deer, inadequate nutrition is a major reason for inadequate hot carcase weight.

Current venison prices are principally a function of factors that are beyond industry control and average venison quality (as determined by average hot carcase weight data) has changed little since April 1998. To provide a more stable basis for venison prices the average hot carcase weight venison must be improved and the variation around the average must be reduced.

Research in Australia and New Zealand along with the wide variation in hot carcase weight of animals processed in Australian abattoirs suggests that improved producer management of deer can improve aspects of poor carcase quality.

Strategies that should be considered include:

(i) Bench Marking of a series of properties to demonstrate management techniques to achieve ideal carcase weight;
(ii) Detailed cost benefit analysis of achieving ideal hot carcase weight;
(iii) Training of Australian deer farmers and processors in live body condition score (BCS) assessment of deer;
(iv) A continuation of the regular and open reporting of market information to industry.

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APPENDIX 1 – Venison Price Schedule Calculator Output

Sample out puts for Red Deer calculations

RED DEER STANDARD CARCASE PRICE CALCULATOR

Standard HSCW [kgs]	***55.0***	Currency Units	***DM***

Break Down of Standard [55.0] kgs Carcase

Cut	STD Yield %	Weight [kgs]	CIF ***[DM/kg]***	Total CIF value ***[DM]***	Exchange Rate	Total Value AUD$
Striploin	***7.0%***	3.850	***20.00***	77.00	Value	$59.69
Tenderloin	***1.5%***	0.825	***10.00***	8.25	of	$6.40
Leg cuts	***18.0%***	9.900	***10.00***	99.00	AUD$1.00	$76.74
Heel Muscle	***1.0%***	0.550	***10.00***	5.50	in	$4.26
Osso Bucco	***2.3%***	1.265	***7.00***	8.86	Selected	$6.86
Boneless Shoulder, Shank On	***17.5%***	9.625	***7.00***	67.38	***Currency (DM)***	$52.23
Boneless Neck	***2.5%***	1.375	***5.00***	6.88	***1.29***	$5.33
Spare Ribs	***3.0%***	1.650	***5.00***	8.25		$6.40
Diced Goulash	***5.0%***	2.750	***4.95***	13.61		$10.55
Flank and Brisket	***12.2%***	6.710	***5.00***	33.55		$26.01
	0.0%	0.000	***0.00***	0.00		$0.00
	0.0%	0.000	***0.00***	0.00		$0.00
	0.0%	0.000	***0.00***	0.00		$0.00
	0.0%	0.000	***0.00***	0.00		$0.00
Bones, Fat, Waste, Shrinkage	30.0%	16.500	***0.00***	0.00		$0.00
Total	100.0%	55.000		328.27		$254.47

Summary Calculations

Production and marketing costs	Unit cost	Total cost
Standard Freight cost ($/kg)	***$0.40***	$15.40
Slaughter cost ($/head)	***$45.00***	$45.00
Boning and Packaging ($/kg HSCW)	***$1.30***	$71.50
Marketing(% of CIF value)	***3.0%***	$8.35

Net Meat Value of HSCW		$114.22
Net Value of Recoveries		
Skin	***$8.00***	
Tails	***$10.00***	
Sinews	***$3.00***	
Pizzles	***$3.00***	
Other	***$0.00***	
Other	***$0.00***	
Total Recoveries		$24.00
Total Net Value of Standard Carcase		**$138.22**

Processing/Marketing cost for standard carcase	**$2.55**
Farmers schedule price for standard carcase	**$2.51**

STANDARD PRICE SCHEDULE CALCULATOR (Page 1)

RED DEER PREMIUM SPECIFICATION AND PRICE SCHEDULE CALCULATOR

	Price code
Direct (Own) value or Model defined value ? (O/M)	***M***

Price	
Direct input ($/kg HSCW)	***$3.00***
Model defined ($/kg HSCW)	**$2.51**
$/kg HSCW	**$2.51**

Specification		
Sex	***m***	**Male**
Condition Score	***3***	**Prime**
Weight Range Code	**7**	**55.0 - 59.9**

DISCOUNTS **[Percent above (+ value) and below (- value) premium value]**
[Percentage in cell relating to premium specification must = 0%]

SEX

Code	Class	Percent	
m	MALE	***0.0%***	**Premium**
f	FEMALE	***-5.0%***	
c	CASTRATE	***-2.5%***	

CONDITION SCORE

Code	Class	Percent	
1	Emaciated	***-100.0%***	
2	Store	***-10.0%***	
3	Prime	***0.0%***	**Premium**
4	Fat	***-10.0%***	
5	Over Fat	***-25.0%***	

HOT STANDARD CARCASE WEIGHT

Code	Class	Percent	
1	0.0 - 30.0	***-52.0%***	
2	30.0 - 34.9	***-35.0%***	
3	35.0 - 39.9	***-20.0%***	
4	40.0 - 44.9	***-10.0%***	
5	45.0 - 49.9	***-5.0%***	
6	50.0 - 54.9	***0.0%***	
7	55.0 - 59.9	***0.0%***	**Premium**
8	60.0 - 64.9	***-5.0%***	
9	65.0 - 69.9	***-10.0%***	
10	70.0 - 74.9	***-20.0%***	
11	75.0 - 79.9	***-30.0%***	
12	80.0 - 84.9	***-35.0%***	
13	85.0 - 89.9	***-35.0%***	
14	90.0 - 94.9	***-35.0%***	
15	95.0 - 99.9	***-35.0%***	
16	100.0 - 104.9	***-35.0%***	
17	105.0 - 109.9	***-35.0%***	
18	110.0 - 114.9	***-35.0%***	
19	115.0 - 119.9	***-35.0%***	
20	120.0 - 124.9	***-35.0%***	
21	125.0 - 129.9	***-35.0%***	
22	130.0 - 134.9	***-35.0%***	
23	135.0 - 139.9	***-35.0%***	
24	140.0 - 1000.0	***-35.0%***	

STANDARD PRICE SCHEDULE CALCULATOR (Page 2)

RED DEER PRICE SCHEDULE [$/KG HSCW]						Male		
Live Weight Range	Condition Score 1 Emaciated	2 Store	3 Prime	4 Fat	5 Over Fat	**Return from Meat $/kg HSCW**	**Costs of Processing $/kg HSCW**	**Max Farm Payment $/kg HSCW**
0.0 - 30.0	NV	$0.12	$0.16	$0.12	$0.08	**$5.06**	**$4.73**	**$0.33**
30.0 - 34.9	NV	$1.07	$1.26	$1.07	$0.78	**$5.06**	**$3.12**	**$1.94**
35.0 - 39.9	NV	$1.49	$1.70	$1.49	$1.17	**$5.06**	**$2.93**	**$2.13**
40.0 - 44.9	NV	$1.81	$2.04	$1.81	$1.47	**$5.06**	**$2.79**	**$2.27**
45.0 - 49.9	NV	$2.02	$2.26	$2.02	$1.67	**$5.06**	**$2.68**	**$2.38**
50.0 - 54.9	NV	$2.22	$2.47	$2.22	$1.85	**$5.06**	**$2.59**	**$2.47**
55.0 - 59.9	NV	$2.29	$2.54	$2.29	$1.91	**$5.06**	**$2.52**	**$2.54**
60.0 - 64.9	NV	$2.22	$2.48	$2.22	$1.83	**$5.06**	**$2.45**	**$2.61**
65.0 - 69.9	NV	$2.13	$2.39	$2.13	$1.73	**$5.06**	**$2.40**	**$2.66**
70.0 - 74.9	NV	$1.89	$2.17	$1.89	$1.49	**$5.06**	**$2.35**	**$2.71**
75.0 - 79.9	NV	$1.65	$1.92	$1.65	$1.24	**$5.06**	**$2.31**	**$2.75**
80.0 - 84.9	NV	$1.53	$1.81	$1.53	$1.11	**$5.06**	**$2.28**	**$2.78**
85.0 - 89.9	NV	$1.55	$1.83	$1.55	$1.13	**$5.06**	**$2.25**	**$2.81**
90.0 - 94.9	NV	$1.56	$1.85	$1.56	$1.14	**$5.06**	**$2.22**	**$2.84**
95.0 - 99.9	NV	$1.58	$1.86	$1.58	$1.15	**$5.06**	**$2.19**	**$2.87**
100.0 - 104.9	NV	$1.59	$1.88	$1.59	$1.16	**$5.06**	**$2.17**	**$2.89**
105.0 - 109.9	NV	$1.60	$1.89	$1.60	$1.16	**$5.06**	**$2.15**	**$2.91**
110.0 - 114.9	NV	$1.61	$1.90	$1.61	$1.17	**$5.06**	**$2.13**	**$2.93**
115.0 - 119.9	NV	$1.62	$1.91	$1.62	$1.18	**$5.06**	**$2.12**	**$2.94**
120.0 - 124.9	NV	$1.63	$1.92	$1.63	$1.18	**$5.06**	**$2.10**	**$2.96**
125.0 - 129.9	NV	$1.64	$1.93	$1.64	$1.19	**$5.06**	**$2.08**	**$2.98**
130.0 - 134.9	NV	$1.64	$1.94	$1.64	$1.20	**$5.06**	**$2.07**	**$2.99**
135.0 - 139.9	NV	$1.65	$1.95	$1.65	$1.20	**$5.06**	**$2.06**	**$3.00**
140.0 - 1000.0	NV	$1.79	$2.11	$1.79	$1.30	**$5.06**	**$1.81**	**$3.25**

STANDARD PRICE SCHEDULE CALCULATOR (Page 3)

