



Te Anau Open Farm Day
Deer at Pāmu
Haycocks, Mararoa, and Lynmore farms

Wednesday 29 January 2025

Notes page

Te Anau Deer Open Farm Day

Schedule for the day

Time	Activity
12:00pm	Welcome, H&S, inductions, food, and introduction to the farm and day
12:40pm	Depart for Haycocks lookout
1:00pm → 1:45pm	Discussion @ top of Haycocks
1:45pm → 2:30pm	Depart Haycocks for Mararoa finishing flats, arriving at lookout
2:30pm → 3:30pm	Discussion @ top of Mararoa
3:30pm → 4:15pm	Drive from Mararoa through Lynmore to Telstar block
4:15 → 5pm	Discussion @ Telstar block

Please help us keep farms free of pests, weeds and disease:

- Please register and sign in
- Bring clean footwear or wash and disinfect dirty footwear
- If you are driving on the farm tour, please make sure your vehicle is clean and not carrying chemicals
- Please share vehicles with those who need a ride!

Farm visit rotation

Location	Topics	Speakers
Haycocks	<ul style="list-style-type: none"> • Brief overview – Pāmu deer • Haycocks history • Extensive breeding & landuse 	<ul style="list-style-type: none"> • Grant McNaughton • Paul Ewing • Jacob Smith
Mararoa	<ul style="list-style-type: none"> • Breeding/finishing • Pāmu strategy moving forward • Terminal Programme 	<ul style="list-style-type: none"> • Matt Canton • Luke Wright
Lynmore	<ul style="list-style-type: none"> • Finishing systems • Forages for finishing/wintering 	<ul style="list-style-type: none"> • Wayne Webb • Jacob Smith



Your health and safety is important to us.

Please note the following hazards:

- **Electric fences**
- **Stock (unpredictable)**
- **Trip hazards**
- **Zoonotic diseases (wash hands before eating)**
- **Vehicles and driving.**

Farms being visited today

Haycocks

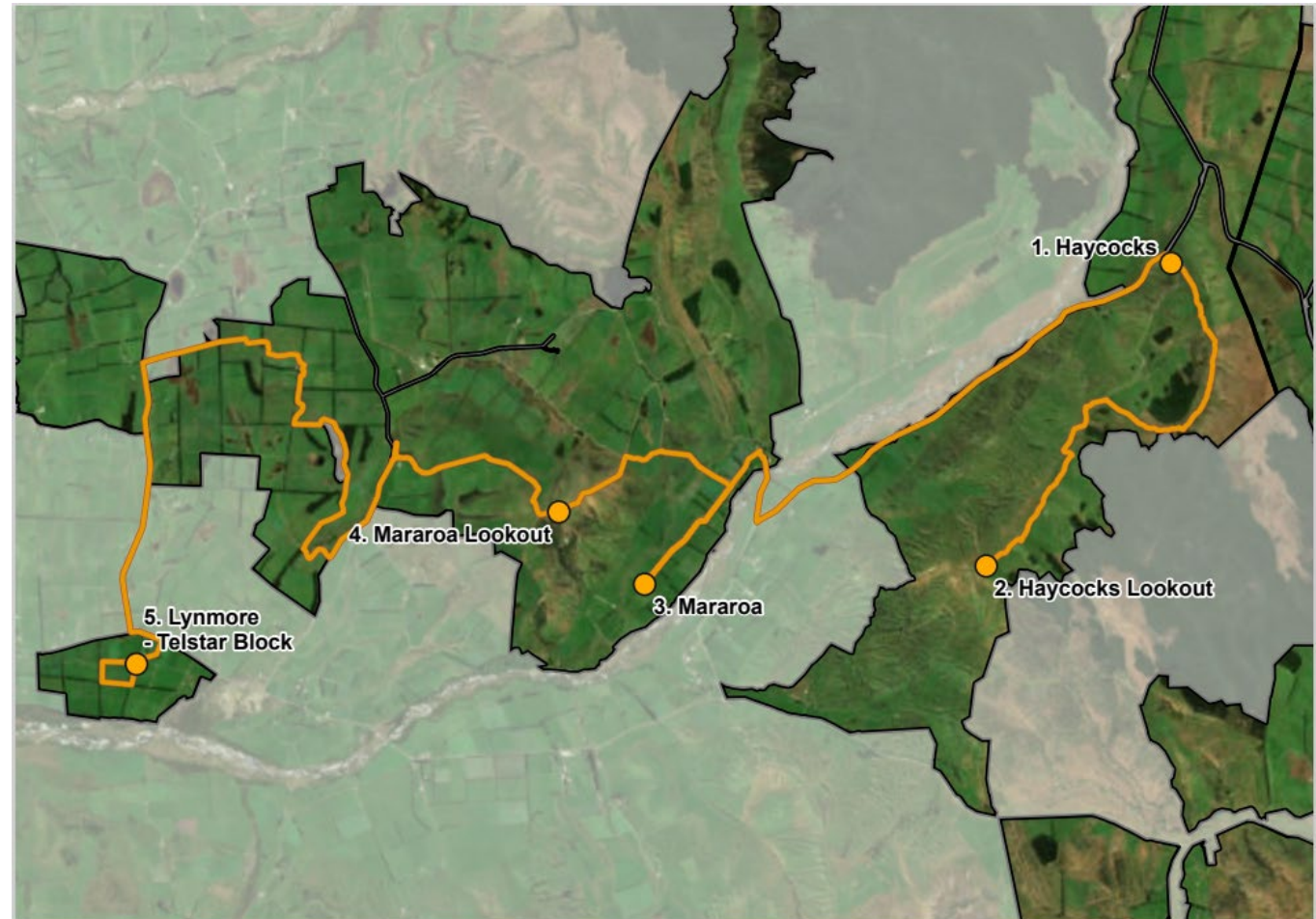
- History, background and deer strategy
- Mating, wintering and fawning hinds in extensive setting
- Land use classes.

