



THE NATURAL TASTE OF NEW ZEALAND



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CREATING A SUSTAINABLE FUTURE FOR NEW ZEALAND VENISON



# DEER FARMING REPRESENTS THE PIONEERING SPIRIT OF NEW ZEALAND;

Its History is one of Innovation  
and Adventure.



# OUR STORY

DUNCAN NEW ZEALAND IS A  
SPECIALISED PROCESSOR  
AND MARKETER OF NEW  
ZEALAND NATURAL FARM  
RAISED VENISON, CERVENA®  
AND ASSOCIATED PRODUCTS  
FROM NEW ZEALAND.

BONELESS LOIN  
SILVERSKIN ON

Established in 1990 by owners Andy and Vinnie  
Duncan, Duncan New Zealand has more than 25  
years' experience supplying Venison from  
free-range deer farms throughout New Zealand  
to discerning customers around the world.





Duncan New Zealand  
Venison Is The Natural Taste  
Of New Zealand.



## New Zealand Venison is a meat of exceptional taste, tenderness and nutritional value.



New Zealand farmed Venison offers an unforgettable eating experience, with buttery flavours and an unbelievably soft texture from such a lean healthy choice of meat. Duncan New Zealand delivers the very best Venison New Zealand has to offer – under a brand that has a history and reputation for quality, consistency and integrity.





FROM THE FARM GATE TO THE  
CONSUMER'S PLATE, OUR NATURAL  
GRASS FED VENISON IS HORMONE,  
ANTIBIOTIC AND GMO FREE.





# THE HISTORY OF NEW ZEALAND VENISON

LARGE-SCALE FARMING OF DEER  
ORIGINATED IN NEW ZEALAND  
AND TODAY IT REMAINS THE  
WORLD'S LARGEST AND MOST  
PROGRESSIVE DEER  
FARMING INDUSTRY.

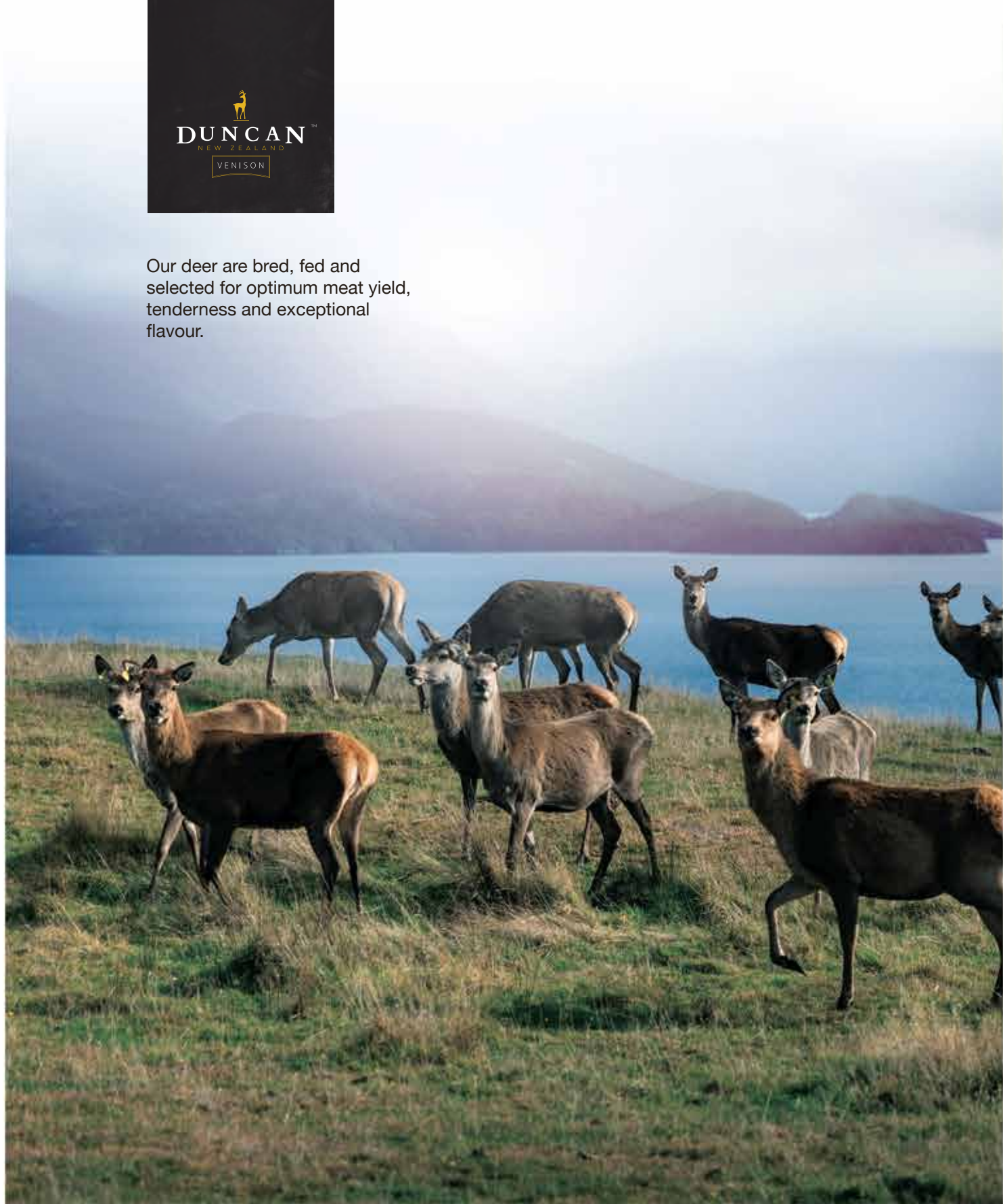
Deer farming represents the pioneering spirit of New Zealand. Its history is one of innovation and adventure: from the introduction of the non-native species as sport for European settlers, to the production and export of high-quality farmed Venison to the world.







