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World Deer News

NZ – LIFT IN VENISON PRICES

The Meat Trade News Daily, a UK based website, is the brain child of William Hayes. He aims to make his website the top meat portal for those seeking up-to-date information about the meat trade world-wide. Having lived and worked with livestock all over the world – even here in Australia, he certainly has access to a great deal of information. His web site, on the 21st December, 2010, reported that venison prices could rise slightly this season.

His information is based on a talk by the Deer Industry New Zealand venison marketing services manager Innes Moffat at a VetSouth Deer seminar in Winton in the South Island of New Zealand. According to venison production figures this year is expected to be similar to that of last year. This means that there will be less supply than demand again this year. Last year the shortfall was met by surplus stored from the previous season. Now that this buffer has been used, it would be difficult to predict how the gap would be filled this year. This expected shortfall, because of a drop in deer numbers, should lead to prices at least stabilising. More than likely, the prices should rise.

Mr. Moffat also said that all indications were that restaurant sales, New Zealand production, prices and importers' expectations were "stable to improving". He was confident that prices for the year were looking good.

Two other speakers, DINZ chairman Andy Macfarlane and Alliance Group Chairman Owen Poole, stressed that farmers should support one meat processor to remove uncertainty from the industry. Mr. Poole pointed out to farmers that long-term supply commitments offered an assured income, and stability to the company and therefore the farmer.

Mr. Macfarlane said his organisation was exploring areas such as animal health, genetics, feeding, the environment, processing, and farm management, with the goal to find ways to boost on-farm productivity to make sure the industry was still making money in 10 to 20 years. It is no longer a question of the deer industry competing with other livestock industries. The industry must look at how deer farming fitted in with other livestock classes. The continued success of the venison industry would come through differentiating venison from other red meats and highlighting the differences between New Zealand's farm-raised and game animals. These strategies are critical as farmer confidence in the venison industry was growing once again.