Mararoa

- History of early deer farming
- Terminal breeding, Red x Wapiti
- Firstlight Venison – Wapiti
- Flexible approach to weaning
- Sheep/Deer/Cattle integration.

Lynmore

- Finishing on Telstar and how this fits into the wider Lynmore operation
- Forage/finishing/performance.



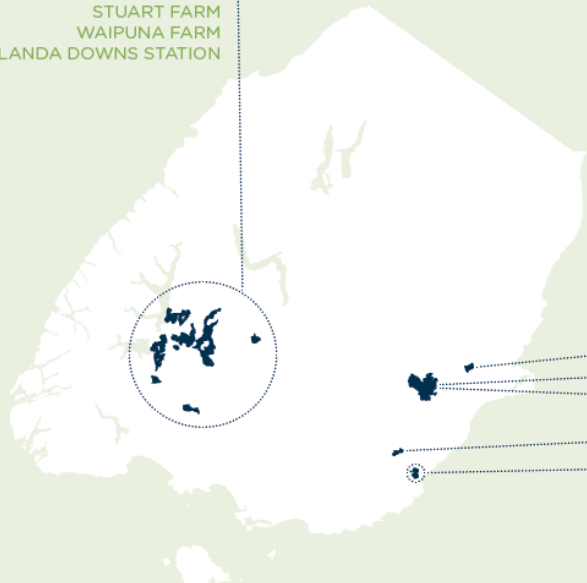
Regional overview

Grant McNaughton

TE ANAU BASIN AND SOUTHLAND LIVESTOCK FARMS

- CENTRE HILL STATION
- DALE FARM
- DUNCRAIGEN FARM
- EWEBURN STATION
- EYRE CREEK STATION
- FREESTONE FARM
- HAYCOCKS STATION
- KEPLER FARM
- LYNMORE FARM
- MARAROA STATION
- MT HAMILTON STATION
- RIVERSLEA FARM
- STUART FARM
- WAIPUNA FARM
- WILANDA DOWNS STATION

Region: Lower South Island
 Hectares: 46,700
 Stock units (1 July) 378,000



- HINDON FARM
- THORNICROFT STATION
- WAIPORI STATION
- DAWSON DOWNS FARM
- WAITEPEKA DAIRY COMPLEX
- DUNNS DAIRY UNIT
- LANDSDOWN DAIRY UNIT
- WAITEPEKA DAIRY SUPPORT

LIVESTOCK NUMBERS (1 July 24)