Our deer are bred, fed and selected for optimum meat yield, tenderness and exceptional flavour.



## Entrepreneurial Kiwis recognised an economic opportunity.



Introduced from Great Britain in the late 1800s, deer were released into the wild to provide hunting opportunities and promptly flourished in New Zealand's predator-free environment. Although this was great for hunters, it was not so good for the country's fragile native forests, which were extensively damaged by the uncontrolled browsing. By the 1930s, the New Zealand Government had enlisted professional hunters to cull the wild deer population.

Then, in the 1960s, entrepreneurial Kiwis recognised an economic opportunity. Export of the game meat to Europe became so lucrative that wild populations rapidly dwindled.

It became obvious that farming deer was the most sustainable way to continue exporting Venison. The first deer farming licence was issued in 1970 and live deer recovery for farm stock began. The antipodean pioneering spirit came to the fore, with people risking their lives jumping from helicopters to catch live deer and create herds. These recovered animals are the foundation of the commercial herds farmed throughout New Zealand today.





# CERVENA®

IF YOU HAVE TASTED BOTH WILD  
VENISON AND FARMED VENISON,  
YOU WILL APPRECIATE THERE IS A  
SIGNIFICANT DIFFERENCE.

Farmed Venison has an exceptional taste, is more tender and performs more consistently both in the pan and on the plate. Grass fed on natural pasture, it has a delicate yet distinctive flavour. A refined richness and delicate texture allow chefs creative freedom within a wide range of culinary styles. Available year-round, both fresh and frozen. Stringent quality assurance standards ensure absolute consistency and quality.

The name, Cervena®, originates from two Latin words: Cervidae, which means deer, and Venison, which originally meant hunting but has developed over the centuries to mean deer meat.

To qualify as Cervena®, animals must be three years and under, raised naturally on open New Zealand pasture and without hormones or steroids and meet rigorous production and quality standards.







THE CERVENA® APPELLATION IS A MARK OF  
NEW ZEALAND ORIGIN – ASSURANCE OF  
NATURAL PRODUCTION, ACCREDITED  
PROCESSING, CONSISTENCY OF TASTE  
AND TENDERNESS, AND YEAR-ROUND  
AVAILABILITY.



*"Duncan Cervena® venison is carefully selected from prime young pasture raised deer from NZ. It has a unique flavour profile, consistent tenderness and portion sizing allowing chefs the freedom to create exciting dishes to suit any style from classics to modern contemporary and ethnic dishes utilising a variety of cuts from the whole carcass".*

The perfect choice for today's cuisine and chefs!

