

Marbled Grass-fed Beef

PRIMARY GROWTH PARTNERSHIP PROGRAMME

Quarterly Report - Quarter 1, August- September 2012

Executive Summary

The Grass-fed Wagyu Project was initiated in August 2012, operating initially in accordance with the “Go-Early” letter from MPI dated 31 July 2012 agreeing to expenditure against planned activities ahead of the contract being signed. The first meeting of the Programme Steering Group (PSG) was held on the 11th September, establishing Terms of Reference for the PSG, attendees, the appointment of John Loughlin as Chairman, a schedule of future meeting dates, meeting papers and reporting requirements, and minutes required for future meetings. The PSG also approved the revised Annual Plan reflecting minor changes made and agreed to since the preparation of the original Business Case.

Activities against the Production Objective commenced with the quarantining, and health testing of sires ahead of semen collection to enable the artificial insemination of dairy cows and heifers forming the basis of the progeny test. Friesian, Kiwi, and Jersey cows were also synchronised during the period to be artificially inseminated with Wagyu semen as the initial step in the benchmarking programme planned.

Lincoln University were contracted to survey existing and potential Producer Group Farmers to help understand farmer motivations and help shape future promotion of Producer Groups to farmers, with a multi-year survey framework established including cross-sector input to ensure a wider understanding of the supply environment. Also within the Supply Chain Objective, activities during the period were focussed on the existing Wagyu Producer Group, with the intention of co-opting as many of these farmers as possible into the first Marbled Grass-fed Wagyu Producer Group.

Activities against the Marketing Objective during the Quarter were limited primarily to the New Zealand Market, with the appointment of a New Zealand Market Ambassador effective 1 October, and the contracting of a distribution partner enabling the delivery of chilled meats nationwide within 24 hours of receiving an order.