	HEAD	SU	SU%
SHEEP	171,425	170,295	45.1%
CATTLE	22,476	122,422	32.4%
DEER	32,153	64,251	17.0%
DAIRY BEEF	1,496	7,760	2.1%
DAIRY	1,681	12,835	3.4%
Total	229,231	377,563	

DEER NUMBERS (head, 1 July 24)

Farm	MA Hind	Ylg Hind	Ylg Stag	MA Stag
Haycocks*	5,414	999	53	274
Mararoa*	4,162	1,555	1,557	163
Stuart	3,854	1,513	1,752	447
Eweburn	1,504	609	619	69
Mt Hamilton	460	0	0	19
Eyre Creek	1,593	359	51	62
Thornicroft	1,153	341	170	57
Lynmore*	0	574	1,828	0
Freestone	402	82	100	136
Total	18,542	6,032	6,130	1,227

Haycocks Station – Overview

- Paul Ewing, Jacob Smith

6,872 ha Total

- 6,220 Eff ha
- 365 ha QEII.

40,030 S.U Wintered 1 July 2024

- 11,300 breeding ewes
 - 1,600 cows
 - 5,400 hinds
-
- 4,739 fawns weaned – 59 kg/hd/av – 85%
 - 1,452 calves weaned – 227 kg/hd/av – 92%
 - 14,239 lambs weaned – 31.6 kg/hd/av – 126% (24/25)
-
- All weaner deer are largely sold to Lynmore for finishing
 - Replacement rate – 20%
 - Year 2030 target – 6,000 hinds mated.



Haycocks Station

Mating

- Sires supplied by Stuart farm (Focus Genetics red deer stud)
- Mating occurs on the “Hill” at a 1:40 Ratio
- General mating performance is:
 - 97% scanning
 - 85% weaning*** (mustered).

Wintering

- Hinds wintered on swede crops for 80 days
- Mobs between 500 – 2,000
- Baleage, Wholecrop silage and Hay utilised
- Deer usually fed @ maintenance or above depending on condition @ scanning.

Land use classes

- All breeding/fawning occurs on class 6-7 tussock country, reflecting a perfect playoff between intensity and economics the deer present.

Paul Ewing has been proudly managing Haycocks Station for the last 32 years. These years personify Paul's dedication, hard work and a fair bit of blood, sweat and tears.



Over the course of this time, he has seen the farm nearly double in size; the arrival, growth and successful inclusion of deer; and 180km of deer fencing being erected in 3 short years. Paul is especially proud of all the development seen at the Hikuraki end of the farm under his guardianship. He thoroughly enjoys station life, his work team and the place he gets to call home every day.

When Paul isn't at Haycocks, he is still a force to be reckoned with on the squash court. He also finds time to enjoy his passion for music and enjoys being a grandfather to his grandchildren.



Mararoa Station – Overview

Matt Canton, Luke Wright

5,523 ha Total

- 4,561 Eff ha
- 603 ha QEII
- 224 ha forestry.

41,091 S.U Wintered 1 July 24

- 13,500 breeding ewes
- 880 cows
- 4,160 hinds.

2024/25 Deer Breeding

- 3,900 hinds mated – 40% to Freestone Wapiti Terminal Sires
- 20% hind replacement rate
- Average hind weight of 128kg.

2024 Deer Weaning

- Wapiti mixed sex 26th March 86kg
- Red MA mixed sex 30th April 83.5kg
- Red R2 hinds 4th April 64kg.

2023 Deer Weaning

- Wapiti mixed sex 8th March 69kg
- Red MA mixed sex 9th March 58kg
- Red R2 hinds 3th March 51kg.



Mararoa Station

Mararoa has a long history of deer farming. Tim Wallis's Alpine Deer Group owned it in the 1970s-80s during the live capture era. Mararoa was purchased by Pāmu in 2000. This saw the deer-fenced area expanded and the farm amalgamated with the neighbouring Princhester property.

All deer are finished on Mararoa, with the majority during the chilled period. The supply of deer to Firstlight Venison began in 2024. This North American market-aligned contract has a minimum carcass weight of 65kg and allows Red x Wapiti animals to reach their full physical and financial potential as yearlings.

