



**Australian Government**  
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# Deer Industry Database

RIRDC Publication No. 09/175



**RIRDC** Innovation for rural Australia





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**Rural Industries Research and  
Development Corporation**

# **Deer Industry Database**

By Solange Shapiro

February 2010

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# Foreword

The aim of this report is to provide a reliable database of deer and producer numbers to facilitate future industry planning and research priorities.

The data produced as a result of this project shows that the number of farmers and the number of animals behind wire have reduced to about forty percent of the level at their peak of perhaps eight years ago. The key findings are:-

- There are 196 deer farms in Australia, with most located in Victoria (35%), South Australia (24%) and New South Wales (12%).
- National herd size is 43,856, with red deer making up 48%, followed by fallow deer (44%), and smaller numbers of rusa, elk, sambar, chital, sika cross, hog deer and other species.
- The industry has a small number of large farms and many small farms- the 10 largest farms have 1000 or more deer, and represent about 41% of the total industry, while the smallest 100 farms comprise less than 10% of the total. One producer has 4,500 animals- about 10% of the national herd.
- Domestic market development is identified as an R&D priority by 41% of those surveyed.
- Farmers cited lack of profitability (41%), abattoir costs and access (18%), and lack of markets (10%) as the reasons for leaving, or considering leaving the industry.

This project was funded by industry levies, with crucial in-kind support from the members of the Deer Industry Association of Australia (DIAA) and a range of industry participants.

This report, an addition to RIRDC's diverse range of over 1900 research publications, forms part of our Deer Industry R&D program, which aims to develop profitability, efficiency, market access, human capital and communications in support of the industry.

Most of RIRDC's publications are available for viewing, free downloading or purchasing online at [www.rirdc.gov.au](http://www.rirdc.gov.au). Purchases can also be made by phoning 1300 634 313.

**Peter O'Brien**  
Managing Director  
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# About the Author

Solange Shapiro has a broad knowledge of the deer industry in all states, and a wide network of contacts among farmers, processors, transporters and state and federal Government instrumentalities.

She has been a central contact point for all deer issues for more than a decade as the secretary of the Deer Industry Association of Australia (DIAA), and administrator of the National Velvet Accreditation Scheme (NVAS).

Solange has contributed to a broad range of RIRDC funded projects, and has a sound basis in statistical collation and analysis. She has recently moved from her property in the western district of Victoria, having farmed red deer for more than sixteen years.

# Acknowledgments

A project such as this cannot be accomplished without the support and cooperation of a broad range of industry participants. To start naming individuals would inevitably lead to embarrassment were any omitted by my negligence.

Having said that, I must acknowledge the work of the National President of the Deer Industry Association of Australia, Mr Jim Moir. Jim has been an inspiration and invaluable source of information and support.

I would also like to acknowledge the Directors/ State Branch Presidents – Dr Dawn Evans, Andrew Hansen, Mark Huisman, Milton Stevens, Steve Lamplough and Jeff Varcoe - for their input into the project.

In addition, the guidance of Ms Nola Anderson has been greatly appreciated.

# Abbreviations

DIAA	Deer Industry Association of Australia
RIRDC	Rural Industries Research and Development Corporation
NVAS	National Velvet Accreditation Scheme
LMU	Levies Management Unit
NRS	National Residue Survey
DSE	Dry Sheep Equivalent
ADF	Australian Deer Farming Magazine

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# Summary

## ***What the report is about?***

This project establishes a comprehensive deer industry database, as of mid 2009, which quantifies the number of farmers, the number and species of deer and the geographic location of animals being farmed.

## ***Background***

The regulatory process of establishing changes to industry levies requires that the proponent of the levy change canvass all levy payers and seek their approval. In the last two changes to levies, the industry has made temporary arrangements to meet this requirement as neither RIRDC, the Levies Management Unit (LMU) nor the National Residue Survey (NRS) administration were able to provide the necessary data. The Government requested that a review of levy requirements be conducted in 2009 and that the “DIAA widely communicate the review findings to producers and organise a vote” before submitting any proposals for change.