**GRAHAM BROWN**  
Deer Industry NZ Chef





# OUR PEOPLE & PROCESSING

FROM THE FARM GATE TO  
THE CONSUMER'S PLATE,  
OUR VISION IS A  
SUSTAINABLE FUTURE  
FOR NEW ZEALAND  
VENISON: SUSTAINABILITY  
FOR OUR FARMERS, OUR  
STAFF, OUR CUSTOMERS  
AND THEIR CLIENTS.





# Our Processing sites are strategically situated to draw deer from throughout New Zealand.



Most of our deer are raised in the hills and high country, where they thrive. They graze in the same natural environment where their predecessors chose to roam freely. These days, the areas are fenced – to keep hunters out, as much as to keep the deer in!

Duncan New Zealand owns and operates two purpose-built Venison processing sites – one in the central North Island and another in the lower South Island – strategically situated to draw deer from throughout New Zealand.



# QUALITY ASSURANCE

DUNCAN NEW ZEALAND  
RECOGNISES THE VALUE  
QUALITY ASSURANCE  
DELIVERS TO BOTH OUR  
CUSTOMERS AND OUR  
OWN BUSINESS. THAT'S  
WHY THERE ARE AUDITED  
QUALITY SYSTEMS FROM  
THE FARM, THROUGHOUT  
THE ENTIRE SUPPLY CHAIN  
TO OUR CUSTOMERS.

**QUALITY  
CONTROL  
APPROVED**

AUDITED QC  
SYSTEMS 2018





We have audited quality systems from the farm, throughout the entire supply chain to our customers.



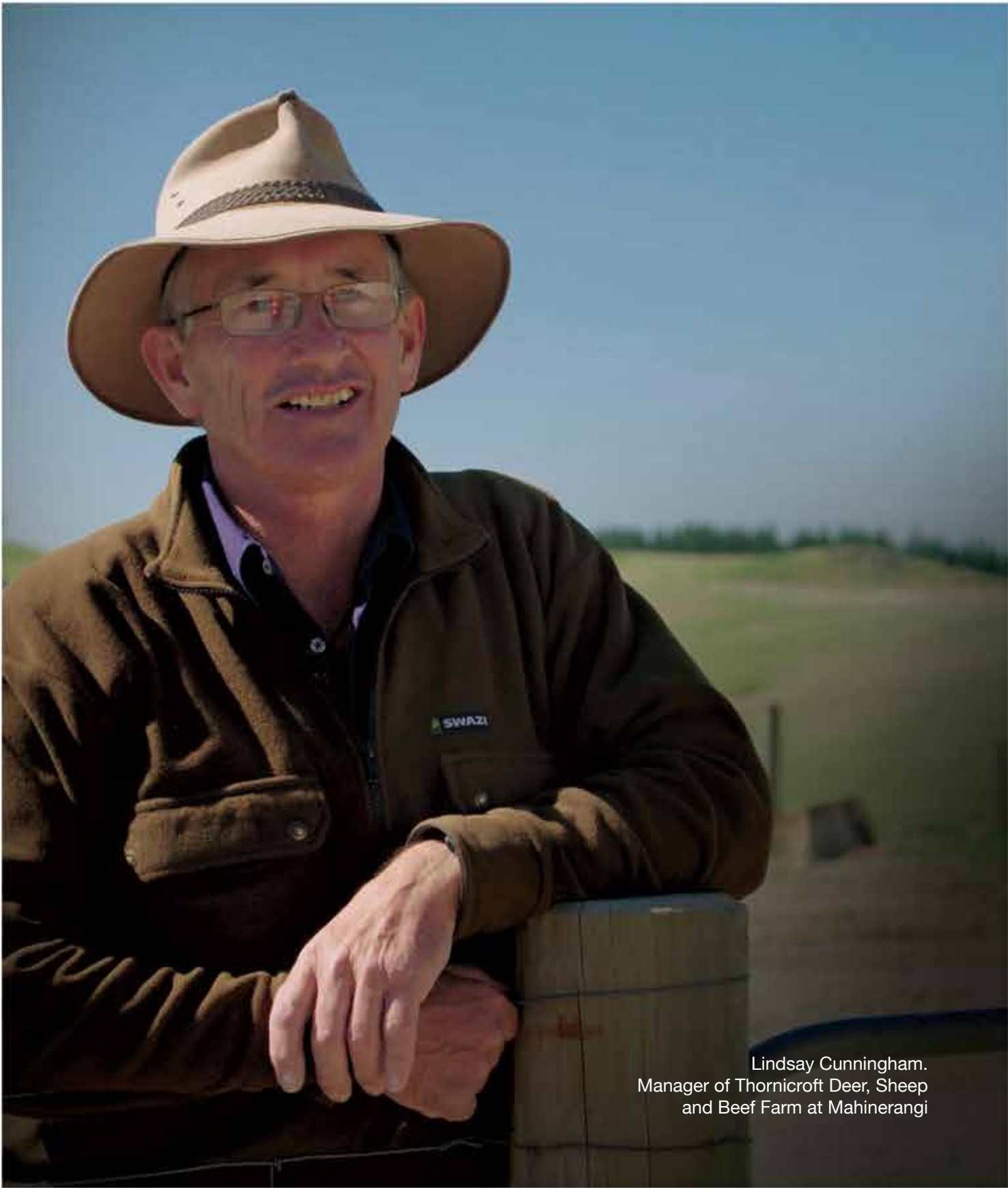
## New Zealand's reputation for exceptionally high levels of animal welfare has helped secure access to international markets.



