Outcome Logic for ANZCO FoodPlus Programme – Nov 2015

Long term outcomes for **New Zealand** 2025 & later

term

outcomes for sector

2019 - 2025

centre of excellence in value-added meat processing

Red meat sector increases its contribution to NZ economic development

If successful the New Zealand economy will benefit through ...

Wider economic benefits will occur increasing NZ's GDP by approximately \$200 million per annum by 2025

Sustainable, vibrant rural communities with increased regional employment

Additional benefits for the sector and **New Zealand**

Demonstrated benefits of added value strategy and new market opportunities to wider sector

Clusters of new businesses in food processing and bioprocessing sectors

Increased value-add R&D capability across the red meat sector

Validated options available for red meat processors to fully Medium

Red meat processors take up a comparable strategy for addedvalue products

An new integrated value chain that provides the red meat sector with more options.

If successful this will result in ...

Greater volume of added value products as a proportion of red meat exports.

Enhanced NZ Inc. reputation as a

utilise carcases.

Greater value (\$) of red meat derived exports from NZ.

More of the red meat carcase used in higher value products.

Sheep and beef farmers benefit from suppyling animals to processors producing new valueadded products



Short term outcomes for **PGP** partners

New capabilities and market intelligence enable a more diverse and profitable manufacturing base for value-added products from red meat.

New value-added products derived from red meat meet individual customer needs.

Greater volume of new value-added processed products based on red meat are sold in NZ and exported.

More red meat raw material will be processed in NZ.



2014 - 2019

If the Foodplus PGP programmes' innovative activities are successful ...

Activities & Outputs 20012-2019

Enablers & Inputs

Problems &

Opportunities

Development and acquisition of new technologies to enable the manufacture of new products in NZ

Novel food products, food ingredients and healthcare products.

New skills in processing and product development are developed within NZ

Product development

Market validation

Overseas technology brought to NZ

Product design

Low margin per head results in marginal profitability for the red meat sector.

Ongoing market

A high proportion of carcase produces low value meat and low value rendering which represents a missed opportunity to add value to the carcase.

Red meat sector viability is threatened by competing land uses and reducing stock numbers which impacts on processing efficiency and profitability

There is opportunity to leverage NZ's animal disease free status