The second issue driving the need for this information was the reported dramatic decline in the number of farmers and deer over a period of four or five years. The practical evidence of this trend was the difficulty venison processors were having in sourcing product to meet their established markets and the decline in the tonnage of velvet being collected for processing Australia wide.

## ***Who is the report targeted at?***

The data collected satisfies the requirement of Government for an accurate database of producers when contemplating a change to industry levies. It allows prospective and existing deer farmers to accurately assess the prospects and opportunities in the industry. The data will allow industry leaders to develop genuine programs and forward projections in support of industry objectives and its research and development requirements. As well, it provides information that can form the basis of planning by venison and velvet antler processors to project business strategies and growth.

## ***Aims and Objectives***

The purpose of this project was to provide a reliable database of producers to accommodate the legislative requirements for changes to industry levies and to promote the sustainability of Deer Farming as a viable agricultural enterprise in Australia by providing dependable information to industry players.

A subsidiary objective was to provide a means to judge the accuracy of the National Velvet Accreditation Scheme, by comparison of the NVAS database with the information gathered here.

## ***Methods used***

The information to complete the database was sourced by:

- 1 Collating all known existing lists and databases of deer farmers, including DIAA, NVAS, RIRDC, LMU records and the records of those state governments where deer farms require licensing.
- 2 Advertising in the major rural newspapers and magazines Australia wide.
- 3 Advertising in the DIAA magazine, and on the DIAA website.
- 4 Enlisting the assistance of the DIAA state councils and regional discussion groups.
- 5 Surveying all known participants in the industry.

## **Results**

All producers contacted were asked if they wished to be canvassed on the issue of levy changes. Not all answered affirmatively, but a register has been established of those farmers who did indicate their willingness to be included. The voting register is being held in confidence pending consideration of the rate of levies by the DIAA in late 2009. (*Note: Access to the register is absolutely restricted to the researcher and RIRDC.*)

The data concerning producers, animal species, and geographic location is detailed in the attached tables. The key findings are:-

- There are 196 deer farms in Australia, with most located in Victoria (35%), South Australia (24%) and New South Wales (12%).
- National herd size is 43,856, with red deer making up 48%, followed by fallow deer (44%), and smaller numbers of rusa, elk, sambar, chital, sika cross, hog deer and other species.
- The industry has a small number of large farms and many small farms- the 10 largest farms have 1000 or more deer, and represent about 41% of the total industry, while the smallest 100 farms comprise less than 10% of the total. One producer has 4,500 animals- about 10% of the national herd.
- Domestic market development is identified as an R&D priority by 41% of those surveyed.
- Farmers cited lack of profitability (41%), abattoir costs and access (18%), and lack of markets (10%) as the reasons for leaving, or considering leaving the industry.

## **Other Considerations and Commentary**

### *The Shrinking Industry*

The decrease in deer and farmer numbers is a trend that has been evident to industry insiders for many years. Venison processors have long reported ‘cleaning out’ many small farms of animals, as these farmers exited the industry. Typically, these were farms carrying perhaps fifty animals or less, with rudimentary facilities, often without even a livestock loading ramp. These were, in effect, genuinely ‘hobby farmers’ for whom deer raising was an interest rather than a business.

More recently a number of farmers carrying upward of two hundred red deer, or the equivalent in other species, have left the industry. These are people whose female animals form the basis of the industry breeding stock, without which it becomes unsustainable.

The survey, which was sent to all known producers and those on the lists and databases, posed the question – “If you are no longer deer farming or intend leaving, what was/is the reason?” While there was a fair range of responses, two in particular led the way. These were the perceived lack of profitability and the advancing age of the participant. A further discussion on the issue of ‘profitability’ appears below.

### *Considerations when Analysing the Animal Numbers*

There are a very small number of producers with very large deer herds and quite a significant number of producers with less than twenty animals. This situation can substantially skew the real results when calculating percentages or averages of animal numbers.

