

Quarterly Progress Summary: January to March 2016

“Omega Lamb” PGP Programme

Summary of progress during this quarter

Production of high-specification lambs, at commercial scale from pilot farms, with specified genetics, forages, finishing management, individual records and traceability was a key achievement in this third quarter. Product from these lambs has been aged and stored for market trials and is meeting targets for enhanced eating quality and omega 3 content, in initial analyses. Market testing is underway exploring the food service route-to-market using the pilot programme product.

Review of the nutrition literature has identified target consumer groups in which consumption of lamb with enhanced long-chain omega 3 will be most advantageous.

Key highlights and achievements

- Lambs produced from pilot programme to enhanced specifications
- Eating quality differentiation confirmed in market testing
- Research identifies consumer groups which will benefit most, nutritionally, from products
- Communications plan and prototype product messaging developed

Upcoming

- Establish consumer-ready packaging pilot plant
- Rapid prototyping and consumer testing

Investment

<i>Investment period</i>	<i>Industry contribution</i>	<i>MPI contribution</i>	<i>Total investment</i>
<i>During this Quarter</i>	\$470,262	\$470,262	\$940,525
<i>Programme To Date</i>	\$1,729,518	\$1,729,518	\$3,459,037

