

PROCUREMENT

CHALLENGES

SOLUTIONS

FACTS PLEASE

What are they – all hypothetical?
Are financial incentives to be made available
to harvest more deer?
Will there be incentives to reduce imports?

With facts we can work out solutions

SPECIES MIX

Drive different outcomes
Different challenges in larger infrastructure
including storage and servicing
(i.e. South of Scotland)

Significant capacity out of Oct-Dec window.
Lift cull outside these windows to help with capacity

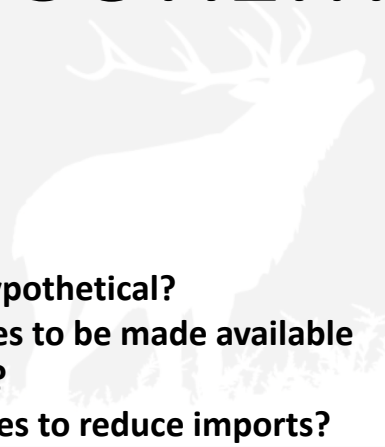
SEASONALITY

Excessive volume in short window

QUALITY ASSURANCE

Right Grade of deer (i.e.. SQWV Quality
assured + Lead Free to break into new
markets

Need to incentivise cull – specs to make product saleable



PROCESSING OPERATIONS

CHALLENGES

SOLUTIONS

CAPACITY

Seasonality
No existing capacity in October (25-35%)

Increase in deer output to be phased over year
Investment in processing infrastructure to increase capacity in October
Impact of spare capacity out of October
Subsidy required to implement

SKILLS

Increase number of skilled butchers
(BPMA meat industry shortage (10-15%))

Lobby for wild venison production to be included in seasonal worker visa scheme

Funding made available for training and retention of staff phased over year

STORAGE

Increase in Scottish & British Venison stock to allow all year-round supply

Subsidies to allow AGHE's to process and store increased supply, especially relevant if phased increase is not possible

Cold storage costs and constraints on working capital



SALES & MARKETING

CHALLENGES

SOLUTIONS

SURPLUS

Quality assured & lead free guaranteed
Margin squeeze
Carcass Balance (diced + trim)
Capacity at key times

Must be SQWV certified

Financial incentive to dial in Scottish, dial out NZ
Subsidy to promote lower value stocks (80|20 rule)
Capacity battle - Cutting plant v manufactured space

MARKETS

Drive scale and long-term partnerships

PUBLIC needs government stick – enforce uplift of venison into public body contract tendering processes to include NHS, Schools MOD & related institutions (ie. 10% of all red meat to be Venison supported educational campaign)

Normalise Venison

PRIVATE needs subsidy / grants to stimulate growth and collaboration with

Increase frequency, usage and penetration

- B2B Meal Box manufacturers
- Ready meal manufacturers
- Export Networking platform

CONSUMERS

Educate benefits
Health, Sustainability + low carbon

Subsidy to invest in maturing market to

- QMS type solution
- Innovation + Digital Media hub
- PR program fit for purpose