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## World Deer News

### STUD DEER AUCTION GOES ONLINE

By Grant Bryant, The Southland Times 13/01/2011

High-profile Queenstown property developers Remarkables Park are taking a hi-tech approach to their lesser-known deer stud business, and have set up an online option for their annual stud auction.

Fifty-six two and three-year-old stags will go under the hammer tomorrow.

Remarkables Park Stud director Alastair Porter yesterday said the ability to log in to the auction through a website-developed with farming giant PGG Wrightson was expected to stimulate much interest.

"If we can't get buyers here in actual reality, we are able to get them here in virtual reality", he said.

"It may sound simple, but it has taken a hell of a lot of work to build this website and get it up and running, and we're very pleased with the results".

Online buyers can see photos of each deer, access details about lineage and genetics, and tomorrow will be able to bid in real time along with customers at the Queenstown auction. Even though New Zealand was a relatively small country, Remarkables Park Deer stud was isolated from many North Island deer studs, and the online auction would conquer the distance between them, Mr. Porter said.

"There's still a little bit of a perception Queenstown is at the other end of the world to some in New Zealand, but this should go a long way to solving that problem".

The whole New Zealand deer industry stood to gain from the genetic strength gained from the expertise invested in breeding stud bloodlines, Mr. Porter said.

"We've bred some of our studs for specific high velvet or high venison yields, and have also bred lines with high yields of both.

"The stock that is available through stud breeders is of a much higher quality than what many farmers are using, and would have positive industry-wide results if it was used for more widespread breeding".

One of the stars of this year's auctions will be two-year-old stag Agon, who already has a world-class rack of 24 point antlers.