Of the respondents, one producer has around four and a half thousand animals, or around ten percent of the total Australian herd, and forty-four producers have less than twenty animals.

### Producers who did not respond to the survey.

For the sake of accuracy, the data and tables reflect only information that was returned to the researcher however, it is known that some of those who did not respond are still farming deer. In addition, information was received from other deer farmers and State Presidents of the DIAA Branches, that there were in fact a greater number of deer being farmed than appear in the survey results.

For example, the NSW DPI had about 3,000 more deer registered than were identified in the survey. The split of this was apparently 50/50 between Rusa and Red but with no identification of gender breakdown or the number of farms they come from. This figure could be out of date as farmers may have left subsequent to the information being gathered. To this end that number has not been identified in the tables but should be noted.

Queensland also identified a probable extra 500 deer, mainly Rusa and Red that were being bred for the hunting industry rather than for venison or velvet production. Supplementary anecdotal evidence also suggests that there are about a further 700 (mainly Reds) in Victoria. This would bring the total of additional animals to 1500 Rusa and 2200 Reds if this anecdotal information is correct.

As there is no detailed breakdown of these figures and they have only been reported anecdotally, they have not been included in the statistical analysis.

### The Issue of Profitability

By far the predominant reason given by survey respondents for having left or are considering leaving the industry was a lack of profitability.

The difficulty here is an unrealistic expectation by the producer. Many of the farmers quoting profitability as the major difficulty of their venison enterprise were farming less than one hundred breeding animals. This scale of the enterprise is simply too small to be sustainable as a stand-alone enterprise.

If we compare venison with beef production, we find that the present return per kilogram HSCW is roughly similar, their feed conversion is roughly the same, and yet a farmer requires 200 – 250 breeding cows to be considered a viable beef operation. Given that the beef farmer is turning off animals two or three times the weight of a red deer, then the issue of the 'scale of the operation' becomes clear. (Source: Mike Stephens and Associates, Agricultural Consultants)

This is not to say that farmers with less than one or two hundred head are not welcome in the industry, they are essential as they have already invested in the infrastructure of fences and yards so the basis for expansion is there. They have the capacity to increase their involvement in the industry by having more deer - both venison and velvet animals. They also have the capacity to breed up animals with improved genetics thereby potentially increasing their profitability.

At present however, these farmers must accept that their venison enterprise will simply be a subsidiary to their other or off-farm income. Alternatively, they may consider adding velvet production, to their enterprise thereby giving them two income streams from their deer.

### Weaning Rates and Profitability

There are obviously many issues affecting profitability. One of the most basic and important is weaning percentage, that is the number of live calves or fawns weaned, divided by the number of females joined. Returns to the survey indicate that the Australia wide weaning percentage, averaged across all species is only thirty eight percent.

This figure should stand at a reliable 80% or better if a farm and the animals are well managed and suitably fed. Certainly issues such as drought conditions or high feed prices affect fawn numbers and farm profitability, but the ability to keep the weaning percentage at an acceptable level is critical to profitability and deserves the closest attention.

### Transport

The cost of transport was another issue that raised considerable comment from survey respondents. Australia is a big country with deer farms widely dispersed in most states. There are very few abattoirs able to slaughter deer, particularly those with export accreditation. When considering establishing a deer enterprise, the distance to a reliable, suitable abattoir must be a prime consideration to minimise outgoings.

In this regard the matter of the scale of the enterprise also intrudes. If a producer cannot turn off a full truck of animals in one load, and/or the carrier has to make a number of stops to fill the truck, the impact of transport costs on the return from those animals will rise accordingly.

### Abattoirs

Two significant restrictions to the further development of the industry have been transport costs, discussed above, and access to suitable domestic and export abattoirs. Both these issues were raised by a significant number of farmers in their survey returns.

The establishment of a mobile abattoir has long been discussed by industry leaders and private enterprise processors without resolution. A mobile abattoir would address both the transport and abattoir access issues, and would bear re-investigation.