Our farmer suppliers are audited to the New Zealand Deer Quality Assurance program – a new farm assurance program developed with **Deer Industry New Zealand**. It provides an extensive and independently audited system, which covers animal health and welfare, a standard protected by government legislation, as well as all farm management practices, handling and facilities.







Lindsay Cunningham.  
Manager of Thornicroft Deer, Sheep  
and Beef Farm at Mahinerangi



# Our systems focus on delivering a consistent, quality product.



The Deer Quality Assurance program also covers the transport of deer. Deer need gentle handling and drivers are trained to understand what is required. Every animal is inspected by Government Veterinarians, on arrival to the plant.

All product is independently checked by Asure Quality Inspectors, under supervision of Ministry for Primary Industries officials; Cervena® product is further audited by Deer Industry New Zealand.

Duncan New Zealand also have independent BRC (British Retail Consortium) food quality certification across both plants.





# NUTRITIONAL FACTS

NEW ZEALAND FARMED  
VENISON NOT ONLY TASTES  
GREAT, IT'S ALSO LOW IN  
CALORIES, FAT AND  
SATURATED FATTY ACIDS, YET  
HIGH IN PROTEIN AND IRON.

Venison is also a nutrient-dense food – so named because of its levels of easily absorbable iron, zinc and B vitamins. New Zealand farmed Venison is raised naturally on free-range farms where deer are able to graze all year round on GMO free pasture.





A close-up photograph of two thick, square pieces of venison resting on a dark, textured wooden cutting board. The venison has a dark, seared exterior and a lighter, pinkish-red interior. It is garnished with fresh green herbs, likely thyme. A silver fork is visible in the background, and a sprig of thyme lies on the board in the foreground.

New Zealand farmed  
Venison is renowned for  
its rich distinctive flavour,  
texture and versatility. It's  
high protein and iron  
content makes it a healthy  
alternative red meat.





**NUTRITIONAL COMPARISON**  
(Based on 3.5oz [100g] cooked portions)

	KCAL (g)	PROTEIN (g)	TOTAL FAT (mg)	IRON (mg)	ZINC (mg)
Venison Loin	150	30.20	2.38	4.09	3.63
Beef Tenderloin, Prime Grade	255	27.54	15.27	3.66	5.17
Lamb Loin	216	29.99	9.73	2	4.13
Skinless Chicken	167	25.01	6.63	1.21	1.52
Farmed Salmon	206	22.10	12.35	0.34	0.43

SOURCE: USDA NATIONAL NUTRIENT DATABASE

New Zealand farmed Venison is farmed naturally, with deer freely grazing pasture all-year round. Quality grass pasture and world-leading farm management practices – including the use of specialist crops and quiet stock handling – are responsible for the exceptional taste, tenderness and consistency that New Zealand farmed Venison is known for.

