



Mackenzie Country AP

- Environment
- The deer
- The markets
- Advance party members
- Advance Parties

Process of deciding the change

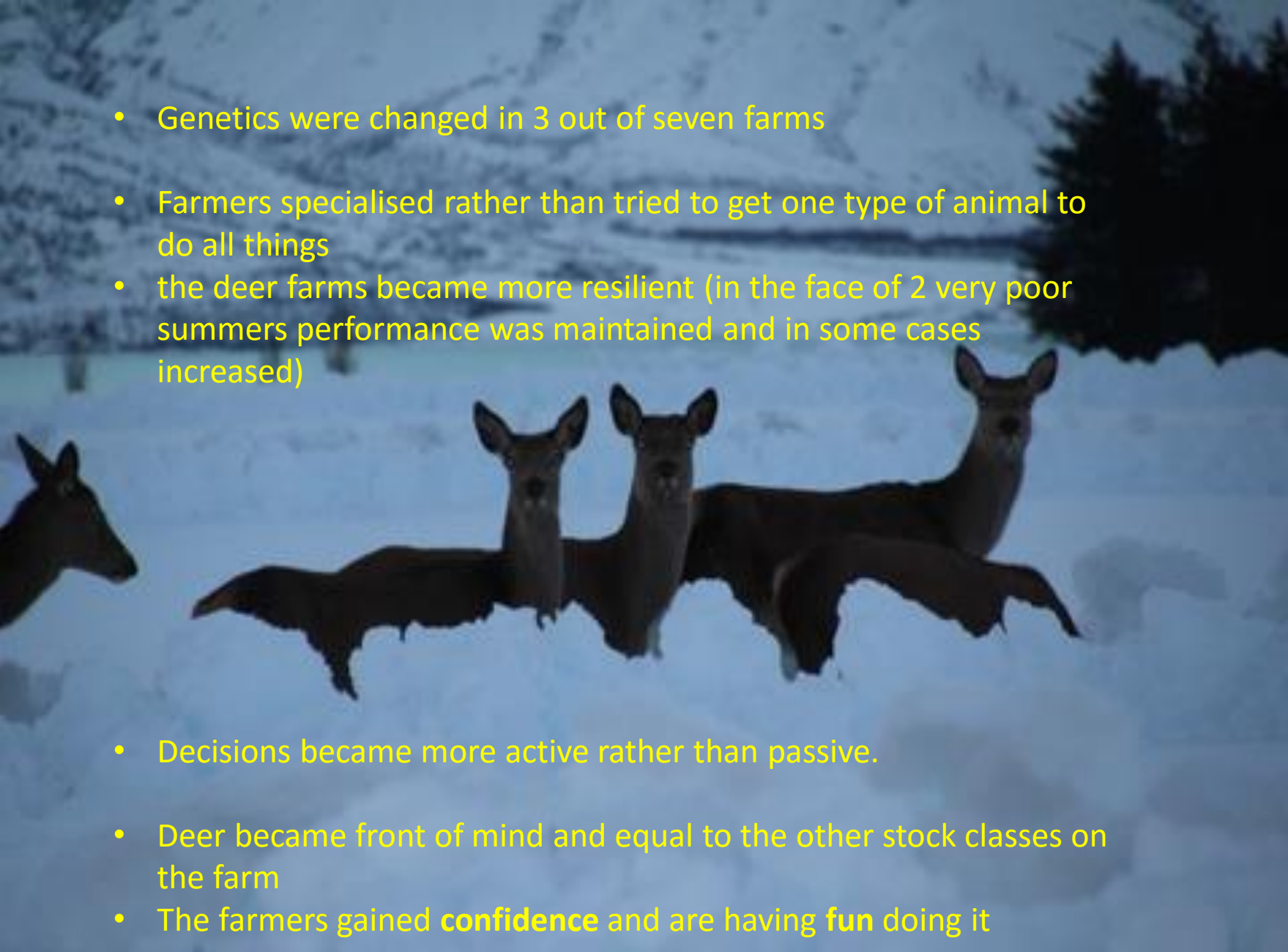
- It took **time** to build **trust** and confidence
- Information came from within the group
- Monitoring became easier when it became clear what to record.....results were:



What was done?

- Extensive monitoring
- Late lactation weaner growth
- Pasture development
- Strategic feed
- Genetics



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- Genetics were changed in 3 out of seven farms
 - Farmers specialised rather than tried to get one type of animal to do all things
 - the deer farms became more resilient (in the face of 2 very poor summers performance was maintained and in some cases increased)

- Decisions became more active rather than passive.
- Deer became front of mind and equal to the other stock classes on the farm
- The farmers gained **confidence** and are having **fun** doing it

