

Quarterly Progress Summary: July to September 2015

Targeting New Wealth with High Health PGP Programme

Summary of progress during this quarter

This first quarter of the Targeting New Wealth with High Health programme has involved project establishment and actions to assure the availability of base animal and forage resources for the next two years of the programme.

The project has taken advantage of seasonal availability of fresh product to develop measurement tools and to understand factors influencing lamb quality and nutritional composition. Fresh product has also been used to test potential new packaging technologies suitable for production of consumer-ready product in New Zealand.

The Market Insights objective was initiated with a series of in-depth consumer interviews focusing on red meat and health.

Key highlights and achievements

- 6 farm sites have been established and management programmes put in place for breeding and production of high-health lambs for trial work
- Product development and project management systems have been established
- Key staff appointed.

Upcoming

- 15,000 lambs are expected to be born on pilot properties in the coming month
- Results of initial NZ consumer interviews
- Independent nutritional assessment of prototype high-health lamb.

Investment

<i>Investment period</i>	<i>Industry contribution</i>	<i>MPI contribution</i>	<i>Total investment</i>
<i>During this Quarter</i>	\$170,560	\$170,560	\$341,120
<i>Programme To Date</i>	\$434,298	\$434,298	\$868,596