

BACKGROUND

- How important is venison to the economics of landownership?
- How does the market for wild venison influence deer management?
- Can collaboration between landowners improve venison economics?

Anthropological methods were adopted to gain trust and greater depth of understanding of the economics of wild venison production and deer management.

FIGURE 1: STALKING VS.VENISON REVENUES

The graph displays two data series: Stalking (pink line with diamond markers) and Venison (blue line with square markers). The Y-axis represents 'Total revenue' and the X-axis represents 'Season' from 92/93 to 06/07. Stalking revenue starts at approximately 100, peaks at 110 in 93/94, and then fluctuates between 90 and 100. Venison revenue starts at approximately 40, peaks at 55 in 95/96, and then drops sharply to about 15 in 98/99, remaining low thereafter.

Season	Stalking	Venison
92/93	100	40
93/94	110	45
94/95	95	45
95/96	100	55
96/97	105	50
97/98	90	15
98/99	95	15
99/00	105	15
00/01	100	15
01/02	85	10
02/03	95	15
03/04	85	12
04/05	85	15
05/06	100	14
06/07	100	16

Venison is a by-product of sport

- Sport shooting has high economic value
- Venison income insignificant in comparison (figure 1)
- Stalker no longer has incentive to increase venison revenues
- Costs of collaboration perceived to be higher than benefits

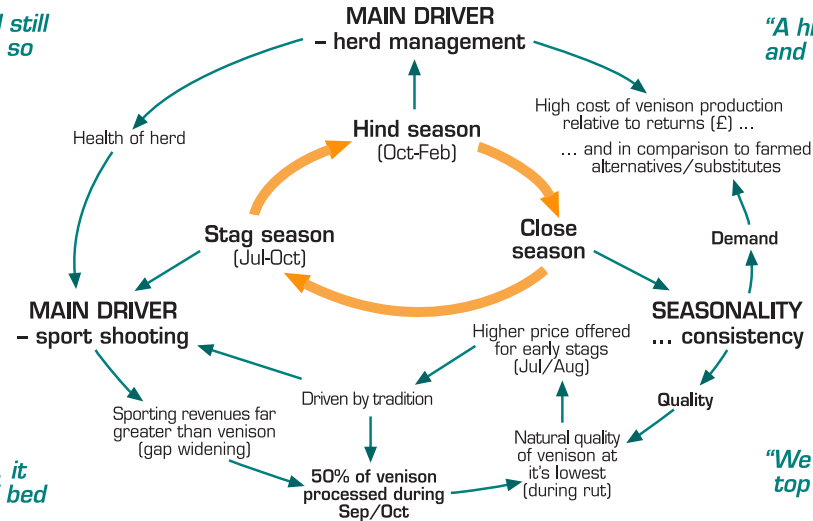


FIGURE 2: VENISON PRICE CHANGE

Season	Price (£/kg)	Real price (£/kg)
83/84	1.80	1.70
84/85	1.65	1.60
85/86	1.30	1.25
86/87	1.40	1.30
87/88	1.95	1.70
88/89	1.50	1.30
89/90	1.15	1.00
90/91	1.50	1.20
91/92	1.55	1.15
92/93	2.20	1.70
93/94	2.45	1.75
94/95	1.25	0.85
95/96	1.15	0.80
96/97	1.30	0.75
97/98	1.45	0.95
98/99	1.05	0.60
99/00	1.00	0.60
00/01	0.80	0.45
01/02	0.75	0.40
02/03	1.15	0.50
03/04	1.00	0.55
04/05	1.00	0.50
05/06	1.00	0.50

"We shoot stags early ... they are getting top quality venison, we should get a top quality price but we don't."

Increased venison price is **unlikely** to lead to more deer being culled because:

- Venison production is economically unimportant to estates
- Estates lack influence in market
- Collaboration among estates adds to costs for little gain



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