



Foreword from Graham Carr

Another year has shot by and we are coming up to our 17th Annual Stag Sale.

The industry seems to be moving into a good space and so is Peel Forest Estate.

New Zealand Venison seems at last to be achieving the premium position in the market place that it deserves, which augurs well for a continuing improved schedule.

Velvet likewise seems to be heading in the right direction with a structure finally in place to put some better management into the marketing of our product. New Zealand velvet is also capitalising on being recognised as a premium brand.

Peel Forest Estate is similarly moving forward into a stronger position to service the requirements of the producer attempting to achieve better productivity. We are continually assessing the needs of the farmer and using our depth of genetics, second to none in the industry, to offer a wider range of stags to service the large scale operations concentrating on venison production as well as clients focused on antler production.

Our endeavours to assist the farmers fight against Johnes by providing resilient deer continues as we gain more information from our ongoing work with the University of Otago.

Our genetic base is being constantly analysed to fine tune our way down the resilience pathway.

Stags from Peel Forest Estate have lived in the real farming world of risk to disease not in a sanitised environment and will eventually offer the best means of combating Johnes by building resilience into ones own herd.

Peel Forest Estate firmly believes in the philosophy of supplying 3 year olds to market. Our client research shows clients prefer 3 year olds as they cover more hinds, settle in better, know they have had an extra year through the selection process. Natural mating with 3 year olds is without doubt the most economical and simplest way to improve your herd.

After the positive feedback from our screening of stags last years we will be presenting the stags with antlers on the same way. Seeing them in the paddock at different angles and close up in the pens we believe gives our clients the best viewing. It is also more animal friendly.

We hope you enjoy the day with us and find our animals have a valuable place in your farming system.

Best wishes for a good Christmas break.