2024/25 Deer Finishing to date

- 1,775 Red and Red x Wapiti processed at 56.8kg CW, average date of October 24th for Alliance, Silver Fern Farms and Duncan Venison
- 300 Red x Wapiti processed at 78.3kg CW, average date December 22nd for Firstlight Venison
- Overall weight of 61kg CW
- Flexible approach taken to deer weaning, with the date dependent on seasonal feed conditions
- Integrated approach to grazing in the deer-fenced area. Hoggets are lambled in the deer area and cattle are used to control pasture quality as required.



Matt Canton has managed Mararoa Station for 11 years and worked for Pāmu for 23; is married to Rose and has two teenage children.

Originally from Motueka, Te Anau has been home for 25 years. “Southland is great - albeit the weather can be challenging at times. It’s one of the most reliable places to farm red meat- and I didn’t want to be a grape farmer!”

Matt is all about ensuring a good balance between the three classes of stock - working together and prioritised at the right times. Planning and measuring is key to production to achieve what we aim to.

“Farming is largely about how you adapt to challenges and when you do cock it up, learn from it and move on.”

Matt is a real advocate for farming responsibly within the environment we work and live in, especially with more and more people looking over the fence at what we all do.

“Markets are driven more now by people wanting to know that their food has been produced well. We put those lenses on and if something doesn’t look quite right on farm it probably isn’t, so we deal with it.’