RED DEER PRICE SCHEDULE [$/KG HSCW] **Female**

Live Weight Range	Condition Score 1 Emaciated	2 Store	3 Prime	4 Fat	5 Over Fat	Return from Meat $/kg HSCW	Costs of Processing $/kg HSCW	Max Farm Payment $/kg HSCW
0.0 - 30.0	NV	$0.11	$0.14	$0.11	$0.06	**$5.06**	**$4.73**	**$0.33**
30.0 - 34.9	NV	$0.97	$1.16	$0.97	$0.68	**$5.06**	**$3.12**	**$1.94**
35.0 - 39.9	NV	$1.38	$1.59	$1.38	$1.06	**$5.06**	**$2.93**	**$2.13**
40.0 - 44.9	NV	$1.70	$1.93	$1.70	$1.36	**$5.06**	**$2.79**	**$2.27**
45.0 - 49.9	NV	$1.90	$2.14	$1.90	$1.55	**$5.06**	**$2.68**	**$2.38**
50.0 - 54.9	NV	$2.10	$2.35	$2.10	$1.73	**$5.06**	**$2.59**	**$2.47**
55.0 - 59.9	NV	$2.16	$2.42	$2.16	$1.78	**$5.06**	**$2.52**	**$2.54**
60.0 - 64.9	NV	$2.09	$2.35	$2.09	$1.69	**$5.06**	**$2.45**	**$2.61**
65.0 - 69.9	NV	$2.00	$2.26	$2.00	$1.60	**$5.06**	**$2.40**	**$2.66**
70.0 - 74.9	NV	$1.76	$2.03	$1.76	$1.35	**$5.06**	**$2.35**	**$2.71**
75.0 - 79.9	NV	$1.51	$1.79	$1.51	$1.10	**$5.06**	**$2.31**	**$2.75**
80.0 - 84.9	NV	$1.39	$1.67	$1.39	$0.97	**$5.06**	**$2.28**	**$2.78**
85.0 - 89.9	NV	$1.41	$1.69	$1.41	$0.98	**$5.06**	**$2.25**	**$2.81**
90.0 - 94.9	NV	$1.42	$1.70	$1.42	$0.99	**$5.06**	**$2.22**	**$2.84**
95.0 - 99.9	NV	$1.43	$1.72	$1.43	$1.00	**$5.06**	**$2.19**	**$2.87**
100.0 - 104.9	NV	$1.44	$1.73	$1.44	$1.01	**$5.06**	**$2.17**	**$2.89**
105.0 - 109.9	NV	$1.45	$1.75	$1.45	$1.02	**$5.06**	**$2.15**	**$2.91**
110.0 - 114.9	NV	$1.46	$1.76	$1.46	$1.02	**$5.06**	**$2.13**	**$2.93**
115.0 - 119.9	NV	$1.47	$1.77	$1.47	$1.03	**$5.06**	**$2.12**	**$2.94**
120.0 - 124.9	NV	$1.48	$1.78	$1.48	$1.04	**$5.06**	**$2.10**	**$2.96**
125.0 - 129.9	NV	$1.49	$1.79	$1.49	$1.04	**$5.06**	**$2.08**	**$2.98**
130.0 - 134.9	NV	$1.49	$1.79	$1.49	$1.05	**$5.06**	**$2.07**	**$2.99**
135.0 - 139.9	NV	$1.50	$1.80	$1.50	$1.05	**$5.06**	**$2.06**	**$3.00**
140.0 - 1000.0	NV	$1.62	$1.95	$1.62	$1.14	**$5.06**	**$1.81**	**$3.25**

STANDARD PRICE SCHEDULE CALCULATOR (Page 4)

RED DEER PRICE SCHEDULE [$/KG HSCW] **Castrate**

Live Weight Range	Condition Score 1 Emaciated	2 Store	3 Prime	4 Fat	5 Over Fat	Return from Meat $/kg HSCW	Costs of Processing $/kg HSCW	Max Farm Payment $/kg HSCW
0.0 - 30.0	NV	$0.12	$0.15	$0.12	$0.07	**$5.06**	**$4.73**	**$0.33**
30.0 - 34.9	NV	$1.02	$1.21	$1.02	$0.73	**$5.06**	**$3.12**	**$1.94**
35.0 - 39.9	NV	$1.44	$1.65	$1.44	$1.12	**$5.06**	**$2.93**	**$2.13**
40.0 - 44.9	NV	$1.76	$1.98	$1.76	$1.42	**$5.06**	**$2.79**	**$2.27**
45.0 - 49.9	NV	$1.96	$2.20	$1.96	$1.61	**$5.06**	**$2.68**	**$2.38**
50.0 - 54.9	NV	$2.16	$2.41	$2.16	$1.79	**$5.06**	**$2.59**	**$2.47**
55.0 - 59.9	NV	$2.23	$2.48	$2.23	$1.84	**$5.06**	**$2.52**	**$2.54**
60.0 - 64.9	NV	$2.15	$2.41	$2.15	$1.76	**$5.06**	**$2.45**	**$2.61**
65.0 - 69.9	NV	$2.06	$2.33	$2.06	$1.66	**$5.06**	**$2.40**	**$2.66**
70.0 - 74.9	NV	$1.83	$2.10	$1.83	$1.42	**$5.06**	**$2.35**	**$2.71**
75.0 - 79.9	NV	$1.58	$1.85	$1.58	$1.17	**$5.06**	**$2.31**	**$2.75**
80.0 - 84.9	NV	$1.46	$1.74	$1.46	$1.04	**$5.06**	**$2.28**	**$2.78**
85.0 - 89.9	NV	$1.48	$1.76	$1.48	$1.06	**$5.06**	**$2.25**	**$2.81**
90.0 - 94.9	NV	$1.49	$1.78	$1.49	$1.07	**$5.06**	**$2.22**	**$2.84**
95.0 - 99.9	NV	$1.50	$1.79	$1.50	$1.07	**$5.06**	**$2.19**	**$2.87**
100.0 - 104.9	NV	$1.52	$1.81	$1.52	$1.08	**$5.06**	**$2.17**	**$2.89**
105.0 - 109.9	NV	$1.53	$1.82	$1.53	$1.09	**$5.06**	**$2.15**	**$2.91**
110.0 - 114.9	NV	$1.54	$1.83	$1.54	$1.10	**$5.06**	**$2.13**	**$2.93**
115.0 - 119.9	NV	$1.55	$1.84	$1.55	$1.10	**$5.06**	**$2.12**	**$2.94**
120.0 - 124.9	NV	$1.55	$1.85	$1.55	$1.11	**$5.06**	**$2.10**	**$2.96**
125.0 - 129.9	NV	$1.56	$1.86	$1.56	$1.12	**$5.06**	**$2.08**	**$2.98**
130.0 - 134.9	NV	$1.57	$1.87	$1.57	$1.12	**$5.06**	**$2.07**	**$2.99**
135.0 - 139.9	NV	$1.58	$1.88	$1.58	$1.13	**$5.06**	**$2.06**	**$3.00**
140.0 - 1000.0	NV	$1.71	$2.03	$1.71	$1.22	**$5.06**	**$1.81**	**$3.25**

RED DEER WEIGHT RANGE SPECIFICATION

HSCW	
Lowest Weight in Range	**Maximum Weight in Range**
0.0	***30.0***
30.0	***34.9***
35.0	***39.9***
40.0	***44.9***
45.0	***49.9***
50.0	***54.9***
55.0	***59.9***
60.0	***64.9***
65.0	***69.9***
70.0	***74.9***
75.0	***79.9***
80.0	***84.9***
85.0	***89.9***
90.0	***94.9***
95.0	***99.9***
100.0	***104.9***
105.0	***109.9***
110.0	***114.9***
115.0	***119.9***
120.0	***124.9***
125.0	***129.9***
130.0	***134.9***
135.0	***139.9***
140.0	**1000.0**

APPENDIX 2 - Estimation of the number of deer processed

Data collected by the project includes the total hot carcase weight (HCW) of venison processed by species and within weight ranges. The information is collected from most processors and is believed to represent at least 90% of all venison processed within Australia.

To estimate the number of animals processed, an average HCW weight was determined for each weight range of each species. The total HCW for each weight range was divided by the average HCW for the range to provide an estimate of the number of animals processed within that weight range for that species.

Table 12. HCW (kgs) ranges and average used for Red and Hybrid deer.

Lower limit	25	30	35	40	45	50	55	60	65	70	75	80	85	90	95	100
Upper limit	29.9	34.9	39.9	44.9	49.9	54.9	59.9	64.9	69.9	74.9	79.9	84.9	89.9	94.9	99.9	120.0
Average used	27.45	32.45	37.45	42.45	47.45	52.45	57.45	62.45	67.45	72.45	77.45	82.45	87.45	92.45	97.45	111.0

Table 13. HCW (kgs) ranges and average used for Fallow deer.

Lower limit	16	20	23	26	29	32
Upper limit	19.9	22.9	25.9	28.9	31.9	34.9
Average used	17.95	21.45	24.45	27.45	30.45	33.45

Table 14. HCW (kgs) ranges and average used for Rusa deer

Lower limit	20	25	30	35	40	45	50	55	60
Upper limit	24.9	29.9	34.9	39.9	44.9	49.9	54.9	59.9	90
Average used	22.45	27.45	32.45	37.45	42.45	47.45	52.45	57.45	75

