

Rural Enterprise Demonstration Day Scottish Venison Day 2013 – A New Dawn for Deer Farmers

Wednesday 4 September 2013

The Scottish Deer Centre, Bow of Fife, Cupar, KY15 4NQ



[facebook.com/ScottishLandandEstates](https://www.facebook.com/ScottishLandandEstates)



twitter.com/ScotLandEstates



With a buoyant home market for venison and growing official support for Deer Farming, the potential for expansion into farmed venison production is clear. If you are weighing up the options offered by deer farming you should come along to this event. There will be plenty of expertise available to allow you to ask as many questions as you wish and explore the key issues.

Sponsored by McArthur Cyclone and Tornado Wire, leading suppliers of deer fencing, and in partnership with the Scottish Venison Partnership and the British Deer Farms and Parks Association, this demonstration day will examine the benefits as well as some of the obstacles and challenges that new entrants have to contend with, and appropriately will unveil a key Scottish development, the plans for an on-farm abattoir in Fife. Until now, the lack of such a facility in Scotland has been a major drawback.

Why you should attend:

- You are considering deer farming as a diversification opportunity
- You wish help with information and planning
- You have lots of questions that you want to ask

Optional Afternoon Visits

After lunch, we will visit three very different deer farms, firstly to Wester Balcormo, a traditional deer farm with its own herd, then to Downfield Farm, a finishing farm and the site of the proposed on-farm abattoir and finally to Reediehill Farm which has a pedigree breeding herd selling to farmers, culminating in an evening social event, with venison steak & extras, plus delicious desserts and drinks, prepared by Scotland's Venison Ambassador, Nichola Fletcher. This finale to the day is sponsored by the Scottish Venison Partnership, so costs only £5 per person. Numbers will be capped.

Book Your Place

Please book early. The event is open to everyone and is FREE, with a charge of £14 to cover all catering on the day. Exhibition space is available, with discounts for Scottish Land & Estates members.

Please contact joyce.karch@scottishlandandestates.co.uk or call 0131 653 5400 to register your interest.

Meet the speakers

Richard Lochhead MSP is Scottish Government's Cabinet Secretary for Rural Affairs and the Environment.

Paul Wheelhouse MSP is Scottish Government's Minister for Environment and Climate Change.

James Withers is Chief Executive of Scotland Food & Drink, which has a focus on growing the sales of Scottish produce, venison being an important component, both in home markets and internationally.

Richard Playfair is secretary of the Scottish Venison Partnership, secretary of Lowland Deer Network Scotland, on ADMG's executive committee and Scottish Quality Wild Venison's technical advisory committee, and a Director of the Venison Advisory Service Ltd.

Bob Prentice and his wife Jane have farmed Downfield since 2002. Mainly a beef and arable farm, in 2012 they started finishing deer and plans for an on-farm abattoir are currently with Fife Council.

John Fletcher, a vet, established the UK's first venison farm in 1973 exporting live deer worldwide. In 2012 he sold the venison business and now produces quality breeding stock at Auchtermuchty.

Vikki Banks bought the business, Fletchers of Auchtermuchty in 2012 and is developing her 'Seriously Good' brand through direct sales, farmers' markets, major events and social networking.

John Goffin, a New Zealander by birth, and his wife Henrietta Dundas are taking over a 1000 acre farm in Midlothian where the intention is to establish a mixed farming programme based around deer and sheep.

Joan Bricall graduated from Barcelona University Veterinary School in April 1999 and has been working in meat hygiene in the UK since then. In April 2012, he was employed directly by the FSA as a Lead Veterinarian and covers the northern part of Scotland, ensuring compliance in slaughterhouses and cutting plants. Joan takes the lead role in FSA Scotland Operations for wild game.

Scottish Land & Estates and our sponsors, Tornado Wire and McArthur Cyclone, both leading suppliers of deer fencing, and our partners, the Scottish Venison Partnership and the British Deer Farms and Parks Association are delighted to invite you to attend the latest Demonstration Day. We hope that this event will provide useful and interesting information and provide ideas for the future.

