



February (Summer) 2011, 1 page

## World Deer News

### **BRITISH DEER FARM AND PARK ASSOCIATION TO ENCOURAGE MORE PARKLAND FARMS TO MEET RISE IN CONSUMER DEMAND FOR VENISON**

Association, formerly the BDFPA (British Deer Farmers Association) to look to new sources to supply demand. The association is reaching out to existing deer parks and owners and custodians of parkland to encourage them to farm more Red and Fallow deer.

“The Association sees deer farms and parks as natural partners in the market place, providing a consistent supply of high quality venison to meet a rapidly growing market for venison. As an organization we’re here to offer support and practical advice to parkland owners and farmers helping them to profitably supply the increasingly strong demand for venison”, explains Vice-chairman of the BDFPA Nigel Sampson.

Vension demand is seeing unprecedented growth across all sectors of the U.K. Retail, catering and online markets. But the dearth of homegrown product presents an opening for New Zealand’s deer farming industry – the largest in the world.

“UK Parkland is ideal for deer farming, and the addition of deer to this often underused land can supply an additional income for the estate, as well as enhancing the local landscape. Grazing deer are a beautiful addition to the countryside, so it’s a win all round, there is no downside”, continues Sampson.

George Walker, from Mapplehurst Deer is the new Chairman of the BDFPA with Nigel Sampson from Holme Farmed Venison the new Vice Chairman. Together with the council of 12 deer farmers and park owners, they represent the broad spectrum of the industry. The association aims to enlist more parks to join their group which will support their interests.

The group recently changed their name at their AGM to encompass parks within the BDFPA.

The BDFPA has fully staffed offices in Derbyshire, where enquiries are channelled to the council and members.

The BDFPA represents the deer industry, and its production from Farms and Parks within the UK. The association is involved in every aspect: Farming, Farm Assurance, Political, Sales and PR, Shows, Open Days, Education and Work Experience opportunities. The aim is to spread these industry benefits to a wider membership by reaching out to parks as well as farms to join the association. The intention is to encourage and support the Industry through these exciting times of growing Venison demand so that the UK producers supply a greater percentage of their home market.