Our deer are raised in an extensive natural environment with a low carbon footprint relative to most other forms of livestock farming - so not only is our Venison good for you, it's also good for the planet.



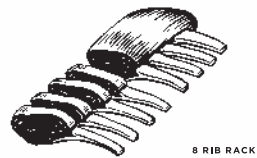


## CERVENA® CUTTING TIPS

### THE SADDLE CUTS

#### 8 RIB RACK

Use: Roasts, chops or cutlets



8 RIB RACK

#### STRIPLOIN/SHORTLOIN

Use: Steaks, medallions, noisettes, stir fries



STRIPLOIN

#### TENDERLOIN

Use: Steaks, medallions, noisettes, stir fries



TENDERLOIN

### THE LEG CUTS

#### RUMP (SIRLOIN BUTT)

Use: Medallions, noisettes, butterfly steaks, mini roasts



Mini Roasts

#### TOP ROUND (TOPSIDE)

Use: Medallions, noisettes, steaks, roasts



#### SHORT (SIDE) FILLET



Medallions or Steaks

#### CUSHION



Medallions

#### KNUCKLE

Use: Medallions, butterfly steaks, steaks, roasts



#### TRIM



Satays and Stirfries

#### KNUCKLE EYE



Steaks, Medallions, Butterfly Steaks

#### CAP



Whole Pieces

#### BOTTOM ROUND (SILVERSIDE)

Use: Medallions, noisettes, butterfly steaks, long steaks, roasts



#### TRIM



Stirfry

#### EYE ROUND



Whole Piece

#### FLAT (CUSHION)



Medallions, Noisettes

#### TRI TIPS



Steaks, BBQ

### OSSO BUCCO

Use: Slow cooking and braising



### FLANK STEAK

Use: Quick grills, fajitas, stir fries



### THE SHOULDER & NECK CUTS

#### BONE IN SHOULDER

Use: Steaks, roasts



#### BOLAR



#### BLADE CROSSCUT



#### PETIT FILLET (TROUT)



#### BRISKET



Slow BBQ

#### FORESHANK



Braising

#### 4 RIB RACK



Braising, slow cooking

#### NECK FILLET



Braising, slow cooking

#### SHORT RIBS



Braising, slow BBQ

A refined richness  
and delicate texture  
allow chefs creative  
freedom within a  
wide range of  
culinary styles.



While Venison was traditionally a seasonal protein, Cervenà® is available all year round. This is possible because of New Zealand's advanced on-farm practices, which provide the flexibility to finish animals at different times throughout the year.

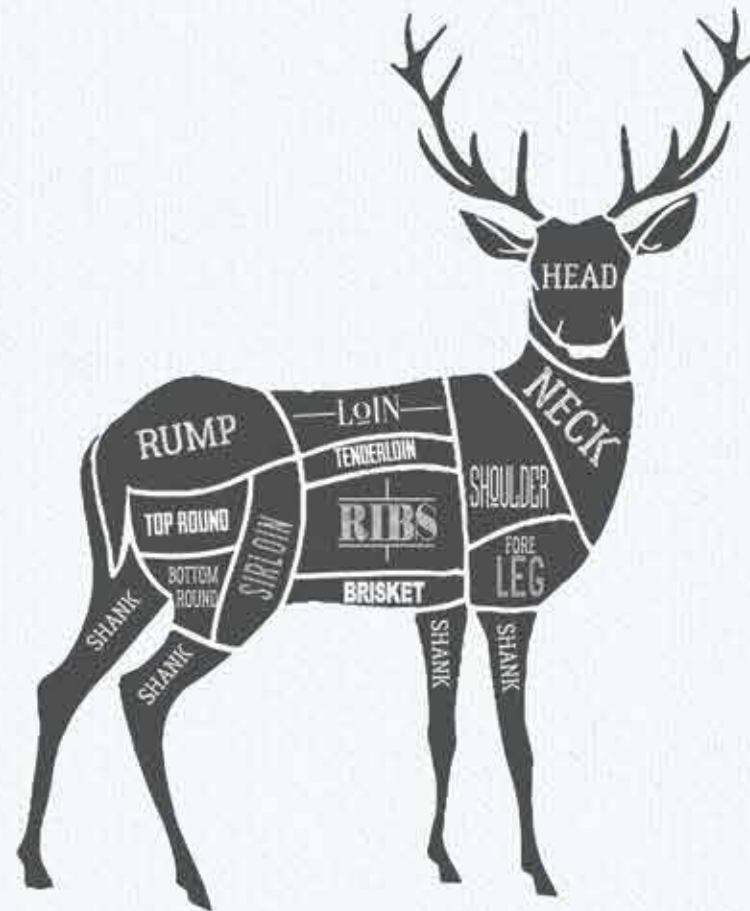
From a chef, restaurant and consumer perspective, 12-month availability is highly desirable. Venison lends itself to year-round dining. From summer salads, through to winter casseroles, Venison can be adjusted to meet consumer's seasonal appetites. It is quick cooking, easy to prepare, has minimal wastage and enjoys a long shelf life.