09.15 – 09.50	Registration and Refreshments	11.20 – 11.30	Questions and Answers
09.50 – 10.00	Welcome and Introductions Chair – Frank Spencer Nairn, Chair of Rural Enterprise Steering Group, and a deer farmer.	11.30 – 11.50	Tea/Coffee
10.00 – 10.15	Richard Lochhead MSP, Scottish Government’s Cabinet Secretary for Rural Affairs and the Environment will open the event with a short overview of the Scottish Government’s vision on the future of deer farming, both for new entrants and existing farmers. Paul Wheelhouse MSP, the Minister for Environment and Climate Change will also be present. www.scotland.gov.uk	11.50 – 12.05	John Fletcher, Reediehill Farm will give a short overview of Scottish farmed red deer finishing systems, including the location and purchase of calves, transport, subsequent management, veterinary interventions, housing and especially the different feeding regimes and potential problems.
10.15 – 10.25	Question and Answers for Mr Lochhead and Mr Wheelhouse	12.05 – 12.20	Vikki Banks, Seriously Good Venison is a young entrepreneur, with a passion for food, Vikki will give an entertaining insight into how she came into the Scottish farmed venison business, the highs and lows and challenges for the future. www.seriouslygoodvenison.co.uk
10.25 – 10.45	James Withers, Chief Executive of Scotland Food & Drink will cover the phenomenal progress the food & drink industry has made in Scotland in recent years. Domestic demand for Scottish produce plus increasing international awareness of Scotland’s natural larder has driven unprecedented growth. So what does this mean for venison and what are the plans to develop this increasing important market? www.scotlandfoodanddrink.org	12.20 – 12.40	Joan Bricall, Lead Veterinarian, Food Standards Agency will discuss Approvals of On-Farm Slaughter Facilities and Slaughterhouses, including the pre-requisites for HACCP, welfare at slaughter, inspections and notifiable diseases. www.food.gov.uk
10.45 – 11.05	Richard Playfair, Scottish Venison Partnership will discuss the UK venison market that is growing at 25 per cent plus annually. Scotland’s wild red deer cull is declining; imports from New Zealand, Poland, and Spain are meeting the shortfall. There’s an ongoing initiative to encourage more Scottish venison from farmed deer. This is the chance to learn more about how to get involved... www.scottish-venison.info	12.40 – 12.55	Bob Prentice, Downfield Farm will provide us with a short resume of why he is going down the route of an on-farm abattoir and will show us the plans.
11.05 – 11.20	John Goffin, Arniston Estate will give a presentation on the journey he has taken to start a deer farm, the problems he has encountered and where he is at the moment in the process.	12.55 – 13.15	Questions and Answers and Closing Statements
		13.15 – 14.00	Lunch and networking at the Scottish Deer Centre
		14.00 – 17.00	Three Optional Afternoon Visits
		17.00 – 18.30	BBQ of venison steak & extras, plus delicious desserts and drinks, prepared by Scotland’s Venison Ambassador, Nichola Fletcher. This finale to the day is sponsored by the Scottish Venison Partnership, so costs only £5 per person. Numbers will be capped.

Please email the booking form below to joyce.karch@scottishlandandestates.co.uk or post to Scottish Land & Estates, Stuart House, Musselburgh EH21 7PB. Bookings can also be made by telephoning Joyce on 0131 653 5400, by **Friday 31 August 2013**. Please note that any cancellation must be received two working days before the event or the catering charge will have to be imposed.

Booking Form – A New Dawn for Deer Farmers Type directly into the boxes below the click the submit button

Name:

Company:

Address:

Postcode:

Telephone:

Email:

Scottish Land & Estates membership number if known/applicable:

Main occupation

Landowner/Landmanager Trade Business

Professional Business Other

Details of Guests

Name:

Address:

Postcode:

Email:

A delegate list will be provided. Please tick if you do not wish to be included

VAT Reg No: 429 366821

I / we wish to book place(s) at £14 per person

I / we wish to book place(s) at the evening BBQ, the cost of £5 per person must be paid on arrival at the demo day

If you have reduced mobility or particular needs please advise us at time of booking

Payment By enclosed cheque payable to Scottish Land & Estates
By card (Visa, Mastercard, Maestro, Solo or Switch)
Card details will not be retained after processing.

Name on card:

Card number:

Expiry date: 3 digit security code:

If applicable: Valid from: Valid to: Issue Number:

Card billing address (including postcode) if not as given above:

Card holder signature:

Scottish Land & Estates and the sponsors of this event may contact you about other events and services. Your details will not be given to any third parties. If you do not wish to receive this information tick here