



THE UNIVERSITY OF  
MELBOURNE

# Deer – part 1

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Identifier first line

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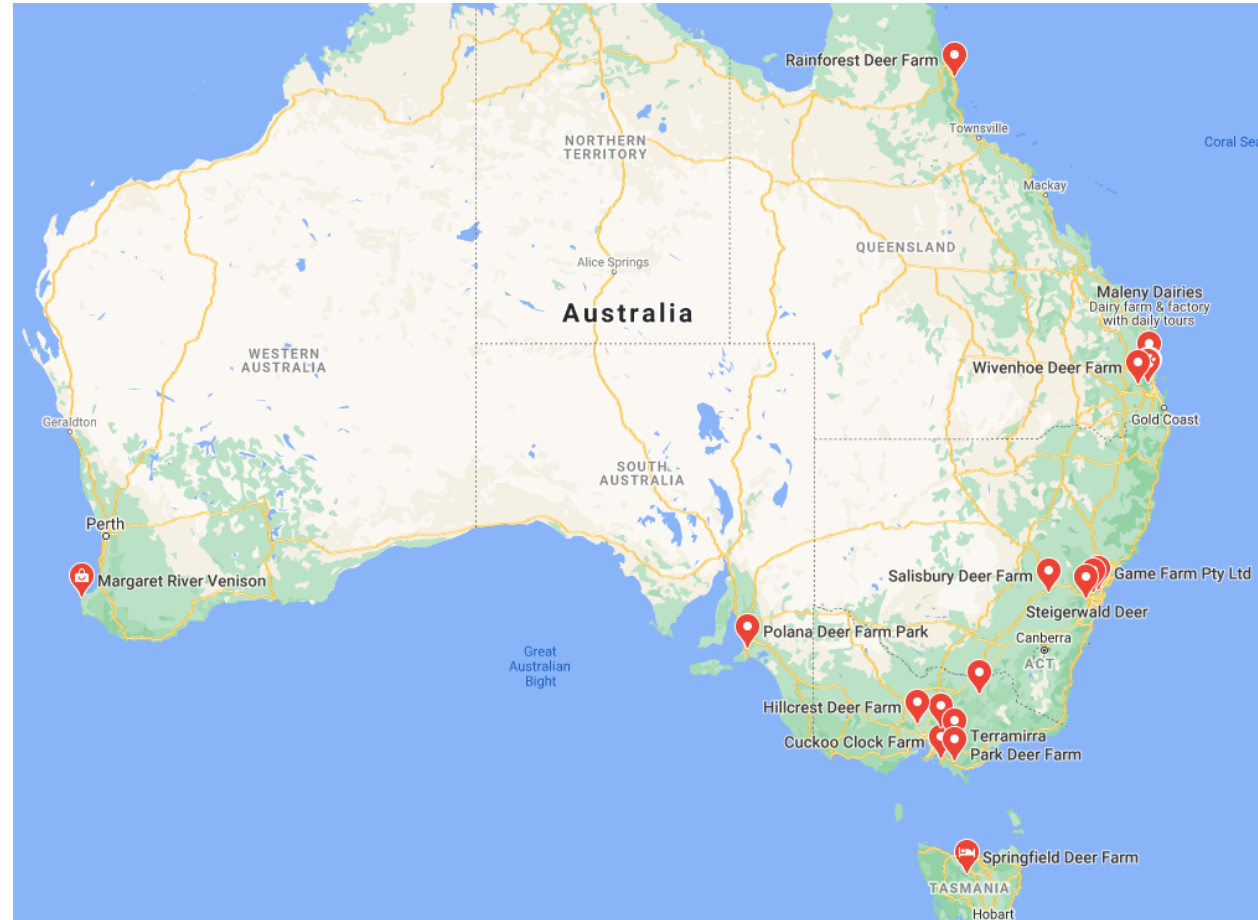
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# The Australian deer industry

- 1997/99 - nearly 200,000 deer, 1500 farms
- 2002 - prolonged drought – decreased numbers – now est. <40,000 deer, ~100 farms
- In 2010 most farms were in Victoria (35%), South Australia (24%) and New South Wales (12%)
- In 2010 - Red deer ~ 48%, fallow deer ~ 44% and smaller numbers of rusa, elk, sambar, chital, sika cross, hog deer and other species

# The Australian deer industry



Source: Google





# Deer industry products

- Venison
- Velvet
- Deer by-products (skins, tails, pizzles and sinews)



