We would once again like to update you with developments in our Deer Stud. We are continuing to build on varying bloodlines and composite breeds so the stag purchaser has options, not only around performance, but also bloodlines. Some highlights include:

- Breed values are up to +24.72 for 12 month growth rate in our Born 2012 crop for sale this season.
- A number of 15 month live weights between 165 and 182 kg recorded in February 2014.
- Breed values for the Born 2013 for 12 month growth rate EBV +29.65.
- Tui (European) new retained sire for 12 month growth rate BV +27.9.
- Churchill (English) new retained sire for 12 month growth rate BV +19.9.

The points above are all very positive and the strategy our stud is achieving great results. The numbers in the EBV’s are starting to get momentum along with the other attributes we pride ourselves for achieving and carry through to our sires we put to the market.

In May we had a stand at the New Zealand Deer Farmers Conference in Methven. Pauline and Jeremy both attended and found it was a good opportunity to catch up with clients and other industry colleagues.

As noted previously for the success of our industry the current schedules are not rewarding us for our efforts and our investments. Although there seems to be more confidence this season around price expectation, there still needs to be better returns achieved. I still have confidence that some of the markets appreciate our products produced but we need to strengthen our connection with these and need to select the right and new opportunities that will ensure sustainability in our industry and reward us for the key attributes venison can offer.

These opportunities do exist in a number of countries and one I had the opportunity to travel to this winter was China with BNZ, I would like to share some photos and comments with you from our trip.

The scale of the growth in China along with the project size they commit to has to be seen to be believed.

Some of the facts:

- ¾ of the world’s working cranes.
- Population growth of 21%.
- Arable land area reduction by 9%.
- Agricultural production is decreasing through increased pollution.
- 55,000 babies born per day.
- The limit in some cases of the number of children being lifted per family from one to two.
- The value and importance of infant formula, it’s not a food, it’s a pharmaceutical.
- 5kg of meat per head consumed annually compared with the rest of the developed world 20kg per head annually (this gap will close).
- The number of very, very wealthy people (a shop that sells Lear Jets in the same street as a show room with 8 new Rolls Royce in Shanghai).
- The contrasting wealth and modernization.
- Their willingness to engage and register an interest in our NZ produce.

Our auction catalogues for red 2 year old sires will be available for the North Island late November and the South Island early December. In addition to the auctions we will have private treaty sales for F1’s (Elk Red Deer) terminal sires and Red Deer semen of industry ranked sires if you are considering an AI breeding programme.

We would appreciate your feedback to ensure our efforts are in a direction that matches your requirements to ensure your continued support. Please feel free to contact me directly.

Again I would like to take this opportunity to thank all clients, service providers, staff and family for their support and input into our upcoming sales.

All the best for a successful summer in farming.

Regards,

Michael Wilkins
On behalf of the team at Wilkins Farming.
Items available from the local Hypermarket

Shanghai

Harvest...

Fine dining including New Zealand lamb

Chinese Laundry

Skyline

Online sales and marketing

Shanghai by night

Wai Gao Bridge Port Shanghai
Looking Forward To The Sale

We are really looking forward to putting our new seasons crop to the market. The genetic improvement along with management is not only seen in the EBV’s but also the physical appearance, live weight targets and pedicle development the stud is achieving. I am sure you will agree the following weights will flow onto some outstanding stags come Sale Day.

Eastmans Top 20

<table>
<thead>
<tr>
<th>11mth average</th>
<th>15mth average</th>
<th>W12eBV average</th>
<th>LEANeBV average</th>
</tr>
</thead>
<tbody>
<tr>
<td>123.5</td>
<td>155.25</td>
<td>8.24</td>
<td>3.05</td>
</tr>
<tr>
<td>Top 139.5</td>
<td>Top 171.5</td>
<td>Top 18.16</td>
<td>Top 6.08</td>
</tr>
</tbody>
</table>

Europeans Top 40

<table>
<thead>
<tr>
<th>11mth average</th>
<th>15mth average</th>
<th>W12eBV average</th>
<th>LEANeBV average</th>
</tr>
</thead>
<tbody>
<tr>
<td>125</td>
<td>166</td>
<td>17.01</td>
<td>6.60</td>
</tr>
<tr>
<td>Top 135.5</td>
<td>Top 183.5</td>
<td>Top 24.72</td>
<td>Top 10.35</td>
</tr>
</tbody>
</table>

* W12eBV’s & LEANeBV’s current as at 01/10/2014;
* Date photo taken 1/4/2014;
* 15 month live weight, weighed 10/2/2014

Looking Forward To The Sale

We are really looking forward to putting our new seasons crop to the market. The genetic improvement along with management is not only seen in the EBV’s but also the physical appearance, live weight targets and pedicle development the stud is achieving. I am sure you will agree the following weights will flow onto some outstanding stags come Sale Day.