APPENDIX 3 – Deer Industry Contacts Database

Index

Contacts - Page 1

COMPANY	NAME	SURNAME	ADDRESS	TOWN	ST	PC	PHONE	FAX	MOBILE	EMAIL
ABATTOIRS										
DOMESTIC										
COWARAMUP ABATTOIR	JACK	**SEMENI**	C/o POST OFFICE	COWARAMUP	WA	6284	08 9755 5360	08 9755 5361		
ST CLAIR	CHRIS	**WILKINSON**	PO BOX 111	WONTHAGGI	VIC	3995	03 5674 9220			
STRATH MEATS PTY LTD	NEIL	**WECKERT**	ASHBOURNE ROAD	STRATHALBYN	SA	5255	08 8536 2366			
EXPORT										
AUSTRALIAN GAME MEATS	ROD	**MACLURE**	54 HAZELGROVE ROAD	OBERON	NSW	2787	02 6336 1274	02 6336 1274	0412 308 203	
AUSTRALIAN GAME PROCESSORS	IAN	**MILBURNE**	RMB 1024	WYCHEPROOF	VIC	3527	03 5493 7557	03 5493 7449		agp@ruralnet.net.au
CHERBOURG SPECIALIST MEAT	ALAN	**JOHNSON**	272 HAWKESBURY ROAD	MOGGILL	QLD	4070	07 3202 6429			
GATEWAY MEATS (WAKERIE)	HANS	**THONIC**	14 ORLEANA STREET	FLAGSTAFF HILL	SA	5159	08 8371 4222	08 8371 4233	0419 977 080	
MERAMIST	BARRY	**DEMPSEY**	PO BOX 285	CABOOLTURE	QLD	4510	07 5495 3711	07 5495 5727		meramist@one.net.au
MUDGEE	MALCOLM	**SCIFLEET**	PO BOX 297	MUDGEE	NSW	2850	02 6372 5777	02 6372 5615		
NORVIC FOOD PROCESORS PTY LTD	JON	**HAYES**	PO BOX 637	WODONGA	VIC	3689	02 6024 1077	02 6056 1526		
THE EMU COMPANY	ROBERT	**CAVEDON**	HUGHES LANE	EUROBIN	VIC	3739	03 5756 2999	03 5756 2812		
WAMMCO (WA MEAT MARKETING CO-OP)	ALBERT	**BAKER**	GPO BOX X2309	PERTH	WA	6001	08 9420 0200	08 9481 3026		
ANTLER VELVET, DEER HORN										
ADP PHARMACEUTICALS	DENNIS	**WHITE**	144 GORMAN ROAD	GOULBURN	NSW	2580	02 4821 4386	02 4821 6296		
AUSTRALIAN DEER HORN	DON	**MACDONALD**	PO BOX 1211	NOOSA	QLD	4567	07 5449 1877	07 5449 1899		
AUSTRALIAN DEER HORN & CO PRODUCTS	DAVID	**WALKER**	TARWIN ROAD	INVERLOCH	VIC	3996	03 5674 5520	03 5674 5577		dhwalker@tpgi.com.au
BILBY INTERNATIONAL	ALAN	**CHAPMAN**	592 NORTHEAST ROAD	HOLDEN HILL	SA	5088	08 8369 2447	08 8369 2448	0419 823 479	bilby@picknowl.com.au
TONG REN TANG	JOHN	**CHEN**	16-20 SULTRAM PLACE	ADELAIDE	SA	5000	08 8269 6802	08 8231 6799		
A Q I S										
FOOD POLICY BRANCH	STEVEN	**ROBERTS**	GPO BOX 858	CANBERRA	ACT	2601	02 6271 6438	02 6272 3678		steven.roberts@aqis.gov.au
FOOD POLICY BRANCH	ANDREW	**CUPIT**	GPO BOX 858	CANBERRA	ACT	2601	02 6271 6537	02 6272 3678		
ARTIFICIAL INSEMINATION										
ALLANSFORD VETERINARY CLINIC	RON	**DEPPLER**	132A ZIEGLER PARADE	ALLANSFORD	VIC	3277	03 5565 1390	03 5565 1495		
EAST ISLAND DEER	GUY	**DOCKRILL**	3911 FRANKSTON FLINDERS ROAD	SHOREHAM	VIC	3916	03 5989 8574	03 5989 8574		deerguy@pen.hotkey.net.au
KENWICK VET HOSPITAL	SUE	**JOUBERT**	15 ROYAL STREET	KENWICK	WA	6107	08 9459 7999	08 9451 1058		
PREMIER DEER FARM	MARK	**HUISMAN**	RMB 204	BOYUP BROOK	WA	6244	08 9765 3023	08 9765 3024		huisman@premierdeer.com.au
LINDA RUMBLE	LINDA	**RUMBLE**	PO BOX 1299	DENILIQUIN	NSW	2710	03 5884 3572	03 5882 3572		
SEMTECH ANIMAL BREEDING SERVICES	PAUL	**HAMILTON**	7 BEAUMONT ROAD	BERWICK	VIC	3806	03 9707 4077	03 9707 4077		
T & J NOMINEES PTY LTD	TERRY	**MAHONEY**	207 MYERS ROAD	BITTERN	VIC	3918	03 9580 2833	03 9580 8192		gundooee@hotkey.net.au
AUSTRALIAN DEER HORN & CO-PRODUCTS PTY LTD										
CHAIRMAN	MARK	**HUISMAN**	RMB 204	BOYUP BROOK	WA	6244	08 9765 1017	08 9765 3024		huisman@premierdeer.com.au
MANAGING DIRECTOR	DAVID	**WALKER**	TARWIN ROAD	INVERLOCH	VIC	3996	03 5674 5520	03 5674 5577	0419 343 307	dhwalker@tpgi.com.au
ASSISTANT MANAGER	GUY	**DOCKRILL**	3911 FRANKSTON FLINDERS ROAD	SHOREHAM	VIC	3916	03 5989 8574	03 5989 8574	0438 898 574	deerguy@pen.hotkey.net.au
DIRECTOR	DES	**DELAINE**	RIVER ROAD	HAHNDORF	SA	5245	08 8388 7347	08 8388 7654		hvensupp@dove.net.au
DIRECTOR	RUDI	**KELLER**	PO BOX 204 DORRIGO		NSW	2453	02 6657 2088			aus-deer@midcoast.com.au

Contacts - Page 2

COMPANY	NAME	SURNAME	ADDRESS	TOWN	ST	PC	PHONE	FAX	MOBILE	EMAIL
ADH DIRECTOR	JIM	**MOIR**	RMB 2359	CONDAH	VIC	3303	03 5578 4229	03 5578 4204	0418 387 689	jmoir@iconnect.net.au
ADMINISTRATIVE SECRETARY	MEG	**WALKER**	TARWIN ROAD	INVERLOCH	VIC	3996	03 5674 5520	03 5674 5577		dhwalker@tpgi.com.au
TREASURER	ANNE	**HOGG**	22 LOWER ROAD	WATTLE GLEN	VIC	3096	03 9438 2497	03 9438 2497		
ADH VELVET POOLS										
STATE COORDINATORS NSW	NICK	**GUENTHER**	68 GREENDALE ROAD	GREENDALE	NSW	2745	02 4773 8804			
STATE COORDINATORS QLD	MARK	**REINBOTT**	PO BOX 85	CROWS NEST	QLD	4355	07 4698 4966	07 4698 4966		
STATE COORDINATORS SA	DES	**DELAINE**	RIVER ROAD	HAHNDORF	SA	5245	08 8388 7347	08 8388 7654		hvensupp@dove.net.au
STATE COORDINATORS TAS	JOHN	**CLARK**	PO BOX 93	DOVER	TAS	7117	03 6298 1140	03 6298 1140		
STATE COORDINATORS VIC	GUY	**DOCKRILL**	3911 FRANKSTON FLINDERS ROAD	SHOREHAM	VIC	3916	03 5989 8574	03 5989 8574	0438 898 574	deerguy@pen.hotkey.net.au
STATE COORDINATORS WA	JERRY	**SHAWCROSS**	PO BOX 85	BOYUP BROOK	WA	6244	08 9766 1008			springshawdeer@telstra.easymail.com.au
PRINCIPAL GRADER	CLARK	**MCGHIE**	PO BOX 412	COOROI	QLD	4563	07 5488 6103	07 5488 6107	0429 688 191	clarkanddebbie@hotmail.com.au
BONING ROOMS										
DOMESTIC										
COWARAMUP ABATTOIR	JACK	**SEMENI**	C/o POST OFFICE	COWARAMUP	WA	6284				
HAHNDORF VENISON	DES	**DELAINE**	RIVER ROAD	HAHNDORF	SA	5245	08 8388 7347	08 8388 7654		hvensupp@dove.net.au
GAMEKEEPERS OF AUSTRALIA	ALAN	**RUNDELL**	PO BOX 5423	CRANBOURNE PARK	VIC	3977	03 5998 8218	03 5998 8387	0418 557 122	
STRATH MEATS PTY LTD	NEIL	**WECKERT**	ASHBOURNE ROAD	STRATHALBYN	SA	5255	08 8536 2366			
EXPORT										
AUSTRALIAN GAME MEATS	ROD	**MACLURE**	644-646 OLD NORTHERN ROAD	DURAL	NSW	2158	02 9653 9010			
AUSTRALIAN GAME PROCESSORS	IAN	**MILBURNE**	RMB 1024	WYCHEPROOF	VIC	3527	03 5493 7557	03 5493 7449		
GATEWAY MEATS (WAKERIE)	HANS	**THONIC**	14 ORLEANA STREET	FLAGSTAFF HILL	SA	5159	08 8371 4222	08 8371 4233		
MERAMIST	BARRY	**DEMPSEY**	PO BOX 285	CABOOLTURE	QLD	4510	07 5495 3711	07 5495 5727		meramist@one.net.au
THE EMU COMPANY	ROBERT	**CAVEDON**	HUGHES LANE	EUROBIN	VIC	3739	03 5756 2999	03 5756 2812		
WESTMEATS PTY LTD	MARTIN	**WIESELMAN**	7-9 CAHILL STREET	DANDENONG	VIC	3175	03 9706 5222	03 9706 5308		
BREED SOCIETIES										
AUST WARNHAM & WOBURN SOCIETY PRES	DAVID	**BECKWITH**	GIL GAL AMERY ROAD	THOONA	VIC	3726	03 5765 2367			thoona@hotmail.com.au
AUST WARNHAM & WOBURN SOCIETY SEC	DIANNE	**LAWRENCE**	36 MCKENZIE ROAD	NEERIM	VIC	3831	03 5628 4298	03 5628 4308		rainbow@sympac.com.au
RED DEER SOCIETY PRESIDENT	ROD	**MACLURE**	1 WATER ST	WAHROONGA	NSW	2076	02 9489 3082	02 9489 7042	0412 308 203	
RED DEER SOCIETY SECRETARY	WILLIAM	**HUGHES**	A.B.R.I., U.N.E.	ARMIDALE	NSW	2351	02 6773 3357	02 6772 1943		michelle@saltbush.une.edu.au
NTH AMERICAN ELK BREEDERS (NAMEBA)	TERRY	**MAHONEY**	207 MYERS ROAD	BITTERN	VIC	3918	03 9580 2833	03 9580 8192		gundooee@hotkey.net.au
ELK & WAIPITI SOCIETY OF NEW ZEALAND	TERRY	**MAHONEY**	207 MYERS ROAD	BITTERN	VIC	3918	03 9580 2833	03 9580 8192		gundooee@hotkey.net.au
CATERING										
BLACK RANGE DEER FARM	CHARLES	**GATT**	RMB 1194 BLACK RANGE ROAD	ROMSEY	VIC	3434	03 5429 6157	03 5429 6157		