Jamieoliver.com



anti-aging

## REVITALIZES

your body from within



chip  
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**WARRANTY**

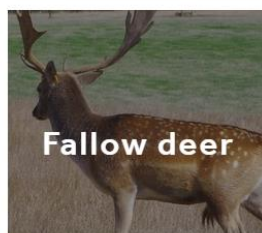
for both **QUALITY & QUANTITY**  
of deer velvet antler in products

[www.altrivedeer.com](http://www.altrivedeer.com)



## Australia's premier commercial deer farm

Terramirra Park, located in South Gippsland, Victoria, has herds of red, fallow, elk and sika deer. The red deer herd (*Cervus elephus*) is based on Warnham and Woburn genetics with our foundation stock imported from New Zealand. Our fallow deer (*Dama dama*) have been bred for performance with imported genetics from the best fallow herds in Europe including Gyulaj Park in Hungary.



Fallow deer



Red deer



Sika deer



Elk

## WE DO VENISON - with 38 years of experience

Experienced, registered and consumately professional  
When you need a reliable, quality product - call us

Our venison is supplied to order, from a whole carcass to sausages. We break down and bone out the meat, and package it in primal cuts, usually one to a vacuum bag. Our boning rooms can provide denuded venison (at extra cost). We can supply bone in venison to order, but this is usually not supplied vacuum packed. Delivery to Melbourne and south eastern suburbs and South Gippsland. Please contact us for further information.







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## DEER ANTLER VELVET PRODUCTS

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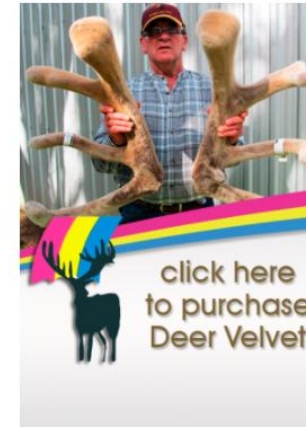
Deer Velvet Capsules - 100 x 500mg  
\$85.00



Deer Velvet Capsules - 50 x 500mg  
\$45.00



Deer Velvet Powder for Humans - 50 grams  
\$80.00



Deer Velvet is also used as a nutritional food supplement for your pet, which can assist in better health, vitality, resistance to disease and freedom from arthritis.



