



6 June 2013

Wellington—Deer Industry New Zealand (DINZ) is pleased to announce the appointment of Dan Coup as its new chief executive.

DINZ Chairman, Andy Macfarlane, noted that Coup, currently Trade and Economic Manager at the Meat Industry Association (MIA), has a unique background, combining an honours degree in genetics and molecular biology with an MBA. Together with his experience at MIA dealing with trade and market access issues, he is well-positioned to leverage off the outstanding work completed by outgoing chief executive, Mark O'Connor. O'Connor departs after 13 years to run his family-owned investment business.

The deer industry is implementing a new growth strategy called 'Passion 2 Profit' which seeks to increase profit per kg of venison by \$2/kg over 10 years. That entire profit will result from attention to profit opportunities that sit both on farm and in the market place, and other parts of the value chain.

Dan Coup is expected to begin at Deer Industry New Zealand on 22 July.

For further information:

Andy Macfarlane 027 432 3964