# THE BUTCHER'S GUIDE

## CUTS OF VENISON



### DENVER LEG

The Denver Leg is designed to maximise yield and simplify preparation. Fully Steak, Medallion and Fillet ready, these smaller lean leg muscles suit any occasion, with the natural flavour that only Cervena® Venison can deliver from a Leg portion.



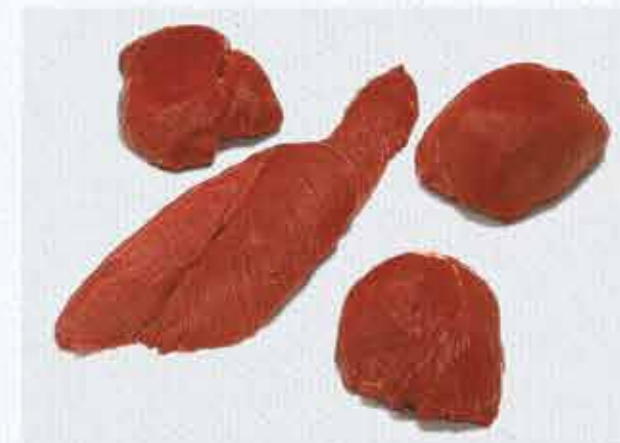
### LEG MEDALLIONS

Cut from Denver Legs into perfect portion size, all the work is done for you with these medallions which can go straight into the pan for consistent tender centre of plate Cervena® Venison. Naturally tender, full flavoured and extremely convenient.



### LEG DE-SKINNED 4 CUTS

Four leg muscles- Topside cap off, Knuckle cap off, Silverside with eye round attached, and Rump cap off - each piece has all Silverskin removed to 100VL. Fully Steak ready, these lean leg portions are perfect for Steaks or Medallions allowing fast, tender and versatile cooking experience.



### LEG CAP ON 4 CUTS

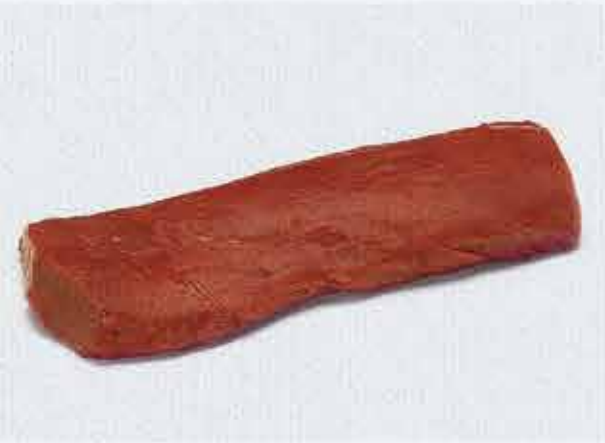
The Four Leg muscles separated through the natural seams – Topside, Silverside, Knuckle and Rump – trimmed to a consistent standard with the outer cap muscles still intact. Perfect for Roasts, Steaks or Medallions. Natural Cervena® tenderness with rich distinctive flavour.





**SHORTLOIN DE-SKINNED**

Cut from a 2-Rib Loin, with the Silverskin and all fat or loose pieces completely removed, the Deskinnd NY Striploin is 100VL and provides 100% yield from this amazing single muscle perfect for the most tender steaks or medallions.