In a similar vein, on-farm slaughter of deer for human consumption, as is practiced in European Community countries would address the above matters. This practice is closely regulated, but provides an avenue for small numbers of animals - deer and other species - to be prepared for market with a minimum of stress.

The significance of having access to an export accredited abattoir is that co-products that have no market in Australia, for example hides, pizzles, tails etc. can provide the processor with a return on the international market along with carcasses or cuts that do not meet Australian domestic market specifications or demand.

## ***Implications for Relevant Industry Participants***

### Industry

- From the preceding comments it becomes clear that for the industry to develop, larger players must be encouraged to become involved. This issue has been recognised by industry leaders for some years, but sustained efforts to achieve this objective have not been successful.
- The offspring that can be produced by the available females is insufficient to support the venison processors presently operating. The inevitable result is that some of these processors will have to leave the industry, or diversify their operations to include other species.
- Recent years have seen an overkill of animals. That is to say, more animals have been slaughtered for venison than can be replaced by the natural increase of the Australian herd. For example in 07/08, 15,496 animals were slaughtered, and in 08/09 (to March 09) 11,021 were slaughtered but the survey indicated that there are only 8,398 weaners. (Source: Slaughter figures supplied by the LMU.) Drought in much of Australia in recent years has led some producers to not join their females, exacerbating this problem.

- The promise of higher returns through velvet production rather than venison has led a significant number of producers to reduce their female herd in favour of retaining stags. While this may make sense at the individual level, as an industry the females need to be taken up for breeding, not slaughtered.
- Many producers have recognised the limitations of their enterprise due to scale and distance from abattoirs, and have sort to overcome these handicaps by direct marketing their produce individually. Thus the industry has producers selling at farmers markets, a couple which have opened their own butchers' shops, and others, who are marketing their velvet direct to consumers. Given the present position of the industry, policy makers may have to encourage and support this type of enterprise.

### Producers

- In the same way that policy makers need to recognise the new reality, so producers need to be vigilant for opportunities as individuals or collectives to add value and profitability to their enterprises. This goes beyond seeking higher prices or reducing costs. Adding value involves taking responsibility for a greater portion of the value chain. For example farmers may have to provide livestock transport if they have the equipment, or become involved in niche marketing, distribution or sales.
- Essential to the producer's profitability will be their initial choice in assessing the appropriateness of their enterprise to suit the land and climate. For example, areas with summer feed growth are more suitable for raising weaners, whereas winter feed growth is more suitable for a velveting herd.
- Genetic improvements can benefit both velvet and venison producers. For velvet producers, it costs the same amount to feed an animal producing 3kg of velvet as one producing 6kg of velvet. For venison producers, a hybrid animal can reach slaughter weight up to six months earlier than some pure breeds.

### Processors

- The outlook for venison processors is not assured unless they can guarantee themselves a supply of quality animals, not rely on an ad hoc supply of culls. Supply chain alliances have had limited success to date, but necessity may see further development of this concept.
- The future for velvet processors is in supply chain alliances both domestic and internationally. This would include the full range of value adding the product.

### **Recommendations**

It is clear that the industry has changed, maybe permanently, but good profits can still be made in deer farming however it is important that industry leaders recognise the changes and embrace the new situation in their decision making.

#### Industry leaders could support the industry by:

- Recognising and accepting that the deer industry has shrunk and adopting policies that support individuals and small collectives.
- Investigate the on-farm slaughter of animals for human consumption and the allied issue of the commissioning and operation of a mobile abattoir.
- Seeking new avenues for the industry to expand. An example may be the current inquiry into the advisability of supporting game parks and the tourism industry.

- Directing research into the development of new markets for velvet, perhaps for local sales to the Asian market or in developing products acceptable to western society.
- Considering whether a closer alliance with New Zealand venison and velvet marketers would benefit the Australian producer and what industry wide initiatives might be put in place to achieve this end.
- Considering whether some form of regulated venison or velvet production and marketing arrangement would be beneficial to the broad industry.

