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## World Deer News

### SCOTLAND

Earlier this month The Scotland Food and Drink (SFD) Industry body pleaded with Scottish farmers to consider diversifying into deer farming. A new Scottish Venison strategy group, chaired by Scotland Food and Drink, has been set up to produce a “roadmap” towards achieving much larger and more consistent supply of Scottish venison for sale both at home and abroad. They claim that the UK market has grown by 30% since 2006 and that an extra 25,000 deer (or 1200MT of venison) need to be slaughtered in order to prevent New Zealand imports growing.

There are 15 deer farms in Scotland and about 50 MT of the 3,500 MT of the Scottish venison production comes from these farms. The remainder of venison comes from the ever-decreasing annual wild cull.