Eastmans Top 20

<table>
<thead>
<tr>
<th>11mth average</th>
<th>15mth average</th>
<th>W12eBV average</th>
<th>LEANeBV average</th>
</tr>
</thead>
<tbody>
<tr>
<td>123.5</td>
<td>155.25</td>
<td>8.24</td>
<td>3.05</td>
</tr>
<tr>
<td>Top 139.5</td>
<td>Top 171.5</td>
<td>Top 18.16</td>
<td>Top 6.08</td>
</tr>
</tbody>
</table>

Europeans Top 40

<table>
<thead>
<tr>
<th>11mth average</th>
<th>15mth average</th>
<th>W12eBV average</th>
<th>LEANeBV average</th>
</tr>
</thead>
<tbody>
<tr>
<td>125</td>
<td>166</td>
<td>17.01</td>
<td>6.60</td>
</tr>
<tr>
<td>Top 135.5</td>
<td>Top 183.5</td>
<td>Top 24.72</td>
<td>Top 10.35</td>
</tr>
</tbody>
</table>

* W12eBV’s & LEANeBV’s current as at 01/10/2014;
* Date photo taken 1/4/2014;
* 15 month live weight, weighed 10/2/2014

NEW SIRES OF SALE STAGS

**WF 25/G/09**

Shown at 2 years • European

**Herd Sire**

**AGE** | **BODY WEIGHT**
---|---
Mar (3 Mth) | 74
Oct (11 Mth) | 117

**CARCASS LEAN WEIGHT BV**

* 6.3

**BY 13 MONTH**

* 7.0

This stag is a good meaty young sire like his father Yesenin as you can see in the pictures. Highly ranked strong BV’s from a proven dam. Now owned by Invermay Deer Farm, Mosgiel.

**WF 25/G/09**

Shown at 2 years • European

**Herd Sire**

**AGE** | **BODY WEIGHT**
---|---
Mar (3 Mth) | 74
Oct (11 Mth) | 117

**CARCASS LEAN WEIGHT BV**

* 6.3

**BY 13 MONTH**

* 7.0

This stag is a good meaty young sire like his father Yesenin as you can see in the pictures. Highly ranked strong BV’s from a proven dam. Now owned by Invermay Deer Farm, Mosgiel.

**WF 25/G/09**

Shown at 2 years • European

**Herd Sire**

**AGE** | **BODY WEIGHT**
---|---
Mar (3 Mth) | 74
Oct (11 Mth) | 117

**CARCASS LEAN WEIGHT BV**

* 6.3

**BY 13 MONTH**

* 7.0

This stag is a good meaty young sire like his father Yesenin as you can see in the pictures. Highly ranked strong BV’s from a proven dam. Now owned by Invermay Deer Farm, Mosgiel.

**WF 25/G/09**

Shown at 2 years • European

**Herd Sire**

**AGE** | **BODY WEIGHT**
---|---
Mar (3 Mth) | 74
Oct (11 Mth) | 117

**CARCASS LEAN WEIGHT BV**

* 6.3

**BY 13 MONTH**

* 7.0

This stag is a good meaty young sire like his father Yesenin as you can see in the pictures. Highly ranked strong BV’s from a proven dam. Now owned by Invermay Deer Farm, Mosgiel.

**WF 25/G/09**

Shown at 2 years • European

**Herd Sire**

**AGE** | **BODY WEIGHT**
---|---
Mar (3 Mth) | 74
Oct (11 Mth) | 117

**CARCASS LEAN WEIGHT BV**

* 6.3

**BY 13 MONTH**

* 7.0

This stag is a good meaty young sire like his father Yesenin as you can see in the pictures. Highly ranked strong BV’s from a proven dam. Now owned by Invermay Deer Farm, Mosgiel.
DEERSelect provides genetic evaluations for the deer industry. Evaluations are completed 6 times a year using all information in all connected herds to estimate genetic merit for individuals.

Genetic merit of individuals is presented as:

- An estimated Breeding Value (eBV) describing an animal’s merit for a given trait—eg Weaning weight or Weight at 12 months (kg)
- Or as an Index which consists of a number of relevant Breeding Values multiplied by economic weights that reflect the value of an extra unit of that trait to a production system. Indexes are expressed as dollars per hind fawning. A higher Index value represents a greater financial return.

Breeding Values
Breeding values are an estimate of the genetic merit of an individual for a trait relative to the average merit of all animals in the base year. For the deer industry the base year is 1995 and the genetic merit for that year is set as zero. Breeding values are based on the performance of the individual and all known relatives. Breeding values are corrected for environmental factors such as mob, age of dam, sex and differences between seasons. As more information is collected – later liveweights or the performance of progeny, the breeding values are updated. Breeding values are expressed in the same units as they are measured – so for growth (weight) and velvet they are in Kilograms and for conception date they are in days.

