



GUARDIAN

Farming

MAY 2018



AHEAD OF THE GAME

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Staying ahead of the deer game



This year's Deer Industry Conference follows a good year for New Zealand deer farmers.

The theme of this year's deer industry conference is Staying Ahead of the Game and Deer Industry New Zealand chief executive Dan Coup believes those farmers who attend next week's event will put themselves in a prime position to do so.

Coup hopes deer farmers from around Canterbury will find the time to come along to the conference, which is being held at the Caroline Bay Hall on May 15 and 16.

"I certainly understand that there are a 101 jobs to be done on the farm and it's really hard to get way for one or two days.

"But I also know that most cockies will have heard the term 'working on the business' and the conference should fall into that category," he said.

"We're aiming for the conference to



Colin Williscroft **RURAL REPORTER**

deliver value back to attendees by giving them some ideas, some inspiration and a chance to think about the big picture that their business operates in.

"It is a great opportunity to connect and catch up with other folks running businesses like yours and facing the same sort of challenges," Coup said.

"All going well farmer attendees will go home thinking 'that was really interesting and inspiring and I had a great time'."

Along with the usual venison, velvet and general research sessions, this year's conference has a particular

focus on the environment.

The conference kicks off with the 13rd annual meeting of the New Zealand Deer Farmers' Association, which begins at noon on the first day of the conference.

After that the conference's technical sessions begin.

First-up is an update on key DEERResearch projects, beginning with a DEERResearch and Velvet Antler Research New Zealand programme overview by DINZ science and policy manager Catharine Sayer.

During the same session Dr Dawn Coates from the University of Otago will discuss stem cell mediated healing, AgResearch's Dr Geoff Asher will look at long-term monitoring of deer impacts on waterways, while Jamie Ward, also from AgResearch, will cover current parasite research, before a general discussion and Q&A.

The focus of the next session is applying P2P (Passion2Profit) experiences.

Deer Industry New Zealand chief executive Dan Coup is confident this year's conference will provide ideas and inspiration for deer farmers. PHOTO SUPPLIED

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