Lynmore Station – Overview

Wayne Webb, Jacob Smith

2,568 Total Ha

- 2,289 Eff ha
- 86 ha QEII

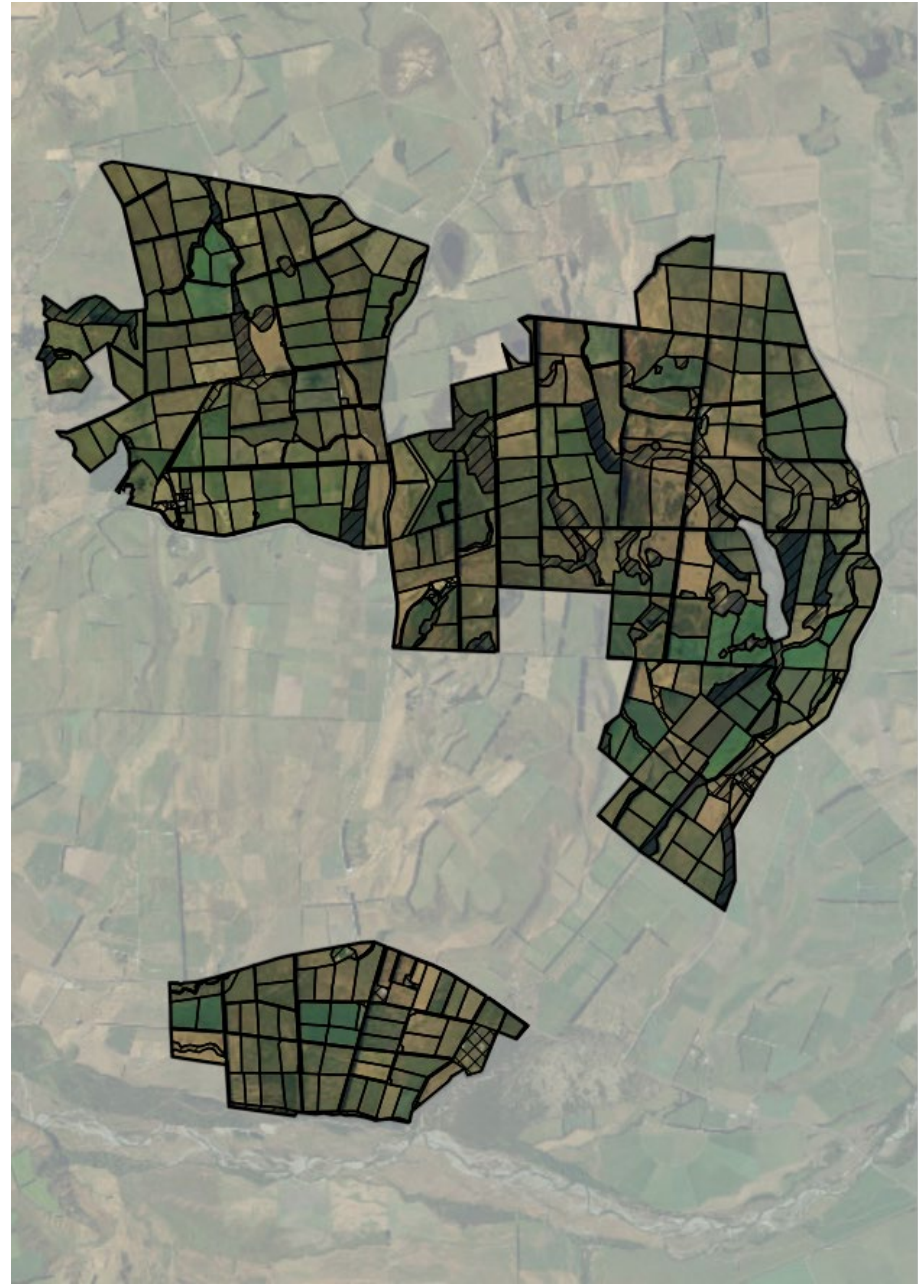
23,646 S.U Wintered 1 July 24

- 9,400 breeding ewes
- 1,050 trade cattle
- 2,400 weaner deer

2,557 yearling deer finished in 23/24 season

- 54.15 kg/av carcass
- \$9.12 kg/av price
- \$520 /hd average.

- 18,007 lambs finished – 18.3kg av carcass
- 1,037 trade cattle finished. Mixture of 2 yr yearling beef animals and some bulls – 289 kg/av carcass.



Lynmore Station

Procurement

The Telstar block, part of Lynmore, has traditionally been the finishing grounds for the Haycocks weaner deer. As production and efficiency of the unit has increased, more weaners have been sought from other internal store properties. Eyre Creek and Mount Hamilton have both sent weaners for finishing in previous years.

Autumn

Weaners arrive on Telstar late March/April. The block largely supports trade lambs and cattle over the summer at a stocking rate appropriate to the season to secure good autumn covers for the weaners to arrive onto. Barley grain is sometimes utilised to acclimatise arriving weaners or maintain growth rates post-arrival in drier years until they are put onto crop.

Wintering and Spring

Deer are wintered on Kale/Baleage/Hay. Growth rates tend to sit around 150-300gm LWG/day. Mob sizes can range up to 500 to ensure crop utilisation is achieved and competition is minimised.

Weaners come off crop in late August/early September onto AR1 ryegrass/clover type forages and are rotated in 2-3 day shifts to ensure maximum LWG is achieved heading into the hot Oct/Nov killing period.

Wayne Webb has been the Kaitiaki (guardian) on Lynmore farm for 25 years, 22 of which as manager. Over the course of this time, Wayne has enjoyed the many challenges the farm has thrown his way.



From increasing productivity of the farming system through to leading a number of environmental initiatives, the farm's development, current state and future resiliency is a credit to his commitment to the Whenua (land). He really enjoys the large team he has amalgamated around himself and the culture they bring. He quotes that their development as people and as farmers is one of the best rewards.

Outside of farming, Wayne enjoys escaping on his motorbike, the odd Friday beer with friends and the odd horse event with his partner Karen.



QEII Covenants

Haycocks

Ten registered covenants between 2ha to 164ha totalling 373ha, protecting modified primary forest, scrubland, shrubland, tussockland, mossfield, sedgeland, rushland and wetland. Registered between 2006 to 2023. Several further high value ecological sites identified by Ecological Survey are to be investigated.

Mararoa

Thirteen registered covenants between 4ha to 149ha totalling 458ha, protecting Montane modified primary shrubland and tussockland; sub-montane secondary shrubland, tussockland and sedgeland; lowland modified primary forest, scrub, shrubland, tussockland, lichenfield, rushland, wetland and stream system. Registered between 2006 to 2019.

Lynmore

Eleven registered covenants between 3ha to 22ha totalling 90ha, protecting Montane modified primary tōtara forest, tussockland, rushland, wetland and open water; sub-montane modified primary shrubland, tussockland, peatfield, small stream system and secondary rushland; lowland modified primary shrubland, rushland, wetland and peat swamp wetland. Registered between 2000 to 2022.

Three further covenants totalling 221ha approved and at the fencing stage. Handful more high value ecological sites identified by Ecological Survey – still to be implemented.

