



NOVEMBER 2009  
**Australian Government**  

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**Rural Industries Research and  
Development Corporation**

**VELVET ACCREDITATION STATUS 12/11/09**

**FULLY ACCREDITED**

O410	3105	3208	4020	4352	4506	4571
O604	3126	3214	4061	4353	4534	4576
3023	3128	3215	4064	4400	4536	4578
3029	3134	3226	4089	4406	4540	4583
3030	3135	3229	4095	4407	4543	4584
3035	3148	3231	4102	4408	4545	4585
3038	3151	3233		4413	4546	4593
3058	3161	3236		4418	4559	4594
3063	3175	3255		4429	4561	4596
3089	3184				4566	4597
3091	3194				4567	
3098	3199				4568	
3099					4569	

**ANNUAL RETURN NEEDED**

3067	3140	3249	4065	4570
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**FEE TO BE PAID**

3164

**FEE & ANNUAL RETURN DUE**

3033	3145	3242	4007	4151	4355	4402	4598
3146					4416		
3147							
3178							

If you are in one of the last three categories in the above table, please contact Solange Shapiro and explain your situation. If you have left the industry, Solange needs to know.

## 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 “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The equivalent publication for the 2008-2009 year will not be published because there is not enough research to justify its production.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 and 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 organisation 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 organisation and communications**

- PRJ-002343 Establishment of a Deer Industry Database.  
Solange Shapiro. Deer Industry Association of Australia.
- PRJ-002508 Communication & Information Programs for the Aust. 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 Abattoirs Requirements for Aust. 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 Development Institute.

### **Improve the Profitability of the Australian industry for all stakeholders**

- DIP-17A Industry statistics.  
Mr Chris Tuckwell Deer. Industry Projects & Developments Pty Ltd.
- DIP-16A Facilitate industry development.  
Mr 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 Development Pty Ltd.
- MAT-1A Restoration of Cartilage by Novel Gene Therapy.  
A/Prof Peter Ghosh, Dennis White. Matrix Gene P/L.
- DIP-13A Dissemination of results of research projects.  
Chris Tuckwell. Rural Industry Development 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 Development 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 Suku Bhaskaran. Victoria University.



# Australian Government

## Rural Industries Research and Development Corporation

### **LANTEC RED DEER**

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**Interested buyers needing further information should contact:  
John Andrews Phone: 02 6361 3315**

### **INVITATION TO WORLD DEER CONFERENCE**

The Fifth World Deer Congress is to be held in Changchun, Jilin Province, China in July, 27-28, 2010. The Congress is jointly sponsored by China Rural Special Technique Association Deer Farming Technique Committee, Jilin Agriculture Committee, Jilin Animal Husbandry Administration Bureau, Jilin Agricultural University and the Changchun Association for Science and Technology. Its purpose is to expand our knowledge exchange and cooperation in the field of deer science from all over the world, to promote the development and utilization of deer products in the field of medical care and health protection etc. and encourage the development of deer farming.

Jilin Province is located in Northeastern China, where the world famous Sika deer originated. Jilin Province is also the earliest recorded place for artificial breeding of deer in the world with more than 300 years of history. After years of scientific research and productive practice, Jilin Province has accumulated a rich experience in aspects of medical care and health protection. We have made outstanding technical progress with the products of deer, now developed into hundreds of types and applications.

In order to promote the development of worldwide deer farming, improve the level of deer science, encourage and accelerate the application of deer products in the field of the medicine and health care, we believe this Congress will provide an opportunity for deer farmers and experts from all parts of the world. Thereby enhancing business, science and technologies, to extend contacts and cooperation, opening new channels for bilateral and multiple common research areas and development of further deer products.

As Executive Chairman of the Fifth International Deer Congress, I sincerely invite you, your friends and colleagues to China's Jilin Agricultural University in the Jilin Province. I believe, with your attendance and involvement, the Fifth World Deer Congress will be a great success.

I look forward to seeing you at the Congress.  
Yours sincerely  
Dr. Qin Guixin, Executive Chairman