



Media Release

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Timaru farm deering to go - velvet and safaris business awarded Vietnam trip

South Canterbury deer farmer Andrew Fraser has been awarded a free trip on the inaugural ANZ Vietnam Exporter Tour next year to explore the expansion of his deer velvet exports and Hunting Safaris business into the lucrative growth market of Vietnam.

ANZ Managing Director, Commercial and Agri, Graham Turley announced Mt Cecil Trophy Deer, situated in Hunter South Canterbury, had won the competition from a range of agri businesses who submitted applications at National Agricultural Fielddays at Mystery Creek in June.

"We chose Mt Cecil stud because Andrew and Wendy Fraser run such a great operation on their 2250ha farm with dairy, deer velvet and a fledgling hunting safaris business, Mt Cecil Safaris. They are excellent role models for farming businesses – demonstrating smart financial management and cost control, and good strategic planning and development," Mr Turley said.

"We hope that this all expenses paid trip on the ANZ Vietnam Exporter Tour will help open up more export opportunities for their deer velvet export operation and Mt Cecil Safaris.

"Vietnam is one of the most important agri-producing countries in the Asia region. It is a growth market in its own right, and is also a stepping stone into China. ANZ is the largest foreign bank operating in Vietnam and as such can connect our exporters, including agri-business, to our on-ground networks and expertise there.

"We know from our exporter tours to Shanghai last year that these trips are a great opportunity to network with and meet with key contacts offshore and start building relationships on the ground and with fellow exporters."

Andrew Fraser said his deer farm already exported velvet to Korea and was keen to explore new growth markets such as Vietnam.

"This great opportunity from ANZ comes at an excellent time - New Zealand deer velvet is world-class and it will be good to explore the potential of Vietnam. We would also like to take the opportunity to introduce Vietnamese and other Asian countries to New Zealand's tourist attractions and in particular our trophy hunting operation," Mr Fraser said.

The ANZ Vietnam Exporter Tour will take place in March or April next year. The programme will be made up of visiting on-ground case studies of people operating/ trading in Vietnam, workshops with key professionals who can advise on the legal and financial aspects of trading in the Vietnamese environment and give practical local insights and tips; and networking opportunities.

Further background information is attached.

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About deer velvet

Deer velvet exports are worth \$30 million a year and have been steadily growing in value.

Velvet antler can be defined as 'deer antlers during their phase of rapid growth', and it gets the name 'velvet' because of its velvet-like covering of hair. Velvet antler is considered by the Chinese to be one of the most powerful animal-based remedies in their Traditional Chinese Pharmacopoeia.

For traditional Asian markets, velvet is mainly exported in a dried, whole stick form.

The New Zealand industry also produces a wide range of further processed velvet products including velvet powder and extracts in capsules, drinks and health tonics, and food products. These further processed velvet products are exported to Asian markets for more modern, less traditional velvet consumers.

They are increasingly popular in western markets, as dietary supplements and natural health products.