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VELVET SEASON 2012/2013

Australian Deer Horn & Co-Products Pty. Ltd.

It would be fair to say that, in reaction to the DIAA board's question about the relevance and sustainability of ADH, we have reviewed its operations. ADH has outworked an alternative, low cost operational model for the current velvet season. The performance and outcome of this model will be reviewed at the end of the season.

In order to reduce the cost of operations, all velvet was pre-sold, graded and collected under contract. This enabled the farmer to be charged a minimal handling fee.

The first collection was held during November with prices averaging approx \$75/kg across all grades. Participating farmers received full payment within 10 days of collection. The velvet was of a high quality.

The Board would like to publicly thank outgoing Chairman, Jim Moir, for his tireless service to ADH and the deer industry in general. It is no secret that Jim steered our industry through difficult and changing times.

Ross Lawrence has resigned as the Manager of ADH. The Board would like to thank Ross for his dedication and efforts in the role over many years.

Di Lawrence also elected not to stand for re-election as an ADH director. We thank her for her service and commitment to the industry during her time as a Director.

We welcomed Andrew Hansen and Andy Cowan onto the board.

The next collection will be on Wednesday, 20th February 2013 at:

Dandy Cool Stores,
11 Frankston-Dandenong Rd, Dandenong South

All growers should contact Marika McKinnon on 0488 931 909 to advise her of their velvet volumes and the approximate time of their arrival. This early advice allows ADH to efficiently use our grader's time and minimize costs.

Nigel Barry
Chairman ADH