



FEBRUARY 2010

Australian Government

Rural Industries Research and Development Corporation

NATIONAL VELVET ACCREDITATION SCHEME 2009-2010 ANNUAL REPORT

The 2009-2010 season has been a mixed bag. Prices started low at the beginning of the season but have moved slowly upward, a good sign for an industry that has suffered severely from extremes in the last couple of decades.

Velvet prices may continue to rise if the marketing arm of the New Zealand deer industry continues with their successful campaign.

They have been heavily promoting value-added velvet products in Korea, China and Hong Kong with a great deal of success. They have targeted the younger generations with products such as energy and growth drinks, a range of velvet products for athletes and products for the companion market. These easy to use products have resulted in a revival of interest in velvet in these countries and the sales results have been spectacular.

Research continues into the problem of lignocaine residues in harvested velvet. The use of a tourniquet is essential but there appears to be no clear preferred type of tourniquet that will significantly and consistently reduce the amount of lignocaine in antler velvet. The reasons for this are thought to be inability to adequately constrict the arterial supply to the antler, some antler have alternate blood supply that is not restricted by a tourniquet, and also possible external surface contamination of the antler from the operator's hands or equipment. We can do something about the last issue by making sure hands and equipment are clean and drug spillage is cleaned up immediately. Remember that 1ml of lignocaine per centimetre placed

carefully in many sites around the circumference of the pedicle will result in a very good LA block.

Remember to place the tourniquet first before placing the LA block as this will reduce the lignocaine residue in the velvet.

The recommended NZ standards are as follows. The best analgesia results from:

1. A higher dose per centimetre ie.1 ml/centimetre,
2. Increased number of injection sites ie. 6-8 sites around the circumference,
3. Taking time to administer the local anaesthetic to the pedicle,
4. Injecting closer to the antler than to the head.

Last velveting season New Zealand MAF conducted a surveillance programme that picked up inconsistencies with velveting at the slaughter works. They traced them back to farmers who were not complying with velvetting standards, not velvetting legally, ie. not accredited and breaking the Animal Welfare Act.

Some important issues came out of this surveillance that can be paralleled in the Australian situation.

First, there are still farmers velvetting outside the velvetting scheme - be it NZSB or Australia's NVAS. This highlights how important it is to belong to a programme that is specifically designed to teach correct and humanely acceptable methods of velvetting.

Secondly, that the removal of velvet from spikers must be conducted in the same manner as velveting stags, which means LA before removal.

Thirdly, farmers and veterinarians must be aware of the laws that govern the removal of velvet. In particular be aware that it is an act of cruelty to remove velvet without adequate analgesia.

I realize that New Zealand has cropped up throughout this report but they are the only country doing extensive research on velvetting and if we are wanting to sell our velvet through New Zealand channels then we need to know what is going on “across the trough” and make sure that our velvet is “up to standard”.

There will be a revisionary exam prior to receiving accreditation for the next three years. As before, this will be a self-paced written exam that will be sent

to all deer farmers who are currently registered with the NVAS.

Not strictly an velvetting issue, but an important Animal Welfare issue, is a reminder that spikers being transported to slaughter should have antler (velvet or hard antler) no more than 10 centimetres in length.

The NVAS committee wishes all our accredited farmers a good season and extends our thanks to Solange who continues to work so hard for us.

Dr Susan M. Joubert
February 2010

REMINDER

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

**DEER INDUSTRY ASSOCIATION OF AUSTRALIA
(DIAA)**

14TH ANNUAL GENERAL MEETING

SATURDAY 8TH MAY 2010

AT 2.00PM

QUALITY HOTEL, MELBOURNE AIRPORT

265 MICKLEHAM ROAD

TULLAMARINE, VICTORIA.

TEL: 03 9338 3222 FAX: 03 9338 3818

NOTICES OF MOTIONS

Forwarded to:

**DIAA Secretary
PO Box 246
Berwick. Vic. 3806**

Email:

diaa.sec@gmail.com

CLOSING DATE

Friday 26th March 2010



Australian Government

Rural Industries Research and Development Corporation

The following websites may be of interest to deer farmers.

1. Rural Industries Research and Development Corporation

www.rirdc.gov.au

A library of information about all new and emerging rural industries and aspects of farm management aiming to improve the sustainability and profitability of farming. Check out the Deer Industry R and D Plans until 2011 and over 50 research projects funded by RIRDC for the deer industry with the help of our levies.

2. Cattle Council of Australia.

www.cattlecouncil.com.au

Check out their LPA (Livestock Production Assurance program) and see if the deer industry has something similar.

3. Australian Pesticides and Veterinary Medicines Authority.

www.apvma.gov.au

A government statutory authority which controls the registration of all agricultural and veterinary chemical products used in Australia.

4. Australian Quarantine and Inspection Service

www.aqis.gov.au/bulletin

AQIS Bulletins give an interesting insight into the many problems presented by imported goods.

5. Department of Agriculture, Fisheries and Forestry.

www.daff.gov.au/ausproduceevents

This site is worth reading if you want funding help for promoting Australian produce overseas.

URGENT URGENT

NATIONAL VELVET ACCREDITATION SCHEME (NVAS)

If you have not forwarded outstanding items to the administrator, please do so as a matter of urgency.

Letters are due to be prepared to Vets informing them of those suspended from the NVAS.

Forward cheques and paperwork to:

**NVAS
DIAA Secretary
PO Box 246
Berwick 3806
Victoria Australia**

**Cheques to be made out to
"DIAA"**