



## Venison Production Report

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***Farm:***

***Farm ID:***

***Contact:***

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***Meat company supply codes***

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***Mountain River Venison:***

***Feilding Venison Packers:***

***Duncan New Zealand Ltd:***

***Silver Fern Farms:***

***Alliance Group Ltd:***

***Progressive Meats Ltd:***

***Otago Venison Ltd:***

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### *About this venison production report*

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

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

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

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

The P2P programme is working with DeerPRO (formerly JML) to provide you with the following information on your deer for the last 5 seasons:

- Tallies of deer processed and carcass weight produced and comparisons with regional averages
- Average carcass weights (for 'young' deer)
- Average kill date (for 'young' deer)
- Average growth rate (for 'young' deer)
- Average dollars per head of deer processed
- Monthly tally of all deer processed
- Rate of Johne's disease-suspect lesions
- Loss of carcass weight associated with Johne's disease-suspect lesions
- NAIT tag details of deer identified with Johne's disease-suspect lesions

#### **Important information:**

**Season:** August 1 – July 31

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

**Average days to finish for young deer:** days from November 25<sup>th</sup> (estimated birth date) to slaughter.

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

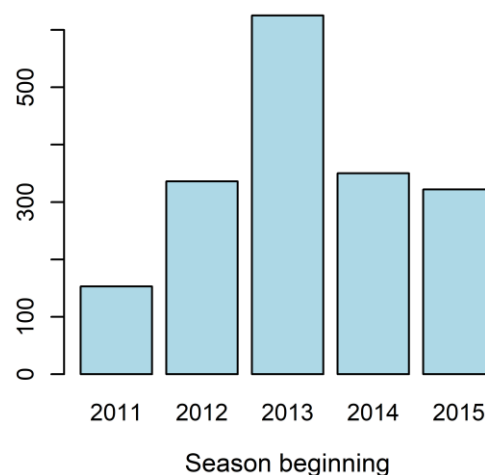
**Dollars per head:** Uses 3-year average of Agrifax schedule, calculated at weekly intervals.

**Cover image:** courtesy Phil Stewart

## Venison production performance

### Young deer last season:

<i>"Young" deer last season</i>	
<b>Tally</b>	<b>232</b>
<b>Avg carcass weight</b>	<b>67.4</b>
	13.8 kg heavier*
<b>Avg kill date</b>	<b>10 December 2016</b>
	21 days earlier*
* compared to industry average	



*Season tallies of young deer from your farm*

### *Summary of your production and value for all deer*

	2011/12	2012/13	2013/14	2014/15	2015/16
<b>Tally (young*)</b>	<b>153</b>	<b>336</b>	<b>625</b>	<b>350</b>	<b>322</b>
<i>Total carcass weight</i>	7936	18568	33272	16322	17011
<i>Average \$ per head</i>	\$380	\$428	\$400	\$342	\$388
<b>Tally (mature)</b>	<b>3</b>	<b>19</b>	<b>96</b>	<b>64</b>	<b>51</b>
<i>Total carcass weight</i>	248	1131	4598	3184	2541
<i>Average \$/head</i>	\$608	\$474	\$402	\$366	\$421
<b>Tally (total)</b>	<b>156</b>	<b>355</b>	<b>721</b>	<b>414</b>	<b>373</b>
<i>Total carcass weight</i>	8184	19699	37870	19506	19551
<i>Average \$/head</i>	\$384	\$430	\$400	\$346	\$392

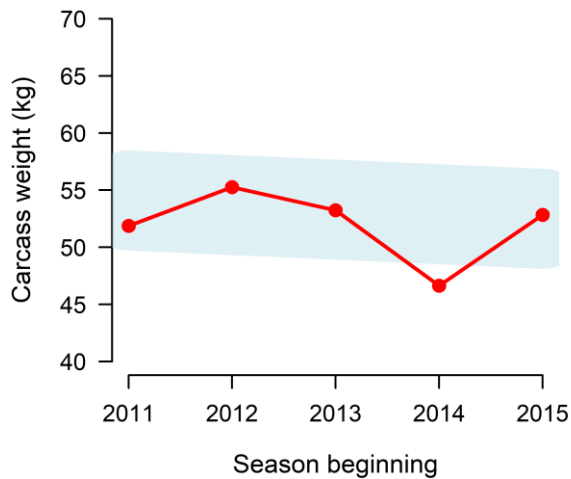
\* Refer to page 2 for the definition of 'young' deer