Waiau Trust Habitat Enhancement Agreements – separate to QEII covenants

Haycocks	1 HEA	12.7ha protecting 3.7kms of streams
Lynmore	3 HEAs	10.0ha protecting 2.7kms of streams
Mararoa	12 HEAs	61.5ha protecting 11.5kms of streams



Water quality

Aims

- Measure and monitor the condition of the waterways across the 15 farms in the Te Anau basin over time
- Identify areas for habitat enhancement and improving stream health in the Waiau catchment.

Stream health assessments

- Measuring stream health on the main waterways on the 15 farms in the Te Anau basin
- Condition of physical features of the waterway, plants, critters and water quality.

eDNA testing

- Identifying the range of species in the waterways and identify areas for habitat enhancement to benefit the catchment
- E.g. Galaxiids, freshwater crayfish, freshwater clams, freshwater mussels.

Collaboration

QEII & Waiau Fisheries and Wildlife Habitat Enhancement Trust

- High biodiversity value areas
- Wetland, riparian, waterway and ecosystems protection
- Habitat enhancement through fish passage, constructing wetlands, planting and excluding stock.



Processing

We partner with multiple companies to process our venison and velvet

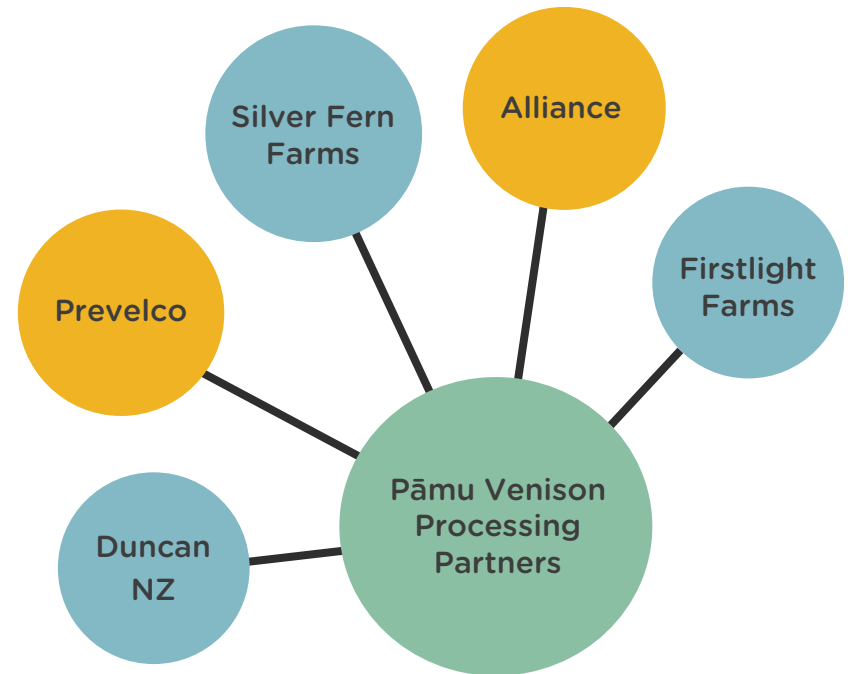
Nationwide Pāmu stats:

Venison 20-30k head processed per annum

Velvet 6,000kg per annum

To achieve the best returns for our livestock we:

- Target in spec requirements
- Support specific market programmes
- Ensure we have access to other value-add opportunities; i.e. NZFAP+ premiums.



Pāmu Strategy



Farming excellence

Firmly focused on lifting farm productivity and cost efficiency to improve economic viability.



Capable and safe people

A top New Zealand employer with safety and wellness at its core



Stewardship of natural assets

A leader in integrated sustainable land use protecting and bolstering biodiversity



Digitalisation and innovation

A sought-after innovation partner contributing to Aotearoa New Zealand's future



Earnings diversification

Achieving the highest and best use of land for every parcel in our portfolio

Pāmu overview

112

Total number of farms managed by Pāmu

356,048

Hectares

1,255,619

Stock units

630

Employees



As at 30 June 2024

Lower South Island Focus

- Safe, happy and engaged team all driving together for regional success.

- Optimise stocking rates through the winter to maximise pasture consumed and converted to product.
- Ensure high ME feed for maximum daily LWG every day.



PĀMU[™]
FARMS OF
NEW ZEALAND

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