Contacts - Page 3

COMPANY	NAME	SURNAME	ADDRESS	TOWN	ST	PC	PHONE	FAX	MOBILE	EMAIL
COMPUTER PROGRAMS										
"BLOODLINES" UNDAWARE PTY LTD	TONY	**WHITE**	4 THE CRESCENT	YEA	VIC	3717	03 5797 3344	03 5797 3288		
DEER MAGIC' SALTBUSH SOFTWARE			ABRI UNE	ARMIDALE	NSW	2351	02 6773 3310	02 6772 5376		
DEER QAMA & VENSTAT										
PROGRAMMING SOLUTIONS	RAYMOND	**KENNINGTON**	48 FIRST STREET	GAWLER SOUTH	SA	5118	08 8522 4957	08 8522 4957		raymondk@chariot.net.au
CONSULTANTS										
INDUSTRY										
ACT - RURAL ACTION	BOB	**COOMBS**	P.O. BOX 286	JAMISON CENTRE	ACT	2614	02 6251 6127	02 6251 6719		
QLD	LYNELLE	**TUME**	16 MARTINGALE COURT	CLEVELAND	QLD	4163	07 3821 4200	07 3821 4211		
RSK CONSULTING	RUDY	**KELLER**	PO BOX 204	DORRIGO	NSW	2453	02 6657 2088	02 6657 2088		aus-deer@midcoast.com.au
RURAL INDUSTRY DEVELOPMENTS	CHRIS	**TUCKWELL**	PO BOX 1105	GAWLER	SA	5118	08 8523 3500	08 8523 3301	0419 864 725	tuckwell@dove.net.au
QA										
QLD	TREVOR	**RANKIN**	22 AERIE COURT	SPRINGWOOD	QLD	4127	07 3208 6303	07 3208 6303	0402 291 819	
DATABASES										
CRANDON SERVICES NSW	ROB	**McWATTERS**	PO BOX 337	LAURIETON	NSW	2443	02 6559 5777			coodge@midcoast.com.au
DEER BLOODTYPING										
BLENKHORN & ASSOCIATES (VETS)	LIONEL	**JOHNSTON**	11 JOHN ST	PAKENHAM	VIC	3810	03 5941 3822	03 5941 2050		
INVERMAY AGRIC CENTRE AGRISEARCH	DR KEN	**DREW**	PRIVATE BAG 50034	MOSGIEL	NZ		0011 64 3 489 9138			
DEER EQUIPMENT										
TE PARI PRODUCTS - COLLARS	JEREMY	**BLAMPIED**	4 PURIRI STREET, NEW LYNN	AUCKLAND	NZ		0011 64 9827 7274	0015 64 9827 5391	0800 109 339	
TETRA AUSTRALIA - TRANQUILISER							02 9518 1199	02 9518 1166		
FARMPRO - HYDRAULIC CRUSH	JOHN	**COCHRANE**	RMB 699	ST ARNAUD	VIC	3478	03 5495 3101	03 5495 3102	0429 953 101	
SALT & MINERAL LICKS	JOHN	**ANDREW**	"MEROO" MOORES ROAD	UPPER MONKERAI	NSW	2415	02 4987 4566	02 4987 4585	0414 448 197	nce@hinterlink.net.au
SALT & MINERAL LICKS	ALAN	**JOHNSON**	272 HAWKESBURY ROAD	MOGGILL	QLD	4070	07 3202 6429	07 3202 7443		
SALT & MINERAL LICKS	ANDY	**COWAN**	MAROONDAH HIGHWAY	BUXTON	VIC	3711	03 5774 7489	03 5774 7216	(diaa.org)	cowan@virtual.net.au
VELVET HALTER	IRENE	**PEDERSEN**	PO BOX 142	STRATFORD	VIC	3862	03 5145 6466	03 5145 6466		
DEER INDUSTRY COMPANY										
NATIONAL										
CHAIRMAN	TERRY	**MAHONEY**	207 MYERS ROAD	BITTERN	VIC	3918	03 9580 2833	03 9580 8192		gundooee@hotkey.net.au
DIRECTOR/SECRETARY	RUDY	**KELLER**	PO BOX 204	DORRIGO	NSW	2453	02 6657 2088	02 6657 2088		aus-deer@midcoast.com.au
DIRECTOR	ERIC	**LOFT**	PO BOX 359	CARLTON	VIC	3053	03 9347 7146	03 9347 6906		monarchvenison@netspace.net.au
DIRECTOR	JIM	**MOIR**	RMB 2359	CONDAH	VIC	3303	03 5578 4229	03 5578 4204		jmoir@iconnect.net.au
DEV. MANAGER	CHRIS	**TUCKWELL**	PO BOX 1105	GAWLER	SA	5118	03 8523 3500	03 8523 3301	0419 864 725	cdtuckwell@bigpond.com.au
RESEARCH OFFICER	SOLANGE	**SHAPIRO**	191 HAMILTON HIGHWAY	LISMORE	VIC	3325	03 5596 2323	03 5596 2313		deerco@gatewaybbs.com.au
QA BOARD										
CHAIRMAN	TONY	**ENGLISH**	DEPT VET CLINICAL SCI. PMB 3	CAMDEN	NSW	2570	02 9351 1675	02 9351 1618	0412 377 820	aeng5919@mail.usyd.edu.au

Contacts - Page 4

COMPANY	NAME	SURNAME	ADDRESS	TOWN	ST	PC	PHONE	FAX	MOBILE	EMAIL
QA BOARD MEMBER	TERRY	**MAHONEY**	207 MYERS ROAD	BITTERN	VIC	3918	03 9580 2833	03 9580 8192		gundooee@hotkey.net.au
MEMBER	JIM	**MOIR**	RMB 2359	CONDAH	VIC	3303	03 5578 4229	03 5578 4204		jmoir@iconnect.net.au
DEVELOPMENT MANAGER	CHRIS	**TUCKWELL**	PO BOX 1105	GAWLER	SA	5118	03 8523 3500	03 8523 3301	0419 864 725	cdtuckwell@bigpond.com.au
CONSULTANT	TREVOR	**RANKIN**	22 AERIE COURT	SPRINGWOOD	QLD	4127	07 3208 6303	07 3208 6303	0402 291 819	
RESEARCH OFFICER	SOLANGE	**SHAPIRO**	191 HAMILTON HIGHWAY	LISMORE	VIC	3325	03 5596 2323	03 5596 2313		deerco@gatewaybbs.com.au
QA FACILITATORS										
QLD	KEN	**POINTON**	PO BOX 79	KILCOY	QLD	4515	07 5497 3156	07 5497 3156		
QLD	ALAN	**JOHNSON**	272 HAWKESBURY ROAD	MOGGILL	QLD	4070	07 3202 6429	07 3202 7443		
VIC	JIM	**MOIR**	RMB 2359	CONDAH	VIC	3303	03 5578 4229	03 5578 4204		jmoir@iconnect.com.au
VIC	KEN	**ROBERTSON**	1928 DAY ROAD	YAMBUNA	VIC	3621	03 5859 6226	03 5859 6226		
WA	MARK	**HUISMAN**	RMB 204	BOYUP BROOK	WA	6244	08 9765 3023	08 9765 3024		huisman@premierdeer.com.au
DEER ORGANIZATIONS										
NATIONAL										
DIAA PRESIDENT	JIM	**MOIR**	RMB 2359	CONDAH	VIC	3303	03 5578 4229	03 5578 4204		jmoir@iconnect.net.au
DIAA SECRETARY	RUDY	**KELLER**	PO BOX 204	DORRIGO	NSW	2453	02 6657 2088	02 6657 2088		aus-deer@midcoast.com.au
DIAA SECRETARIAT	SOLANGE	**SHAPIRO**	191 HAMILTON HIGHWAY	LISMORE	VIC	3324	03 5596 2323	03 5596 2313		shapiro@gatewaybbs.com.au
STATE										
MURRAY DEER FARMERS PRESIDENT	BOB	**BENNETT**	STAR LANE RMB 1169	WOORAGEE	VIC	3747	03 5728 7256	03 5728 7242		
MURRAY DEER FARMERS SECRETARY	GRAHAM	**LILLEY**	RMB 1975	GRETA SOUTH	VIC	3675	03 5766 6294	03 5766 6294		
TAS DEER FARMERS COUNCIL PRESIDENT	JOHN	**CLARK**	PO BOX 93	DOVER	TAS	7117	03 6298 1140	03 6298 1140		
TAS DEER FARMERS COUNCIL EXEC OFF	GERRY	**PHILLIPS**	PO BOX 193	LAUNCESTON	TAS	7250	03 6331 6377	03 6331 4344		
DEER PRODUCTS										
SKINS,PIZZLES,TAILS,HIDES, HEADS										
AUSTRALIAN DEER HORN & CO PRODUCTS	DAVID	**WALKER**	TARWIN ROAD	INVERLOCH	VIC	3996	03 5674 5520	03 5674 5577		dhwalker@tpgi.com.au
AUSTRALIAN DEER HORN	DON	**MACDONALD**	PO BOX 1211	NOOSA	QLD	4567	07 5449 1877	07 5449 1899		donaldmac@ozemail.com.au
BILBY INTERNATIONAL	ALAN	**CHAPMAN**	592 NORTHEAST ROAD	HOLDEN HILL	SA	5088	08 8369 2447	08 8369 2448	0419 823 479	bilby@picknowl.com.au
ADP PHARMACEUTICALS	DENNIS	**WHITE**	144 GORMAN ROAD	GOULBURN	NSW	2580	02 4821 4386	02 4821 6296		adp@goulburn.net.au
TANNING HIDES	J	**WEEL**	RMB 2005 PINCES HIGHWAY	LAKES ENTRANCE	VIC	3909	03 5155 1231			
TROPHY HEADS	R	**BARR**		CAMBRIDGE	TAS	7170	03 6248 5466	03 6273 0589		
TONG REN TANG	JOHN	**CHEN**	16-20 SULTRAM PLACE	ADELAIDE	SA	5000	08 8269 6802	08 8231 6799		chenlz@senet.com.au
DIAA										
DIAA ADMINISTRATION										
HEAD OFFICE	SOLANGE	**SHAPIRO**	191 HAMILTON HIGHWAY	LISMORE	VIC	3324	03 5596 2323	03 5596 2313		shapiro@gatewaybbs.com.au
BOOKSHOP	JOAN	**MAHONEY**	207 MYERS ROAD	BITTERN	VIC	3918	03 5983 8727	03 5983 6549		gundooee@hotkey.net.au
WEBSITE	ANDY	**COWAN**	MAROONDAH HIGHWAY	BUXTON	VIC	3711	03 5774 7489	03 5774 7216		(diaa.org) cowan@virtual.net.au