K9 Magic Antler Chew - Large  
\$23.00



K9 Magic Deer Antler Chew - Medium  
\$13.00



K9 Magic Deer Antler Chew - Small  
\$6.00

# NZ deer industry



Source: Deer Industry NZ



# NZ deer industry

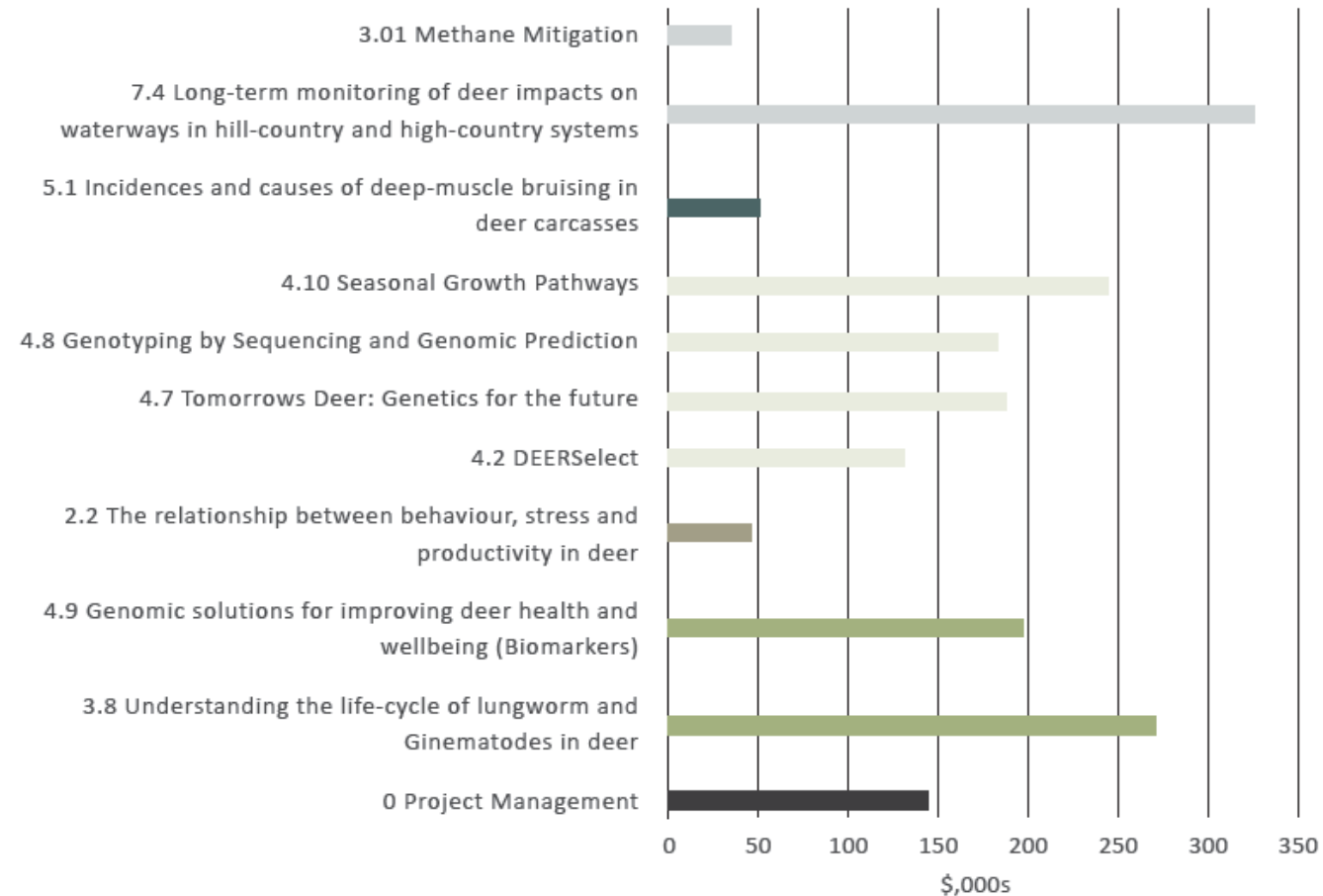
- Estimated 1400 active deer farms in New Zealand(19/20)
- Range in size from smaller lifestyle properties to extensive stations
- Often farmed as part of a diversified livestock portfolio with other species including sheep and cattle
- Numbers have fallen from 1.7 million deer in 2000s to under 1million
- Many farmers have converted to more profitable options
- Reduced consumer demand in Europe, growing competition from other game meats and the weakening Euro.

Total farmed deer (estimate at YE June)	900,100	834,608	836,337	892,931
Hinds mated (estimate at YE June)	432,275	417,700	392,289	413,416
Fawns born & alive at 4 months (estimate at YE June)	352,564	321,031	313,212	329,530
FOB revenue (NZD)	\$255 mil	\$246 mil	\$266 mil	\$322 mil
Venison (tonnes, exported)	14,869	12,911	11,939	12,132
Venison export value (NZD, FOB)	\$174 mil	\$164 mil	\$165 mil	\$198 mil
Velvet export value (NZD, FOB)	\$39 mil	\$43 mil	\$59 Mil	\$65 mil
Co-products (tonnes, exported)	4,125	3,947	4,025	4,466
Co-products export value (NZD, FOB)	\$28 mil	\$24 mil	\$30 mil	\$47 mil
Hides and Leather export value	\$14 mil	\$15 mil	\$12 mil	\$11 mil

# NZ DEERResearch 2018/19

## DEERResearch investment by project/subproject title

IN 2018/19



# Worldwide farmed deer populations circa 1982

- **Red deer** – most commonly farmed. NZ has largest worldwide number. Also in USSR, Australia, Republic of Korea, PRC, Austria, UK and Germany
- **Reindeer** – 2nd most commonly farmed. Not confined by boundary fences, but allowed to range freely in search of food. Farmed in the USSR, the USA (Alaska), Canada, Norway, Sweden and Finland.
- **Wapiti** - farmed mainly in the USSR, Mongolian People's Republic, Republic of Korea and People's Republic of China. A small number, partly hybridized with red deer, is now being farmed in New Zealand/Australia.
- **Sika** - PRC, Republic of Korea, USSR and Japan. Small numbers in New Zealand.
- **Rusa** - Mauritius and Australia and are being experimentally farmed in Papua New Guinea.
- **Fallow deer** - only farmed in large numbers in New Zealand, Germany and Australia
- **Musk deer** - large numbers in PRC and USSR. Smaller numbers in Republic of Korea, Nepal and Bhutan.