#### *Venison and Velvet Processors*

- Consider the advantages of developing genuine farmer supply chains to secure product.
- Review all value adding options to ensure maximum return to all parties.

#### *Venison and Velvet Producers*

- Consider taking responsibility for a greater portion of the value chain to increase profitability, and be alert for alternative marketing concepts to present your product to the consumer.
- Consider working in partnership with a producer in another state who is being successful with a particular concept.
- Consider whether establishing a small collective of like-minded producers would be beneficial to launch an innovative product or marketing idea.

# Data analysis

## Records of Producers Contacted

After collating all available databases of deer farmers, surveys were distributed requesting a response.

A copy of the survey form is included as Appendix 1 and the covering letter is included as Appendix 2. A second letter was sent out to non-respondents and is included as Appendix 3.

Responses were received and noted and a second contact was made with those who had not replied. A considerable number of letters were returned marked "left address".

The second round of letters included those that had not responded to the first letter as well as those farmers from Tasmania whose names were supplied at a late stage by the Tasmanian DPI.

**Table 1 Farmer Contacts**

Number of farmers surveyed	707
No reply	335
Letters returned, left address	77
Responses received	295
Respondents that had left the industry	99
Respondents continuing in the industry	196

**Table 2 Location of Current Deer Farmers**

New South Wales	25
Victoria	68
Queensland	8
West Australia	13
South Australia	48
Tasmania	34
Australian Capital Territory	0
Northern Territory	0

**Table 3 Location of Non-Responders, Left Address & Left Industry**

	Non Responders	Left Address	Left Industry
New South Wales	47	14	19
Victoria	82	23	44
Queensland	6	3	3
West Australia	25	12	12
South Australia	25	10	10
Tasmania	149	15	9
Australian Capital Territory	0	0	2
Northern Territory	0	0	

**Table 4 Response to Levy, Newsletter and ADF Magazine Questions**

Farms		Say in Levy		RIRDC Newsletter		ADF Magazine	
		Yes	No	Yes	No	Yes	No
NSW	25	17	8	24	1	18	7
Vic	68	36	32	60	8	52	16
Qld	8	4	4	4	4	5	3
WA	13	7	6	6	7	5	8
SA	48	22	26	32	16	25	23
Tas	34	6	28	15	19	10	24
ACT	0	0	0	0	0	0	0
NT	0	0	0	0	0	0	0



**Table 5 Deer Numbers by Location, Sex and Species**

	RED				FALLOW				RUSA			
	Total	M	F	W	Total	M	F	W	Total	M	F	W
NSW	3,050	879	1,218	848	4,725	1,652	2,003	920	128	17	91	20
Vic	7,663	2,984	3,171	1,363	2,360	623	1,166	593				
Qld	1,279	557	668	54	878	130	520	228	126	37	73	16
WA	5,024	1,359	2,737	928	3,460	1,210	3,300	1,300	250	50	150	50
SA	3,953	1,834	1,660	461	5,008	1,313	2,573	702	700	306	374	20
Tas					2,873	423	1,191	719				
ACT												
NT												
	<b>20,969</b>	<b>7,613</b>	<b>9,454</b>	<b>3,654</b>	<b>19,304</b>	<b>5,351</b>	<b>10,753</b>	<b>4,462</b>	<b>1,204</b>	<b>410</b>	<b>688</b>	<b>106</b>

	ELK				SAMBAR				CHITAL			
	Total	M	F	W	Total	M	F	W	Total	M	F	W
NSW	76	31	25	20	1	1			216	172	41	3
Vic	85	32	43	15	157	24	109	24	45	10	30	5
Qld												
WA												
SA	289	83	163	43	480	215	265		661	284	375	2
Tas												
ACT												
NT												
	<b>450</b>	<b>146</b>	<b>231</b>	<b>78</b>	<b>638</b>	<b>240</b>	<b>374</b>	<b>24</b>	<b>922</b>	<b>466</b>	<b>446</b>	<b>10</b>