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COMPANY	NAME	SURNAME	ADDRESS	TOWN	ST	PC	PHONE	FAX	MOBILE	EMAIL
DIAA AFFILIATED ORG										
RED DEER SOCIETY PRESIDENT	ROD	**MACLURE**	1 WATER ST	WAHROONGA	NSW	2076	02 9489 3082	02 9489 7042	0412 308 203	firefly@glhardnet.com.au
RED DEER SOCIETY SECRETARY	WILLIAM	**HUGHES**	A.B.R.I., U.N.E.	ARMIDALE	NSW	2351	02 6773 3357	02 6772 1943		michelle@saltbush.une.edu.au
DIAA ASSOCIATED ORG										
TAS DEER FARMERS COUNCIL PRESIDENT	JOHN	**CLARK**	PO BOX 93	DOVER	TAS	7117	03 6298 1140	03 6298 1140	0418 127 455	tfga.box9@tassie.net.au
TAS DEER FARMERS COUNCIL SECRETARY	GERRY	**PHILLIPS**	PO BOX 193	LAUNCESTON	TAS	7250	03 6331 6377	03 6331 4344	0419 367 309	tfga.box9@tassie.net.au
DIAA BRANCH ES										
DIAA NSW PRESIDENT	PETER	**KENNEDY**	4 ROSEBANK CRESCENT	HURSTVILLE	NSW	2220	02 9579 5377	02 9579 5377	0414 867 407	Peter_Kennedy@deloitte.com.au
DIAA NSW SECRETARY	BRIAN	**ELLIOTT**	12 / 51 MUSGRAVE STREET	YARRALUMLA	NSW	2600	02 6281 2453	02 6281 2453	0429 910 013	brub@tpg.com.au
DIAA NSW TREASURER	BRIAN	**WALKER**	1721 BELLANGRY ROAD	BELLANGRY	NSW	2446	02 6587 5127	02 6587 5200	0412 716 168	araluen@tsn.cc
DIAA QUEENSLAND PRESIDENT	BILL	**HOOGWAERTS**	16A YACHT STREET	CLONTARF	QLD	4019	07 3284 0804	07 3885 2570		
DIAA QUEENSLAND VICE-PRESIDENT										
DIAA QUEENSLAND SECRETARY	MARK	**GILLESPIE**	HAMA TERRACE M/S 1497	WELLCAMP	QLD	4350	07 4630 4365	07 4630 4025	W07 4687 2500	gill@tmba.design.net.au
DIAA QUEENSLAND TREASURER	WERNER	**ABEL**	M/S 26	CROWS NEST	QLD	4515	07 46981247	07 46981247		abel123@fan.net.au
DIAA SA PRESIDENT	ROBERT	**BLANDEN**	PO BOX 213	JAMESTOWN	SA	5491	08 8665 4031	08 8664 1161		caltowie@ruralink.com.au
DIAA SA VICE PRESIDENT	DES	**DELAINE**	RIVER ROAD	HAHNDORF	SA	5245	08 8388 7347	08 8388 7654		hvensupp@dove.net.au
DIAA SA SECRETARY	CRAIG	**RICHARDSON**	PO BOX 354	WILLUNGA	SA	5172	08 8556 1350	08 8556 1294		cgrich@dove.net.au
DIAA SA TREASURER	JEFF	**VARCOE**	PMB 31	MILLICENT	SA	5280	08 8734 3039	08 8734 3039		
DIAA VICTORIA PRESIDENT	JIM	**MOIR**	RMB 2359	CONDAH	VIC	3303	03 5578 4229	03 5578 4204		jmoir@iconnect.com.au
DIAA VICTORIA VICE PRESIDNET	STEVE	**LAMPLOUGH**	PO BOX 797	PORTLAND	VIC	3305	03 5523 5771	03 5523 5771	0408 177 782	oakpark@datafast.net.au
DIAA VICTORIA SECRETARY	RICHARD	**COFFIN**	RSD E422 WESCOTTS ROAD	WALLACE	VIC	3352	03 5334 0313	03 5334 0313		akoonah@qonline.com.au
DIAA VICTORIA TREASURER	VIRGINIA	**ROBINSON**	RMB 2086 KINGS ROAD	VIOLET TOWN	VIC	3669	03 5798 1774	03 5798 1774		
DIAA WA PRESIDENT	BRENDON	**MORRISON**	PO BOX 496	MARGARET RIVER	WA	6285	08 9755 9094	08 9755 5512		
DIAA WA VICE PRESIDNET	MARK	**HUISMAN**	RMB 204	BOYUP BROOK	WA	6244	08 9765 3023	08 9765 3024	0417 651 016	huisman@premierdeer.com.au
DIAA WA SECRETARY	ROWENA	**SMITH**	PO BOX 84	VASSE	WA	6280	08 9751 1680	08 9751 1681	0401 663 546	rowena@compwest.net.au
DIAA WA TREASURER	MARY	**NEWING**	1 WOODBINE ROAD	PICKERING BROOK	WA	6076	08 9293 8202	08 9293 8202		
DIAA COUNCIL										
PRESIDENT	JIM	**MOIR**	RMB 2359	CONDAH	VIC	3303	03 5578 4229	03 5578 4204	0418 387 689	jmoir@iconnect.net.au
VICE PRESIDENT	MARK	**HUISMAN**	RMB 204	BOYUP BROOK	WA	6244	08 9765 3023	08 9765 3024		huisman@premierdeer.com.au
HON SECRETARY	RUDY	**KELLER**	PO BOX 204	DORRIGO	NSW	2453	02 6657 2088	02 6657 2088		aus-deer@midcoast.com.au
HON TREASURER	PETER	**KENNEDY**	4 ROSEBANK CRESCENT	HURSTVILLE	NSW	2220	02 9579 5377	02 9579 5377		Peter_Kennedy@deloitte.com.au
QUEENSLAND PRESIDENT	BILL	**HOOGWAERTS**	16A YACHT STREET	CLONTARF	QLD	4019	07 3284 0804	07 3885 2570		
SA PRESIDENT	ROBERT	**BLANDEN**	PO BOX 213	JAMESTOWN	SA	5491	08 8665 4031	08 8664 1161		caltowie@ruralink.com.au
ELECTED MEMBER	BOB	**BENNETT**	RMB 1169 Star Lane	WOORAGEE	VIC	3747	03 5728 7256	03 5728 7242	0417 485 640	ruralbiz@wang.albury.net.au
ELECTED MEMBER	DOUG	**CLARK**	PO BOX 1010	GAWLER	SA	5118	08 8524 9110	08 8351 8640	0419 810 335	doug@mrbankrupt.com.au
ELECTED MEMBER	STEVE	**LAMPLOUGH**	PO BOX 797	PORTLAND	VIC	3305	03 5523 5771	03 5523 5771	0408 177 782	oakpark@datafast.net.au

