



Matthew Smith |
Trefrank Farm, Cornwall

Shearing

- NZ, UK, USA, Europe
- World Record Holder
– 731 Ewes in 9h
- Shearing Seminars





Growing a Business

- Established Flock
- Self-Replacing
- Meat and Wool
- Grass Based System


- Lime
- Fencing
- Capital Fert
- New Pasture





Why deer farming?

- Keen interest
- Suit Pasture Growth Curve
- Only Red Meat in Growth
- High Barriers to Entry



Venison

- Premium Product
- Low Fat, High Protein
- Micro and Macro Nutrients
- £100 Million UK Market
- 10% market increase Year on Year


Venison

- UK 70% Self-Sufficient
- 70% Wild Deer – Scotland
- 25% Imported (NZ)
- **5% Farmed Deer**

Scotland

- Strategic Plan 2030
- 1700 to 15,000 Hinds





Investing

- Family
- Business Plan
- Bank Loan
- Fencing
- Stock
- Handling Facilities

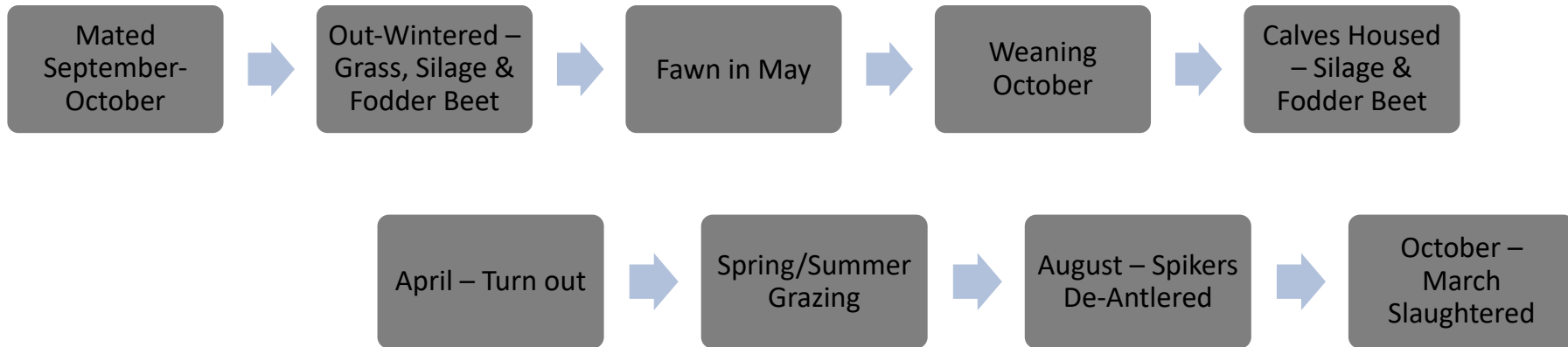
Progression



- Genetics
- Carcass Yield
- Temperament
- Fertility
- Export

- Handling System
- 180 Acres
- 1.8 Hinds/Acre
- 110kg
Carcass/ha/year
- £5.50/kg

Timeline





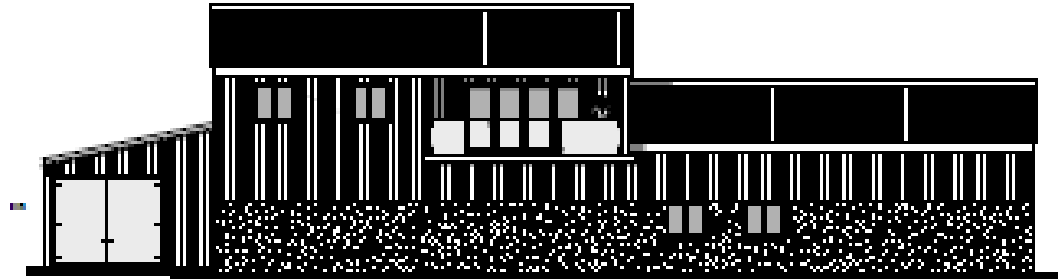
Challenges

- Good Advice
- Farm Vs Park
- Food Standards Agency
- Veterinary & Licensed Medicines
- Processing Facilities
 - 8h Trip
 - Limited Window
- TB Testing?

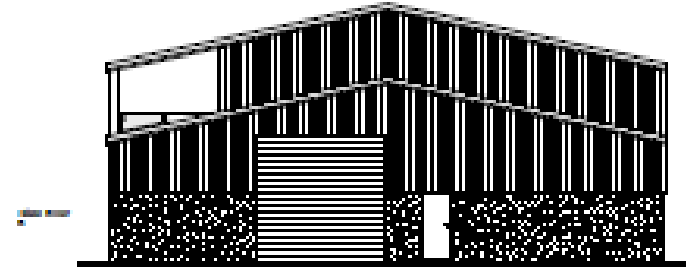


The Future

- Consumer Demand
- Red Meat Consumption
- Consistent product and regular supply
- Local
- Add Value?



West elevation 1:100



North elevation 1:100

Abattoir

- On Farm
- LEADER Grant Approved
- 50 Deer/week
- Butchery and Packing
- Offices and Meeting Room
- Whole Carcass



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