### Summary of performance for your young deer

	2011/12	2012/13	2013/14	2014/15	2015/16
<b>Average carcass weight (kg)</b>	<b>51.9</b>	<b>55.3</b>	<b>53.2</b>	<b>46.6</b>	<b>52.8</b>
<i>Industry average</i>	55.1	54.4	53.9	53.4	53.6
<i>Your avg compared to industry</i>	<b>-3.2</b>	<b>0.9</b>	<b>-0.7</b>	<b>-6.8</b>	<b>-0.8</b>
<b>Average kill date</b>	<b>25-Feb-12</b>	<b>28-Dec-12</b>	<b>20-Nov-13</b>	<b>17-Dec-14</b>	<b>9-Jan-16</b>
<i>Industry average</i>	12-Jan-12	14-Jan-13	22-Jan-14	12-Jan-15	1-Jan-16
<i>Your avg compared to industry</i>	<b>44</b>	<b>-18</b>	<b>-63</b>	<b>-26</b>	<b>7</b>
<b>Average growth rate (g/day)*</b>	<b>184</b>	<b>253</b>	<b>253</b>	<b>199</b>	<b>213</b>
<i>Industry average</i>	229	225	219	222	227
<i>Your avg compared to industry</i>	<b>-45</b>	<b>28</b>	<b>34</b>	<b>-23</b>	<b>-14</b>
<b>Average days to finish</b>	<b>459</b>	<b>400</b>	<b>361</b>	<b>388</b>	<b>411</b>
<i>Industry average</i>	413	416	422	411	403
<i>Your avg compared to industry</i>	<b>46</b>	<b>-16</b>	<b>-61</b>	<b>-23</b>	<b>8</b>
<b>JD-suspect lesion rate (%)</b>	<b>8.5</b>	<b>0.9</b>	<b>4.0</b>	<b>10.3</b>	<b>0.9</b>

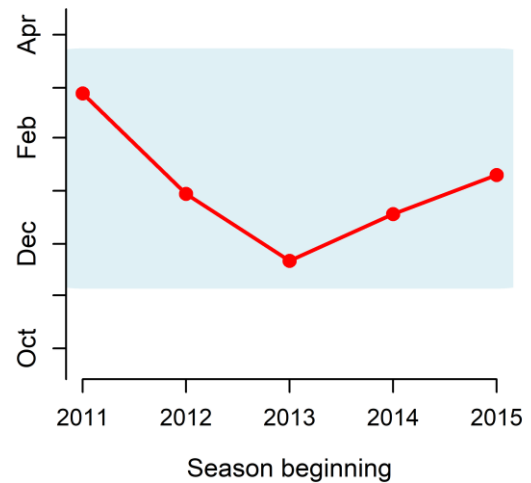
\* ASSUMES "YOUNG DEER" ARE UNDER 18 MONTHS OLD

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



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

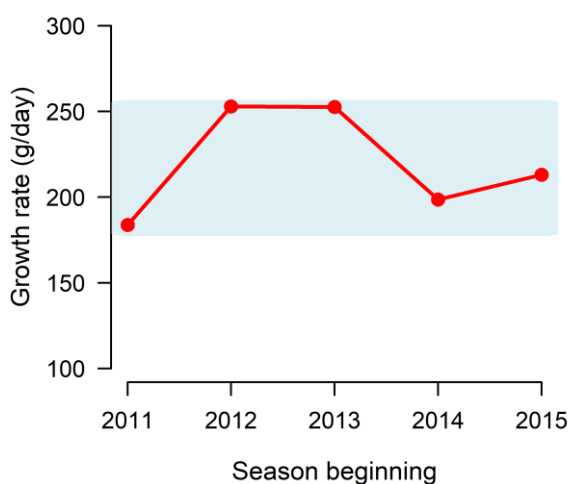
**\* Refer to page 2 for the definition of 'young' deer**



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

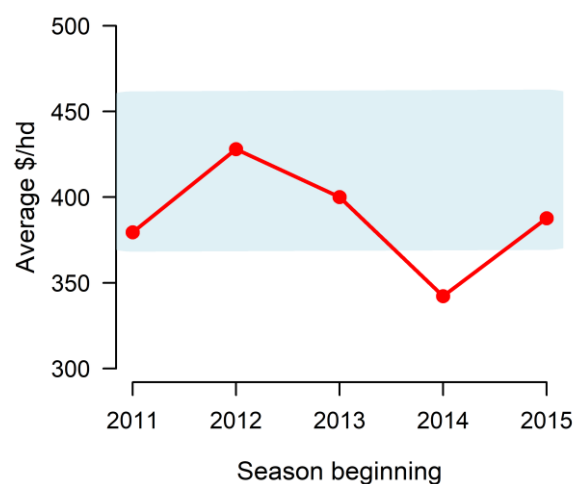
Venison production farm types and objectives vary a lot across the industry. Still, virtually everyone can achieve heavier animals and an earlier kill by using sire stags with higher Breeding Values (BVs) for growth. Stags with EBVs of +24 (24kgs higher than average) can add 12 kgs to finishing weights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