Contacts - Page 6

COMPANY	NAME	SURNAME	ADDRESS	TOWN	ST	PC	PHONE	FAX	MOBILE	EMAIL
ELECTED MEMBER	HENRY	**SHAPIRO**	191 HAMILTON HIGHWAY	LISMORE	VIC	3324	03 5596 2323	03 5596 2313	0428 990 811	shapiro@gatewaybbs.com.au
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ADH&CO-PRODUCTS	DAVID	**WALKER**	TARWIN ROAD	INVERLOCH	VIC	3996	03 5674 5520	03 5674 5577	015 343 307	dhwalker@tpgi.com.au
ET & AI SPECIALISTS										
COLDSTREAM DEER GROUP	MIKE	**BRIGGANS**	RR .3 ELMVALE	ONTARIO	CAN	LOL 1 PO	0011 1 705 322 1212	0011 1 705 322 1221		
MARADENE DEER STUD	PAUL	**BERTUCH**	PO BOX 164	GEMBROOK	VIC	3783	03 5968 1346	03 5968 1346		
EAST ISLAND DEER	GUY	**DOCKRILL**	3911 FRANKSTON FLINDERS ROAD	SHOREHAM	VIC	3916	03 5989 8574	03 5989 8574	0438 898 574	deerguy@pen.hotkey.net.au
SEMTECH ANIMAL BREEDING SERVICES	PAUL	**HAMILTON**	7 BEAUMONT ROAD	BERWICK	VIC	3806	03 9707 4077	03 9707 4077		
KENWICK VET HOSPITAL	SUE	**JOUBERT**	15 ROYAL STREET	KENWICK	WA	6107	08 9459 7999	08 9451 1058		
PREMIER DEER FARM	MARK	**HUISMAN**	RMB 204	BOYUP BROOK	WA	6244	08 9765 3023	08 9765 3024		huisman@premierdeer.com.au
FENCING										
CONTRACTORS										
NSW	EWEN	**McEWEN**	214 GLOUCESTER ROAD	BURRELL CREEK	NSW	2429	02 6550 6306	02 9831 1106		
NSW	I & M	**SIRRETT**	LOT 1, ROBINSON MIDDLEBROOK RD.	MARLEE EAST via WINGHAM	NSW	2429				
QLD	JOAN	**WHITE**	WILGA VALE	TEXAS	QLD	4385	07 4653 1179	07 4653 1179		
VIC	TRAVIS	**FLENS**	RMB 6435	SEASPRAY	VIC	3851	03 5146 4335			
VIC	CHARLES	**GATT**	RMB 1194 BLACK RANGE ROAD	ROMSEY	VIC	3434	03 5429 6157	03 5429 6157		
VIC	JP & JR	**McCORMICK**	RMB 3670	EUROA	VIC	3666	03 5790 3221			
VIC	DAVID	**WALKER**	TARWIN ROAD	INVERLOCH	VIC	3996	03 5674 5520	03 5674 5577	0419 343 307	dhwalker@tpgi.com.au
MATERIALS										
NSW	AUSFENCE		112 WINDSOR ROAD	BOX HILL	NSW	2765	02 9838 1888	02 9838 1856		
NSW	RUSELL	**DURNAN**	2 GLENVALE PLACE	WAGGA	NSW	2650	02 6926 1744	02 6925 4825	0408 694 154	
NSW	EWEN	**McEWEN**	214 GLOUCESTER ROAD	BURRELL CREEK	NSW	2429	02 6550 6306	02 9831 1106		
NSW	COLIN	**WARD**	PO BOX 5336	WEST CHATSWOOD	NSW	2667	02 9411 5075	02 9411 6364		
SA	DAVID	**ROBERTS**		HOPE FOREST	SA		018 806 328			
VIC	LIONEL	**CAMPION**	LITTLE MOE RIVER ROAD	YARRAGON	VIC	3823	03 5634 2341	03 5634 2652		
VIC	CHARLES	**GATT**	RMB 1194 BLACK RANGE ROAD	ROMSEY	VIC	3434	03 5429 6157	03 5429 6157		
VIC	BARRY	**McVILLY**	PORT CAMPBELL ROAD	TIMBOON	VIC	3268	03 5598 3151	03 5598 3471		
VIC	DAVID	**WALKER**	TARWIN ROAD	INVERLOCH	VIC	3996	03 5674 5520	03 5674 5577	0419 343 307	dhwalker@tpgi.com.au
WA	PETER	**CHILWELL**	PO BOX 173	BOYUP BROOK	WA	6244	08 9765 1402	08 9765 1356		
WA	SOUTHERN	**WIRE**	102 CECIL STREET	GNOWANGERUP	WA	6335	1800 627 722			

GOVERNMENT

COMMONWEALTH

RIRDC

DEER PROG MANAGER	PETER	**CORE**	PO BOX 4776	KINGSTON	ACT	2604	02 6272 5920	02 6272 5334		peterc@rirdc.gov.au
SECRETARY	ANDREA	**BRYANT**	PO BOX 4777	KINGSTON	ACT	2605	02 6272 3088	02 6272 5334		andreab@rirdc.gov.au
RIRDC NEWSLETTER EDITOR	LAURIE	**DENHOLM**	PO BOX 1564	ORANGE	NSW	2800	02 6391 3863	02 6391 3899	0418 641 957	denholml@bigpond.com

Contacts - Page 7

COMPANY	NAME	SURNAME	ADDRESS	TOWN	ST	PC	PHONE	FAX	MOBILE	EMAIL
GOVERNMENT – STATE										
NSW AGRICULTURE	BRUCE	**MACKAY**	FOREST ROAD	ORANGE	NSW	2800	02 63913 968	02 63913 899		
QLD DEPT PRIMARY INDUSTRY	STEPHEN	**SINCLAIR**	PO BOX 96	IPSWICH	QLD.	4305	07 3362 9410		0409 266 179	
TAS DEPT PRIMARY INDUSTRY	RICK	**CAMPBELL**	PO BOX 303	DEVONPORT	TAS	7310	03 6421 7601	03 6421 7666		
WA DEPARTMENT OF AGRICULTURE	STEPHEN	**GOURLEY**	BARREN-HAY COURT	SOUTH PERTH	WA	6151	08 9368 3333	08 9368 1205		
INSURANCE										
WESFARMERS NSW	ROB	**HARLEY**	237 LORDS PLACE	ORANGE	NSW	2800	02 6362 6768	02 6362 5938		
WESFARMERS QLD	JOHN	**MARSDEN**	9 SHERWOOD ROAD	TOOWONG	QLD	4066	07 3871 0277	07 3871 0776		
WESFARMERS SA	TIM	**CARR**	100 GREENHILL ROAD	UNLEY	SA	5061	08 8272 5100	08 8272 3145		
WESFARMERS TAS	CRAIG	**HAZELDENE**	47 ELIZABETH STREET	LAUNCESTON	TAS	7250	03 6331 5022	03 6331 1916		
WESFARMERS VIC	NEIL	**TRESIDDER**	715 SWANSTON STREET	CARLTON	VIC	3053	03 9347 4033	03 9347 7670		neil.tresidder@wfi.wesfarmers.com.au
WESFARMERS WA	BRIAN	**NICHOLSON**	184 RAILWAY PARADE	BASSENDEAN	WA	6054	08 9273 5333	08 9378 2172		
INTERNET & WEB SITE SERVICES										
JMH WEB SERVICES	JOHN	**HAYES**	156 MOBBS LANE	FIREFLY KRAMBACH	NSW	2429	02 6559 1325	02 6559 1374	02 6559 1880	adf@bungaroo.com.au
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JOHNES DISEASE										
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MEAT INDUSTRY AUTHORITY										
NATIONAL	ALISON	**ROWLANDS**	PO BOX 5430	CHATSWOOD WEST	NSW	2057				
MEAT TESTING										
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MEDIA										
NEWSPAPER										
CANBERRA TIMES	MARK	**METHERELL**			ACT		02 6280 2122	02 6280 2282		
ALTERNATIVE FARMER - THE LAND	LINDA	**WILLIAMS**			NSW		02 4570 4614	02 4570 4649		
AUSTRALIAN FINANCIAL REVIEW	CATHY	**BOLT**			NSW		02 9282 2822	02 9481 5197		
AUSTRALIAN MEAT INDUSTRY BULLETIN	JOY	**ALLEN**			NSW		02 9906 7767	02 9906 8722		
COUNTRY LEADER	GARY	**RUDDICK**			NSW		02 6768 1200	02 6766 7631		
NORNEWS RURAL	DAMIAN	**BATHERSBY**			NSW		02 6722 3155	02 6722 4430		
NSW AGRICULTURE TODAY	MARK	**DENNIS**			NSW		02 4570 4444			
RURAL NEWS	ANDREW	**NICHOLS**			NSW		02 9819 7322	02 9819 7650		
RURAL NEWS - SOUTHERN RURAL	NORM	**WRINGLEY**			NSW		02 6921 2021	02 6921 8318		
SYDNEY MORNING HERALD	ANTHONY	**HOY**			NSW		02 9282 2822	02 9282 3027		
THE AUSTRALIAN	JOHN	**STAPLETON**			NSW		02 9288 3000	02 9288 2250		
THE LAND	CHARLES	**PATTERSON**			NSW		02 4570 4444	02 4570 4671		
BUSH TELEGRAPH	JOHN	**SKINNER**			QLD		07 4661 1355	07 4661 9191		

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COMPANY	NAME	SURNAME	ADDRESS	TOWN	ST	PC	PHONE	FAX	MOBILE	EMAIL
QUEENSLAND COUNTRY LIFE	MARK	**PHELPS**			QLD		07 4638 3222	07 4638 2118		
QUEENSLAND FARMER	IAN	**MORGAN**			QLD		07 4957 2512	07 4951 4589		
QUEENSLAND FARMER & GRAZIER	JOHN	**WALTERS**			QLD		07 4638 3222	07 4638 2118		
ADELAIDE ADVERTISER	NIGEL	**AUSTIN**			SA		08 8206 2000	08 8206 3669		cowan@mynet.net.au
AUSTRALIAN EXOTIC NEWS	DEBBIE	**WEST**			SA		08 8293 4588			
STOCK JOURNAL	ROWAN	**HOWATSON**			SA		08 8372 5222	08 8372 5280		
MERCURY	ELIZABETH	**DELANEY**			TAS		03 6230 0622	03 6230 0711		
TASMANIAN COUNTRY	IAN	**MORGAN**			TAS		03 6230 0792	03 6230 0555		
AGE	TIM	**WINKLER**			VIC		03 9601 2670	03 9601 2332		
ALTERNATIVE FARMING NEWSLETTER	IAN	**KNOX**			VIC		03 5341 4560	03 5341 4601		
AUSTRALIAN DEER FARMING	ANDY	**COWAN**	C/O POST OFFICE	BUXTON	VIC	3711	03 5774 7489	03 5774 7216		
AUSTRALIAN DEER FARMING	ANDY	**COWAN**			VIC		03 5774 7489	03 5774 7216		
AUSTRALIAN FARM JOURNAL	JEFFREY	**JONES**	PO BOX 160	PORT MELBOURNE	VIC	3207	03 9287 0900	03 9287 0800		
AUSTRALIAN STOCK FARMER	PATRICIA	**HOWARD**			VIC		03 5989 0035			
BALLARAT COURIER					VIC		03 5333 1651			
BENDIGO ADVERTISER					VIC		03 5441 3808	03 5441 3808		
BORDER MORNING MAIL					VIC		02 6051 1555	02 6041 1074		
COUNTRY NEWS	LISA				VIC		03 5831 2312	03 5831 2059		
GIPPSLAND FARMER	DEBBIE	**RULE**			VIC		03 5143 2533	03 5143 1940		
KILMORE FREE PRESS					VIC			03 5782 2794		
NORTH EAST FARMER					VIC		03 5721 9856	03 5721 9447		
NORTHEAST & GOULBURN MURRAY FARMER	TINA	**ALLEN**			VIC		03 5721 2021	03 5721 9447		
NORTHERN AGRICULTURE TODAY					VIC		02 6041 1767	02 6021 7150		
SOUTHERN FARMER	FIONA	**LAWSON**			VIC		03 9888 4822	03 9888 4840		
STOCK & LAND	CAMERON	**MORSE**			VIC		03 9287 0900	03 9287 0999		
THE GUARDIAN-SWAN HILL					VIC			03 5032 4013		
TOWN & COUNTRY FARMER MAGAZINE	GLENN	**HURLEY**			VIC		03 5764 1348	03 5764 1349		
WARRAGUL GAZETE					VIC			03 5623 2367		
WEEKLY TIMES	HUGH	**JONES**			VIC		03 9292 2000	03 9292 2697		
WESTERN DISTRICT FARMER	HELEN	**FRY**			VIC		03 5572 1011	03 5572 3800		
COUNTRYMAN	DEBBIE	**WALSH**			WA		08 9761 1771			
FARM WEEKLY	GRAHAM	**GREENWOOD**			WA		08 9356 0356			
WEST AUSTRALIAN	LIZ	**TICKNER**			WA		08 9482 3111			
RADIO										
RADIO 2UE	LINDA	**ALLEN**			NSW		02 9930 9954	02 9906 7648		
ABC REGIONAL PROD 'COUNTRY HOUR'	LEIGH	**RADFORD**			SA		08 8343 4408	08 8343 4404		
TELEVISION										
ABC CHANNEL 2 'LANDLINE'	PRUE	**ADAMS**			SA		08 8343 4408	08 8343 4896		
BURKES BACKYARD	DON	**BURKE**			NSW		02 9901 4711	02 9901 4077		

