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## RESEARCH & DEVELOPMENT FOR THE AUSTRALIAN DEER INDUSTRY

**By Rural Industries Research & Development Corporation  
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RIRDC manages R&D activities for the Australian deer industry through an R&D Advisory Committee, whose activities are consistent with the goal and objectives of the Deer Industry Five Year R&D Plan.

The goal of the 2006-2011 Plan is to assist the industry to be a profitable and sustainable food industry by funding and managing a research, development and extension program that is both market-focused and stakeholder driven.

The goal is intended to be achieved through R&D investments that further one or more of the four key objectives, namely, developing or enhancing:

- Efficiency, profitability and sustainability of deer farm production;
- Supply chain efficiency, quality management and/or value adding;
- Market access and marketing arrangements, and
- Human capital formation, and industry organisation and communication.

The Program is currently supporting projects that will deliver against these objectives.

The deer industry is, however, continuing to experience a downturn in operating circumstances and associated revenue flows, in part as a consequence of its on-going adjustment to conditions of prolonged drought and associated low operating levels.

Accordingly, the R&D budget for 2009-10 year is likely to be in the vicinity of \$50,000. Nevertheless, the Program continues to hold levy-derived and government levy-matching revenues that will be available to support future R&D endeavours.