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



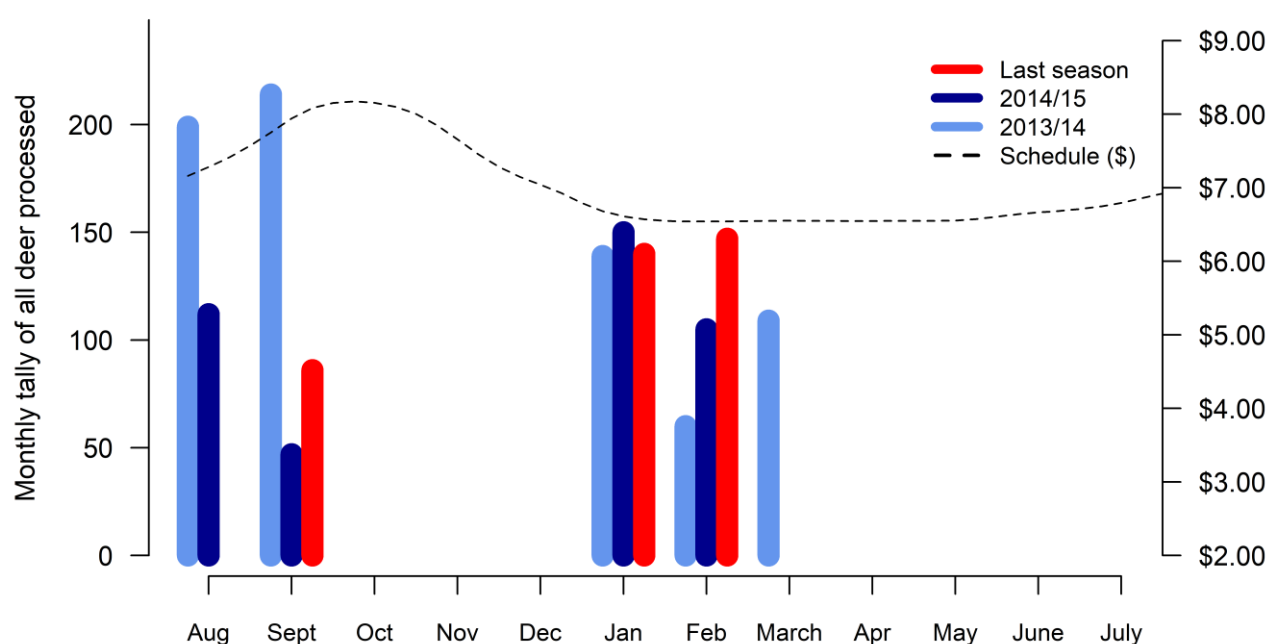
*Average growth rate for your 'young' deer (grams per day from birth to slaughter) ASSUMES THEY ARE UNDER 18 MONTHS OLD*

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



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

### *Monthly tally for all deer over the last three seasons against schedule price trend*



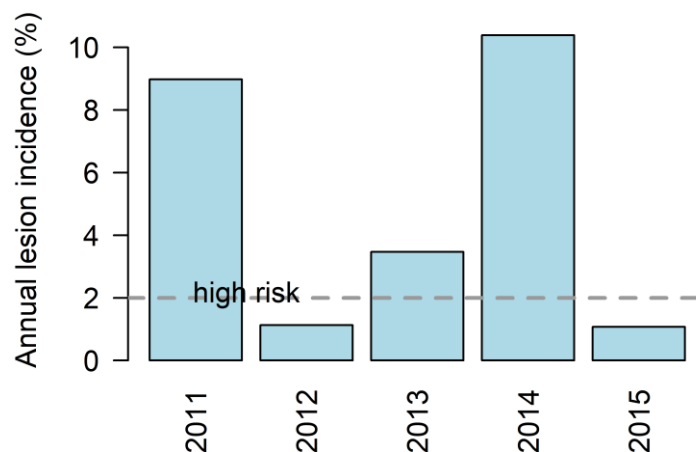
Calculating the best time and weight to process deer is complex. Change in the schedule, live weights, and feed costs/utilisation need consideration.

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

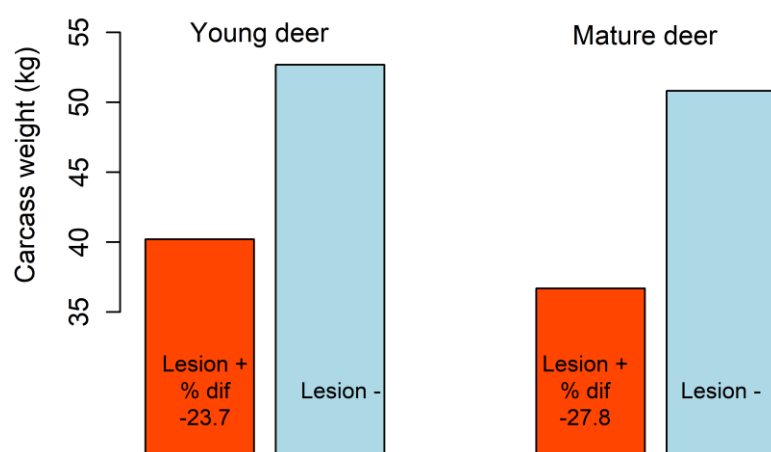
Strategic feeding options are available in the Deer Facts sheet on feeding finishing deer:

[http://www.deernz.org/sites/dinz/files/DeerFact\\_SpringVenison\\_Web.pdf](http://www.deernz.org/sites/dinz/files/DeerFact_SpringVenison_Web.pdf)

## Johne's disease monitoring



*Incidence of JD-suspect lesions in your deer*



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

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

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

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

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