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Rural Industries Research and Development Corporation

Recent Deer Related Research

About one year ago RIRDC produced "Research in Progress, June 2008" which contained short summaries of continuing projects as well as those that were completed during 2007-2008 for all of the Corporation's program areas. Specific to the Deer Industry was the publication of "Deer Research in Progress as at June 2008 and Projects Completed in 2007-08". It was printed in October 2008 and has a RIRDC Publication No. 08/076. The complete report on all the programs is only available in electronic format on the RIRDC website at <http://www.rirdc.gov.au>.

The equivalent publication for the 2008-2009 year will not be published because there is not enough research to justify its production.

As outlined in the R&D Plan for 2006-2011 "The objective of the Deer R&D Program is to improve industry performance in four key areas where the industry has identified problems at both whole-of-industry and sector-specific levels. An indicative allocation of resources is given in brackets. Improvement is sought in:

- Efficiency, profitability and sustainability of deer farm production (15%)
- Supply chain efficiency, quality management and value adding (59%)
- Market access and marketing arrangements (22%) and
- Human capital formation, industry organization and communications (4%)

DEER RESEARCH IN PROGRESS 2007-2008

Efficiency, profitability and sustainability of deer farm production

PRJ-002253 Velvet antler use in animals
Chris Tuckwell. Deer Industry Association of Australia

Human capital formation, industry organization and communications

PRJ-002343 Establishment of a Deer Industry Database
Solange Shapiro. Deer Industry Association of Australia

PRJ-002508 Communication & Information Programs for the Australian Deer Industry
Solange Shapiro. Deer Industry Association of Australia

COMPLETED PROJECTS 2007-2008

Efficiency, profitability and sustainability of deer farm production

PRJ-000553 Facilitate industry development
Timothy McRae. The University of Sydney

Market access and marketing arrangements

PRJ-002628 Australian Foodservice Market Access – Strategies for Commercial Venison
Wayne Street. Hahndorf Venison Supply

Supply chain efficiency, quality management and value adding

PRJ-000873 Fallow Venison Development Program
Chris Tuckwell. National Fallow Alliance

PRJ-000913 Improved knowledge of constraints to value-added venison products – phase 2.
Ailsa Page. Alpine Valleys Venison Alliance

PRJ-000914 Improved knowledge constraints to acceptance of value-added venison products
Ailsa Page. Alpine Valleys Venison Alliance

PRJ-002630 Meeting Regional Abattoir Requirements for Australian Domestic Processing of Deer
Wayne Street. Hahndorf Venison Supply

PRJ-002694 Geoffrey Watson Consulting – Consultancy to the Market Focused Venison Alliances
Geoff Watson

Improve on farm production efficiency

UWS-18A Study of the relationship between body condition score, carcass composition and consumer perception of venison quality
Dr Robert Mulley. University of Western Sydney

SAR-41A Optimum weaning time of fallow deer in southern Australia
Dr Phil Glat, Dr Yingjun Ru. South Australian Research and Development Institute

SAR-26A Effect of salt intake on feed intake and growth rate of fallow and red weaner deer
Dr Yingjun Ru. South Australian Research and Development Institute

Improve the profitability of the Australian industry for all stakeholders

DIP-17A Industry statistics
Chris Tuckwell, Deer Industry Projects & Developments Pty Ltd

DIP-16A Facilitate industry development
Chris Tuckwell. Deer Industry Projects & Developments Pty Ltd

CAM-1A Improving deer industry profitability through research uptake – pilot project
Gaye Cameron

DIP-9A Deer Production Handbook and Industry Statistics
Chris Tuckwell. Rural Industries Development

DIP-12A Generic Investment Proposal Development
Chris Tuckwell. Rural Industries Development

KDI-26A A complete guide to deer farming in Australia
Pamela Horsley. Kondinin Group

Facilitate adoption of improved production technologies

- DIP-11A Venison Quality Assurance
Chris Tuckwell. Rural Industry Development Pty Ltd
- DIP-15A Dissemination of results of research projects – 2
Chris Tuckwell. Rural Industry Developments Pty Ltd
- MAT-1A Restoration of Cartilage by Novel Gene Therapy
Associate Professor Peter Ghosh, Dennis White. Matrix Gene Pty Ltd
- DIP-13A Dissemination of results of research projects
Chris Tuckwell. Rural Industry Developments Pty Ltd

Develop international and domestic markets for Australian venison and develop supply chain management programs

- LBP-2A Deborah Moffat – Presentation of LBP-1A “A domestic market positioning strategy for Australian Venison” findings
Deborah Moffat. Loulaki Blue Pty Ltd
- DIP-14A National Velvet Accreditation Scheme Database Development
Chris Tuckwell. Rural Industry Developments Pty Ltd
- LBP-1A A domestic market positioning strategy for Australian venison – A sub-program of RIRDC US-130A
Deborah Moffat. Loulaki Blue Pty Ltd
- VUT-4A Marketing venison products: Trademark and country-of-origin influences and effects
Dr Suka Bhaskaran. Victoria University