	SIKA Cross				HOG				OTHER			
	Total	M	F	W	Total	M	F	W	Total	M	F	W
NSW												
Vic	280	100	130	50	55	8	40	7				
Qld												
WA												
SA	6	1	5	0	11	7	1	3	17	8	5	4
Tas												
ACT												
NT												
	<b>286</b>	<b>101</b>	<b>135</b>	<b>50</b>	<b>66</b>	<b>15</b>	<b>41</b>	<b>10</b>	<b>17</b>	<b>8</b>	<b>5</b>	<b>4</b>

**Table 6 Deer Numbers by Location and Species**

	Red	Fallow	Rusa	Elk	Sambar	Chital	Sika X	Hog	Other	Total
<b>NSW</b>	3,050	4,725	128	76	1	216				8,196
<b>Vic</b>	7,663	2,360		85	157	45	280	55		10,645
<b>Qld</b>	1,279	878	126							2,283
<b>WA</b>	5,024	3,460	250							8,734
<b>SA</b>	3,953	5,008	700	289	480	661	6	11	17	11,125
<b>Tas</b>		2,873								2,873
<b>ACT</b>										
<b>NT</b>										
	<b>20,969</b>	<b>19,304</b>	<b>1,204</b>	<b>450</b>	<b>638</b>	<b>922</b>	<b>286</b>	<b>66</b>	<b>17</b>	<b>43,856</b>

**Table 7  
Deer Numbers by Species**

	Total	Male	Female	Weaners
<b>Red</b>	20,969	7,613	9,454	3,654
<b>Fallow</b>	19,304	5,351	10,753	4,462
<b>Rusa</b>	1,204	410	688	106
<b>Elk</b>	450	146	231	78
<b>Sambar</b>	636	240	374	24
<b>Chital</b>	922	466	466	10
<b>Hog</b>	66	15	41	10
<b>Sika X</b>	286	101	135	50
<b>Other</b>	17	8	5	4
	<b>43,854</b>	<b>14,350</b>	<b>22,147</b>	<b>8,398</b>

**Table 8  
Weaning Percentages**

	Female	Weaners	%
<b>Red</b>	9,454	3,654	39%
<b>Fallow</b>	10,753	4,462	41%
<b>Rusa</b>	688	106	15%
<b>Elk</b>	231	78	34%
<b>Sambar</b>	374	24	6%
<b>Chital</b>	466	10	2%
<b>Hog</b>	41	10	24%
<b>Sika X</b>	135	50	37%
<b>Other</b>	5	4	80%
	<b>22,147</b>	<b>8,398</b>	<b>38%</b>

**Table 9 Distribution of Deer Numbers across Farms**

No. of deer on farm (all species)	Number of Farms	Notes
0-20	44	The <b>one hundred farms</b> with the fewest animals have approximately one hundred or less each on farm. In total they collectively carry about 4000 deer.
21-50	31	
51-100	39	
101-200	28	
201-300	15	
301-400	10	The <b>ten farms</b> with the most animals have one thousand or more deer each on farm. In total they collectively carry about 18,000 deer.
401-500	8	
501-1000	11	
1000-2000	7	
2000-4500	3	

**Table 10 Response to Question 2**

**Is there any particular research or development you would like undertaken?**

Domestic Market Development	41%
Export Market Development	7%
Nutrition for Velvet Growth	9%
New Uses for Velvet	11%
Velveting techniques (drug free)	6%
Value adding venison and velvet	3%
Nutrition	3%
Sundry	20%
<b>Issues included in 'Sundry' :</b>	
Updates on velvet and venison prices.	
Grants should go to farmers not alliances.	
No more research and development.	
Pasture management.	
Deer business case studies.	
Reduce 'game' flavour of venison.	
Feedlot rations.	