**BONELESS WHOLE LOIN**

The Boneless Whole Loin (also known as “backstrap”) is produced from a full 11 rib Saddle. The Boneless Whole Loin is a perfect high yielding cut suitable for the most tender steaks or medallions, with a delicate buttery flavour and superb tenderness.



**TENDERLOINS**

The Tenderloin is the premium cut that offers an unforgettable eating experience, with buttery flavours and an unbelievably soft texture from such a lean healthy cut – no marbling required!

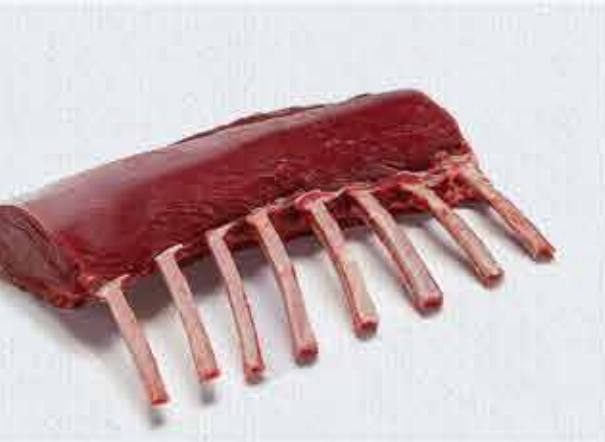


Our systems focus on delivering a consistent, quality product. We hold carcasses overnight, so they age in chillers before being further processed. We use only cold boning, which results in more tender meat. Our experienced staff consistently produce the highest quality Venison cuts to exacting specifications.

In addition to our large standard range of chilled and frozen products, Duncan New Zealand has a reputation for “doing the difficult”. We can handle cuts requiring high levels of complexity, as well as ensuring challenging orders are delivered on time to our international customers around the world.

**FRENCH RACK 8 RIB**

The 8 Rib French Rack is produced from the premium “rib eye” end of the Rack. Extremely lean with rich, buttery flavour, cooked on the bone to deliver superb tenderness and presentation.



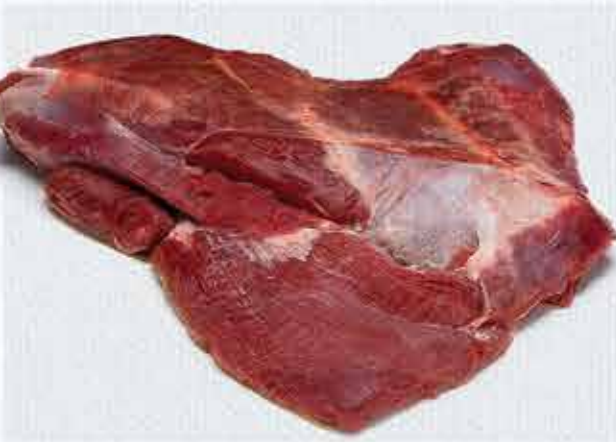
**FRENCH RACK 2 RIB**

The 2-Rib French Rack offers brilliant presentation and a wonderful eating experience at a more economical portion cost. The 2 Rib Rack offers great versatility for a wide range of cooking styles.



**BONELESS SHOULDER SHANK OFF**

Fully deboned Oyster Cut Shoulder with the Shank Meat and Neck removed. Cervena® Boneless Shoulders are perfect choice for slow cook dishes providing economical high yielding portions that stands out from the crowd.



**STEW GOULASH**

Our Stew Goulash includes, boneless shoulder and neck meat. Any internal sinew melts away on slow cooking to provide a delicious texture and flavour, providing an economical and distinctive option for the growing “slow food” market.







# Duncan Venison

From the farm gate to the  
consumer's plate

Chilled, aged Venison is probably the most tender red meat you will ever eat. All of Duncan New Zealand's Venison is raised naturally and processed in government-accredited processing plants. It is vacuum-packed to enhance its eating qualities and maximise its shelf life. For more than 25 years', Duncan New Zealand has consistently delivered the 'Natural Taste of New Zealand' to customers – on time, to specification and without fail.

**Chilled Venison shelf life:**

Up to 14 weeks  
(vacuum packed, 29.5–31°F / -1.5– -0.5°C)

**Frozen Venison shelf life:**

Up to 36 months



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