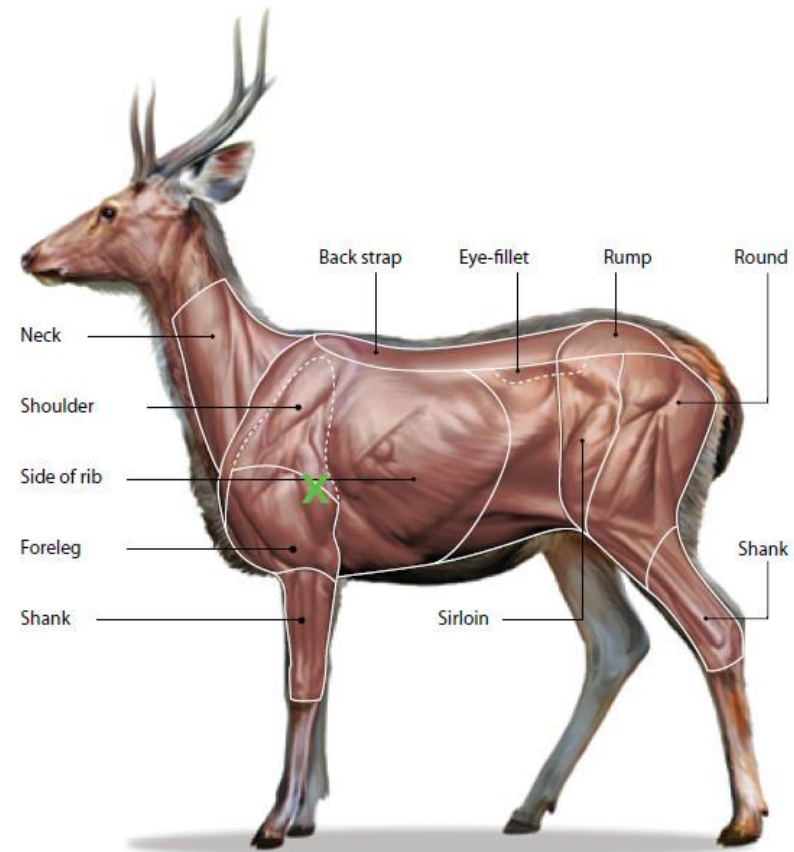
# 2020 International antler competition

## Red deer GRAND PRIX antlers 2020.07.23.

№	Farm/Owner	Country	Animal Nr.	Modified CIC points	Characteristics of antlers			Numb. of tines
					Antler type	Length, cm	weight, kg	
1	Deer Farming Germany (Hans Honold)	DE	Trompeter	318,63	Engl.	99,25	16,8	40
2	LLC"Game Estate" Dnepr-Kholm"(S.Lvov)	RU	011/08	298,18	Engl.	85,5	24,12	53
3	Safariparks MORE (MB)(D.Paeglitis)	LV	144- Roko	285,6	Engl.	90	15,6	43
4	Deerbreeding Schober (F.Schober)	AUT	Zeus	277,18	EEU	120,75	17,1	27
5	LLC"Game Estate" Dnepr-Kholm"(S.Lvov)	RU	1401	273,37	Engl.	79,25	17,26	32
6	LLC"Game Estate" Dnepr-Kholm"(S.Lvov)	RU	1410	271,66	Engl.	81,7	17,46	37
7	Deerbreeding Schober (F.Schober)	AUT	blau 17	266,03	EEU/Engl.	110,5	14,64	36
8	LLC"Game Estate" Dnepr-Kholm"(S.Lvov)	RU	1511	265,11	Engl.	74,5	15,3	36
9	Safariparks MORE (AJ)(D.Paeglitis)	LV	2170	264,725	EEU	122,5	13,7	22
10	Amila (Roman Mykytiuk)	U	2212	260,85	Engl.	70,15	18,4	27
11	Deerbreeding Schober (F.Schober)	AUT	blau 6	259,71	EEU	114,75	14,6	27
12	Deer Farming Germany (Hans Honold)	DE	Max - 33/15	255,63	Engl.	96,05	12,7	36
13	LLC"Game Estate" Dnepr-Kholm"(S.Lvov)	RU	011/10	250,93	Engl.	97,9	8,15	24
Antler type - expert opinion								
Engl. - english								
EEU - east european								

# The Australian Deer Industry – sustainability issues





<https://djpr.vic.gov.au/>





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