**Table 11 Response to Question 3**

**If you are no longer on the farm, or considering leaving, what is the reason?**

Abattoir costs and Access	18%
Transport Costs	7%
Lack of Market	11%
Profitability	41%
Problem with Processors	3%
Sold Farm	10%
Retired	8%
Sundry	20%
<b>Issues included in 'Sundry'</b>	
Ill health.	
Do not want to tag animals.	
Reliability and stability of industry.	
Can only have fallow deer in Tasmania.	
No return from levies in Tasmania.	
Deer were only pets.	
Drought.	



YES

NO

**Is there any particular research and/or development you would like undertaken?**

.....

**If you are no longer deer farming or are considering leaving, what was/is the reason?**

.....

**Do you wish to receive the free RIRDC Deer R&D Newsletter?**

YES

NO

**What articles would you like to see published in it?**

.....

**Would you like to receive the "Australian Deer Farming" magazine?**

YES

NO

**What articles would you like to see published in it?**

.....

**Would you be prepared to contribute to this publication by providing articles or being interviewed?**

YES

NO

**If you would like more information on the Deer Industry Association of Australia (DIAA)**

**please tick this box**

# Appendix 2



**Australian Government**  
**Rural Industries Research and  
Development Corporation**

ABN: 69 071 255 386



**Deer Industry  
Association of  
Australia**

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May 2008

TO THE DEER FARMER AS ADDRESSED

When the levies were reduced in 2007, the Federal Government informed the Deer Industry Association of Australia (DIAA) that when proposing any future changes, it must demonstrate that consultation with current and potential deer levy payers had taken place, not just with DIAA members.

To achieve this, it was agreed that a data base of all interested levy payers be compiled, which would then be the basis for proof of consultation.

RIRDC does not have an accurate database of deer farmers and a review of levies is due to take place in 2009. It is imperative that a listing of deer farmers be established in order to demonstrate to the Government that any proposal has been thoroughly canvassed.

RIRDC has commissioned the DIAA to establish a farmer listing for instituting any levy changes and in the process, to undertake a survey of deer farmers to ascertain their views on a range of issues and determine current deer numbers.

It would be appreciated if you could take the time to fill out the attached survey. This will provide a data base for canvassing future levy changes, help the industry planning as well as establishing an accurate picture of what is currently happening.

If you have any queries regarding this please contact Solange Shapiro on 03 5596 2323.

Thank you for consideration of this important issue.

Yours sincerely,

Solange Shapiro

**DIAA Secretary**

Annette Sugden

**Manager RIRDC Deer Program**

**Please post survey to:**

**REPLY PAID 37 LISMORE VIC 3324**

# Appendix 3

Advertisement placed in Rural Newspapers in each State

## ALL DEER FARMERS – REGISTER NOW

When the statutory levies were reduced in 2007, the Federal Government informed the Deer Industry Association of Australia (DIAA) that future changes must demonstrate that consultation had taken place with **current and potential** levy payers.

RIRDC has commissioned the DIAA to establish a farmer listing and to undertake a survey of deer farmers on a range of issues.

If you have not received a letter and survey, please contact

DIAA

Reply Paid 37

Lismore Vic 3324

Or email to [shapiro@tca-online.com.au](mailto:shapiro@tca-online.com.au)



# Deer Industry Database

RIRDC Publication No. 09/175

By Solange Shapiro

The regulatory process of establishing changes to industry levies requires that the proponent of the levy change canvass all levy payers and seek their approval.

This project has established a comprehensive deer industry database, which meets the requirements of government legislation, and provides a meaningful basis for industry planning, research and government interaction. It quantifies the number of farmers in the industry, the number and species of deer, and the geographic location of animals being farmed.

The Rural Industries Research and Development Corporation (RIRDC) is a partnership between government and industry to invest in R&D for more productive and sustainable rural industries. We invest in new and emerging rural industries, a suite of established rural industries and national rural issues.

RIRDC books can be purchased by phoning 1300 634 313 or online at: [www.rirdc.gov.au](http://www.rirdc.gov.au).



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*[www.rirdc.gov.au](http://www.rirdc.gov.au)*

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