As the sire contributes half the DNA to his offspring and the other half comes from the dam, the expected progeny improvement ½ the breeding value.

Eg. Liveweight at 12 months Breeding Value W12eBV = + 16kg, so on average he will contribute +8kg genetically to his progenies liveweight at 12 months relative to an average sire in 1995. If high growth sires have been used for some time in a commercial herd, and replacement hinds retained, the genetic merit of the hind base will increase the rate of genetic gain in the progeny. Eg: +16kg Sire and +6kg hinds = +11kg liveweight at 12 months. Higher performance will require extra feed.

Indexes
Breeding values can be combined into an index which multiplies relevant breeding values by the value to a production system of a 1 unit increase in the trait. Indexes are expressed in cents/ hind calving and a higher value indicates a greater overall value.

The Red Early-Kill Index consists of Growth, Meat and Conception date breeding values multiplied by relevant economic weights.

The Deer Terminal Index consists of Growth and Meat Breeding values and the relevant economic weightings. Genetic gain is cumulative and provides a long-term improvement in productivity from your investment in animal genetics.

Sharon McIntyre
DEERSelect Manager
Our F1 breeding programme involves mating some of our top red European hinds to what I believe were the best Elk stags available at time of purchase for body conformation and growth rate which is reiterated in our 2014 new sire purchases.

Body conformation has been done by eye appraisal but basically looking for thick set well-muscled meaty looking stags that were available at auction or for sale when replacements have been required.

These attributes discussed can be seen in the two new purchases scheduled below made for our F1 breeding programme last season.

Growth rate; for us to have purchased a stag on growth rate it had to be either over 200 kgs at 12 months or as close as possible, with one stag achieving up to 217 kgs at 12 months.

Our top F1 progeny, as a result of this, was 199 kgs liveweight on the 25th Jan so 14 mth weight. But as far as the progeny go, for us to retain to sell as a 2 year old, they have had to reach 130 kgs by 11 mths. The tier under this we are selling as spikers for mating and the balance are slaughtered.

Two year old F1’s for sale by private treaty limited numbers available.

Please contact us or your local deer specialist for further information.
Why Wilkins?

Breeding goals achieved by:
• Using the best available genetics
• Using the latest technology available. This includes:
  • Ultrasound scanning for eye muscle
  • CT scanning
  • Deerselect
  • Deer progeny testing
  • EID and DNA testing

Breeding for:
• Breeding efficiency
• Maximising carcass yield and high value cuts
• High growth rates
• Hardiness
• Outcrosses with high BV’s for growth rate including English and German Bloodlines
• Temperament
• Antler structure

The Results...

Breeding goals achieved by:
• Using the best available genetics
• Using the latest technology available. This includes:
  • Ultrasound scanning for eye muscle
  • CT scanning
  • Deerselect
  • Deer progeny testing
  • EID and DNA testing

Why Wilkins?

12 December 2014
4.30pm

NORTH ISLAND

Red Sire Stag Sale

12 January 2015
3pm

SOUTH ISLAND

Red Sire Stag Sale

144 Orange
European
Maximillian
Eastern
Churchill
English
Vladimir
Eastern
Rock Me
German English

For any enquiries contact:

Mike Wilkins 027 249 9317
Email: mike@wilkinsfarming.co.nz

Pauline Pattullo 027 249 9309
Email: livestockgenetics@wilkinsfarming.co.nz

Jeremy Elliott 027 249 9037
Email: deer@wilkinsfarming.co.nz

George Williams 027 447 6880 (Nth Is Sale)
or contact your local specialist Deer Livestock Agent

VENISON & ANTLDERS

Red Sire Stag

12 DECEMBER 2014
4.30PM

NORTH ISLAND SALE TO BE HELD AT THE PROPERTY OF:
George & Laura Williams, “Te Maire”
678 Matheson Road, to the west of Highway 50 on the northern side of Tikokino

12 JANUARY 2015
3PM

SOUTH ISLAND SALE TO BE HELD AT THE PROPERTY OF:
Wilkins Farming, Athol
65 Harvey Rd off SH 6 between Five Rivers and Athol.

www.wilkinsfarming.co.nz

Stud Tour Video

Profiling WFL Deer Stud is available on our website
Wilkins Farming Limited
1018 Waipounamu Road
RD6 Gore

Sender:
Wilkins Farming Limited
1018 Waipounamu Road
RD6 Gore

WWW.WILKINSFARMING.CO.NZ