Contacts - Page 9

COMPANY	NAME	SURNAME	ADDRESS	TOWN	ST	PC	PHONE	FAX	MOBILE	EMAIL
NEW ZEALAND CONTACTS										
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PUBLIC RELATIONS & MEDIA LIAISON										
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RESEARCHERS										
AUSTRALIA										
NSW AGRICULTURE	DR LAURIE	**DENHOLM**	PO BOX 1564	ORANGE	NSW	2800	02 6391 3863	02 6391 3899	0418 641 957	denholml@bigpond.com
UNIVERSITY OF SYDNEY	DR TONY	**ENGLISH**	DEPT VET CLINICAL SCI. PMB 3	CAMDEN	NSW	2570	02 9351 1675	02 9351 1618	0412 377 820	aeng5919@mail.usyd.edu.au
UNIVERSITY OF WESTERN SYDNEY	DR JASON	**FLESCH**	BOURKE STREET	RICHMOND	NSW	2753			0414 194 606	deer.research@uws.edu.au
ORANGE VETERINARY HOSPITAL	DR ANDREW	**HANSEN**	57 MOLONG ROAD	ORANGE	NSW	2800	02 6362 1510	02 6362 3970		ovh@netwit.net.au
UNIVERSITY OF WESTERN SYDNEY	DR ROBERT	**MULLEY**	BOURKE STREET	RICHMOND	NSW	2753	02 4570 1438	02 4570 1383		r.mulley@uws.edu.au
UNIVERSITY NEW ENGLAND	DR JOHN	**THOMPSON**	DEPT OF ANIMAL SCIENCE	ARMIDALE	NSW	2351	02 6773 3333			
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UNIVERSITY OF ADELAIDE	DR YINGJUN	**RU**	ROSEWORTHY CAMPUS	ROSEWORTHY	SA	5371	08 8303 7787	08 8303 796877		ru.yingjun@saueov.sa.gov.au
UNIVERSITY OF TASMANIA	DR SCOTT	**CHAMPION**	GPO BOX 252-254	HOBART	TAS	7001	03 6226 2618			
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KENWICK VETERINARY HOSPITAL	DR SUE	**JOUBERT**	15 ROYAL STREET	KENWICK	WA	6107	08 9451 6718	08 9459 1058		
NEW ZEALAND										
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INVERMAY AGRIC CENTRE AGRISEARCH	DR KEN	**DREW**	PRIVATE BAG 50034	MOSGIEL	NZ		0011 64 3 489 9138			
INVERMAY AGRIC CENTRE AGRISEARCH	DR JAMES	**SUTTIE**	PRIVATE BAG 50034	MOSGIEL	NZ		0011 64 3 489 9228	0015 64 3 489 9239		suttiej@agresearch.cri.nz
MASSEY UNIV DEPT VET & CLINICAL SCIENCE	DR PETER	**WILSON**	PO BOX 11222	PALMERSTON NORTH	NZ		0011 64 6 356 9099	0015 64 6 357 2403		
RIRDC / DIAA ADVISORY C'TEE										
CHAIRMAN	NOLA	**ANDERSON**	26 ARCADIA WAY	ELTHAM NORTH	VIC	3095	03 9431 2360	03 9642 8144		nolaa@dairy.com.au
RIRDC REPRESENTATIVE	PETER	**CORE**	PO BOX 4776	KINGSTON	ACT	2604	02 6272 5920	02 6272 5334		rirdc@netinfo.com.au
SECRETARY	ANDREA	**BRYANT**	PO BOX 4777	KINGSTON	ACT	2605	02 6272 3088	02 6272 5334		andreab@rirdc.gov.au
MEMBER	DR LAURIE	**DENHOLM**	PO BOX 1564	ORANGE	NSW	2800	02 6391 3863	02 6391 3899	0418 641 957	denholml@bigpond.com
MEMBER	DR PAUL	**PRESIDENTE**	475 MICKLEHAM ROAD	ATTWOOD	VIC	3049	03 9217 4393	03 9217 4328		Paul.Presidente@nre.vic.gov.au
MEMBER	GUY	**DOCKRILL**	3911 FRANKSTON FLINDERS ROAD	SHOREHAM	VIC	3916	03 5989 8574	03 5989 8574	0438 898 574	deerguy@pen.hotkey.net.au

TRANSPORTERS

QA ACCREDITED

DEER TRANS AUSTRALIA VIC	GARRY	**SMITH**	PO BOX 167	STANHOPE	VIC	3623	03 5857 2463	03 5857 2734	018 570 804
VIC	CHARLES	**GATT**	RMB 1194 BLACK RANGE ROAD	ROMSEY	VIC	3434	03 5429 6157	03 5429 6157	
VIC	ERN	**HARRISON**	PO BOX 92	PORTLAND	VIC	3305	03 5526 5375		019 679 275

Contacts - Page 10

COMPANY	NAME	SURNAME	ADDRESS	TOWN	ST	PC	PHONE	FAX	MOBILE	EMAIL
TRANSPORTERS										
MEROO NSW	JOHN	**ANDREW**	MOORES ROAD	UPPER MONKERAI	NSW	2415	02 4994 7136	02 4994 7070		
WILARRA TULONG NSW	ROD	**CAMPBELL**	WOLLONG WAY	QUORROBOLONG	NSW	2325	02 4998 6231	02 9979 6179	0408 408 184	
SALISBURY NSW	IAN	**DOWSETT**	SALISBURY'	NEVILLE	NSW	2799	02 6368 3612	02 6368 3612		
NSW	KEN	**EZZEY**	PO BOX 178	MUSWELLBROOK	NSW	2333				
NSW	GERHARD	**JESKE**	HARTLEYS ROAD	CORAMBA	NSW	2450	02 6654 4292			
NSW	EWEN	**McEWEN**	214 GLOUCESTER ROAD	BURRELL CREEK	NSW	2429	02 6550 6306	02 9831 1106		
MELROSE PARK NSW	TERRY	**SCIFLEET**	MELROSE DRIVE	MUDGEE	NSW	2850	02 6373 1227			
QLD	CARL	**PIGGOTT**			QLD		07 5533 2887	07 5533 2887		
QLD	RON	**ROLFE**	PO BOX 78	CROWS NEST	QLD	4355	07 4698 1304	07 3698 1304		
SA	GREG	**COLLINS**	PO BOX 421	BORDERTOWN	SA	5268	08 8752 2986	08 8752 2956		
SA	MILTON	**STEVENS**	RSD 1941	YALLUNDA FLAT	SA	5607	08 8688 5032			
TAS	RON	**CROWDEN**					03 6362 3523			
TAS	SPENCER	**GRIGGS**					03 6266 4707		0409 126 788	
KRAAL TAS	TONY	**KAPPELLER**	KRAAL' RSD 677	BLACKWOOD CREEK	TAS	7302	03 6397 8268			
VIC	ALAN	**WEEKS**	PO BOX 518	KYABRAM	VIC	3619	03 5852 2376		015 812 600	
VELVET ACCREDITATION SCHEME										
NATIONAL										
KENWICK VETERINARY HOSP (CHAIRMAN)	DR SUE	**JOUBERT**	15 ROYAL STREET	KENWICK	WA	6107	08 9459 7999	08 9459 1058		joubert@directnet.com.au
STATE										
ORANGE VETERINARY HOSPITAL	DR ANDREW	**HANSEN**	57 MOLONG ROAD	ORANGE	NSW	2800	02 6361 8388	02 6362 3970		hansena@netwit.net.au
CHAMBERLAIN VETERINARY CONSULTANCY	DR PHILLIP	**CHAMBERLAIN**	PO BOX 206	SAMFORD	QLD	4520	07 3289 1887	07 3289 1671		p.chamberlain@mailbox.uq.edu.au
LINCOL VETERINARY CENTRE	DR JOHN	**GRAINGER**	LINCOLN VETERINARY CENTRE	POT LINCOLN	SA	5606	08 8682 3100	08 8682 6842		marggran@camtech.net.au
	DR PENNY	**KING**	19 WILSONS ROAD	KETTERING	TAS	7155	03 6267 4741			pennyk42@hotmail.com
MAFFRA VETERINARY HOSPITAL	DR JACK	**WINTERBOTTOM**	MAFFRA VETERINARY HOSPITAL	MAFFRA	VIC	3860	03 5147 1177	03 5147 1650		jackwin@magnet.com.au
KENWICK VETERINARY HOSPITAL	DR SUE	**JOUBERT**	15 ROYAL STREET	KENWICK	WA	6107	08 9459 7999	08 9549 1058		joubert@eon.net.au
DEPT VET CLINICAL SCIENCES, UNIV SYDNEY	DR TONY	**ENGLISH**	DEPT VET CLINICAL SCIENCES, PMB 3	CAMDEN	NSW	2570	02 9351 1675	02 9351 1618	0412 377 820	aeng5919@mail.usyd.edu.au
ADMINISTRATION	SOLANGE	**SHAPIRO**	191 HAMILTON HIGHWAY	LISMORE	VIC	3324	03 5596 2323	03 5596 2313		shapiro@gatewaybbs.com.au
VELVET PRODUCTS										
ADP PHARMACEUTICALS	DENNIS	**WHITE**	144 GORMAN ROAD	GOULBURN	NSW	2580	02 4821 4386	02 4821 6296		
AUSTRALIAN DEER HORN	DON	**MACDONALD**	PO BOX 1211	NOOSA	QLD	4567	07 5449 1877	07 5449 1899		
AUSTRALIAN DEER HORN & CO PRODUCTS	DAVID	**WALKER**	TARWIN ROAD	INVERLOCH	VIC	3996	03 5674 5520	03 5674 5577		dhwalker@tpgi.com.au
BLACK RANGE DEER FARM	CHARLES	**GATT**	RMB 1194 BLACK RANGE RD	ROMSEY	VIC	3434	03 5429 6157	03 5429 6157		
HAHNDORF VELVET WINE	DES	**DELAINE**	RIVER ROAD	HAHNDORF	SA	5245	08 8388 7347	08 8388 7654		hvensupp@dove.net.au
TONG REN TANG	JOHN	**CHEN**	16-20 SULTRAM PLACE	ADELAIDE	SA	5000	08 8269 6802	08 8231 6799		

Contacts - Page 11

COMPANY	NAME	SURNAME	ADDRESS	TOWN	ST	PC	PHONE	FAX	MOBILE	EMAIL
VENISON PROCESSORS										
DOMESTIC										
ALPINE VENISON	EWEN	**McEWEN**	214 GLOUCESTER ROAD	BURRELL CREEK	NSW	2429	02 6550 6306	02 9831 1106		
DEER TRADERS	JOAN	**WHITE**	WILGA VALE	TEXAS	QLD	4385	07 4653 1179	07 4653 1179		
HAHNDORF VENISON	DES	**DELAINE**	RIVER ROAD	HAHNDORF	SA	5245	08 8388 7347	08 8388 7654		hvensupp@dove.net.au
ONKAPARINGA VENISON	KEVIN	**BARNES**	PO BOX 140	BALHANNAH	SA	5242	08 8388 4205	08 8388 4205		
DO TOWN GAME MEATS	TONY	**LITTLE**	FAIRFIELD	EAGLEHAWK NECK	TAS	7179	03 6250 3293	03 6250 3293		
LENAH GAME MEATS	JOHN	**KELLY**	PO BOX 294	MOWBRAY	TAS	7248	03 6326 7696	03 6326 2790	0417 585 163	lenah@tassie.net.au
AUSTRALIAN VENISON PRODUCERS CO OP	ERIC	**LOFT**	PO BOX 359	CARLTON	VIC	3053	03 9347 7146	03 9347 6906	0418 542 354	monarchvenison@netspace.net.au
GAMEKEEPERS OF AUSTRALIA	ALAN	**RUNDELL**	PO BOX 5423	CRANBOURNE PARK	VIC	3977	03 5998 8218	03 5998 8387	0418 557 122	
YARRA VALLEY VENISON	KEN	**LANG**	PO BOX 206	HEALESVILLE	VIC	3777	03 5962 5173	03 5962 5051		
SENTOSA	JOHN	**JANSEN**	DOONGALLA ROAD	THE BASIN	VIC	3154	03 9762 7925	03 9762 8997		
MARGARET RIVER VENISON	GRAHAM	**MORRISON**	PO BOX 496	MARGARET RIVER	WA	6285	08 9455 5512	08 9755 5512		
EXPORT										
AUSTRALIAN FARM GATE PTY LTD	JOHN	**ANDREW**	"MEROO" MOORES ROAD	UPPER MONKERAI	NSW	2415	02 4987 4566	02 4987 4585	0414 448 197	nce@hinterlink.net.au
AUSTRALIAN GAME MEATS	ROD	**MACLURE**	64 COONANBARRA ROAD	WAHROONGA	NSW	2076	02 9489 3082	02 9489 7042	0412 308 203	
BILBY GROUP	RUSELL	**DURNAN**	2 GLENVALE PLACE	WAGGA	NSW	2650	02 6926 1744	02 6925 4825	0408 694 154	
DEERMAN PTY LTD	WARWICK	**DENSHIRE**	62 METCALF STREET	WALLSEND	NSW	2287	02 4951 8101	02 4951 4834	0408 440 789	
MUDGEE CO-OPERATIVE MEAT SUPPLY	PETER	**MILLS**	PO BOX 63	MUDGEE	NSW	2850	02 6372 3555	02 3672 4169		
GLENEDEN DEER FARM	ALAN	**JOHNSON**	272 HAWKESBURY ROAD	MOGGILL	QLD	4070	07 3202 6429	07 3202 7443		
MERAMIST	BARRY	**DEMPSEY**	PO BOX 285	CABOOLTURE	QLD	4510	07 5495 3711	07 5495 5727		
BILBY GROUP	ALAN	**CHAPMAN**	592 NORTH EAST ROAD	HOLDEN HILL	SA	5088	08 8369 2447	08 8369 2448	0419 823 479	bilby@connect.net.au
GATEWAY MEATS	HANS	**THONIC**	14 ORLEANA STREET	FLAGSTAFF HILL	SA	5159	08 8371 4222	08 8371 4233		
WINDY HILLS VENISON	IVAN	**COULTER**	PO BOX 484	MAGGILL	SA	5072	08 8565 3250	08 8565 3250		
AUST VENISON PROCESSORS & MARKETERS	ERIC	**LOFT**	PO BOX 359	CARLTON	VIC	3053	03 9347 7146	03 9347 6906	0418 542 354	monarchvenison@netspace.net.au
AUSTRALIAN VENISON PRODUCERS CO OP	ERIC	**LOFT**	PO BOX 359	CARLTON	VIC	3053	03 9347 7146	03 9347 6906	0418 542 354	monarchvenison@netspace.net.au
GAMEKEEPERS OF AUSTRALIA	ALAN	**RUNDELL**	PO BOX 5423	CRANBOURNE PARK	VIC	3977	03 5998 8218	03 5998 8387	0418 557 122	
SENTOSA MEATS	JOHN	**JANSEN**	DOONGALLA ROAD	THE BASIN	VIC	3154	03 9762 8888	03 9762 8997		
	PAUL	**MILLER**	49 ALNESS STREET	APPLECROSS	WA	6153	08 9316 3133	08 9316 3069		
VENISON SALES										
DOMESTIC										
MANDAGERY CREEK	JOHN	**ANDREWS**	PO BOX 52	EUGOWRA	NSW	2806	02 6859 2539	02 6859 2567		lantec@westserv.net.au
ALPINE VENISON	EWEN	**MCEWEN**	214 GLOUCESTER ROAD	BURRELL CREEK	NSW	2429	02 6550 6306	02 9831 1106		alpinegame@one.net.au
ONKAPARINGA VALLEY VENISON	KEVIN	**BARNES**	PO BOX 140	BALHANNAH	SA	5242	08 8388 4205	08 8388 4205		
HAHNDORF VENISON	DES	**DELAINE**	RIVER ROAD	HAHNDORF	SA	5245	08 8388 7347	08 8388 7654		hvensupp@dove.net.au
WARRAMBUCCA VENISON & GOURMET MEAT	JOHN	**DAVIS**	RMB 1415 MURRAY VALLEY H'WAY	KYABRAM	VIC	3620	03 5867 3228	03 5867 3228	0417 156 327	
AUSTRALIAN VENISON PRODUCERS CO OP	ERIC	**LOFT**	PO BOX 359	CARLTON	VIC	3053	03 9347 7146	03 9347 6906	0418 542 354	monarchvenison@netspace.net.au
GAMEKEEPERS OF AUSTRALIA	ALAN	**RUNDELL**	PO BOX 5423	CRANBOURNE PARK	VIC	3977	03 5998 8218	03 5998 8387	0418 557 122	
KINNERSLEY VENISON	RAY	**KINNERSLEY**	RMB 944	CRESWICK	VIC	3363	03 5343 4258	03 5343 4248	0418 503 949	
YARRA VALLEY VENISON	KEN	**LANG**	PO BOX 206	HEALESVILLE	VIC	3777				

Contacts - Page 12

COMPANY	NAME	SURNAME	ADDRESS	TOWN	ST	PC	PHONE	FAX	MOBILE	EMAIL
VETERINARY SPECIALISTS										
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NSW	DR TONY	**ENGLISH**	DEPT VET CLINICAL SCIENCES, PMB 3	CAMDEN	NSW	2570	02 9351 1675	02 9351 1618	0412 377 820	aeng5919@mail.usyd.edu.au
NSW	DR ANDREW	**HANSEN**	57 MOLONG ROAD	ORANGE	NSW	2800	02 6361 8388	02 6362 3970		hansena@netwit.net.au
QLD	DR PHILLIP	**CHAMBERLAIN**	PO BOX 206	SAMFORD	QLD	4520	07 3289 1887	07 3289 1671		p.chamberlain@mailbox.uq.edu.au
SA	DR JOHN	**GRAINGER**	LINCOLN VETERINARY CENTRE	PORT LINCOLN	SA	5606	08 8682 3100	08 8682 6842		marggran@camtech.net.au
TAS	DR PENNY	**KING**	19 WILSONS ROAD	KETTERING	TAS	7155	03 6267 4741			pennyk42@hotmail.com
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VIC	DR PAUL	**PRESIDENTE**	475 MICKLEHAM ROAD	ATTWOOD	VIC	3049	03 9217 4393	03 9217 4328		Paul.Presidente@nre.vic.gov.au
VIC	DR JACK	**WINTERBOTTOM**	MAFFRA VETERINARY HOSPITAL	MAFFRA	VIC	3860	03 5147 1177	03 5147 1650		jackwin@magnet.com.au
WA	DR SUE	**JOUBERT**	15 ROYAL STREET	KENWICK	WA	6107	08 9459 7999	08 9549 1058		joubert@directnet.com.au