



## Quarterly Progress Summary: July to September 2017

### Marbled Grass-Fed Beef

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#### Summary of progress during this quarter

##### *Genetics*

- SNP testing has been completed on DNA samples from progeny in all three test cohorts.
- An analysis has been carried out to calculate the Breeding Values for sires used in 2013.

##### *Supply Chain*

- South Island processing has commenced.
- LIC have commenced research into identifying a unique genetic marker for Wagyu.

##### *Marketing*

- NZ retail range launched in Countdown stores.
- USA value-added sales increasing, distribution (number of stores) above target.
- New Sales Representatives started, one in NZ and one in USA.

##### *Production R&D*

- First farmer fact sheets have been created and published.
- All trials continuing as planned, a number of reports close to completion.

##### *Programme Management*

- 2017/18 Annual Plan is progressing through the formal sign off process.

#### Collaboration with other PGP programmes

- Passion2Profit – meeting with Passion2Profit programme manager in September to understand Extension strategy.
- RMPP – First Light looking to adopt Farm Assurance Programme that was launched nationally in February 2017.

## Key highlights and achievements

- DNA from all three progeny trials has been tested using 53K chip by Weatherby's (Ireland). The phenotypes collected from cohort 1 have enabled Abacusbio to map a genomic matrix for WBL Wagyu.
- Abacusbio have undertaken an economic analysis and developed an index to be used for bull selection.
- South Island ANZCO slaughter commenced on 14th September 2017 with a first kill of 70 cattle.
- NZ retail range launched in Countdown stores, retail product now in 86 retail stores nationwide.
- In the USA, distribution has increased to 195 stores as at the end of September 2017.
- Burger sales to Cosco in the UK started during this quarter.
- The first of a series of farmer fact sheets have been completed and were well received by farmers at Field Days during September.

## Upcoming

### Genetics

- Complete processing of first progeny trial data.
- Complete slaughter and analysis of data for second progeny trial.
- Ongoing improvement and testing of the genomic relationship matrix to continually update EBVs.

### Supply Chain

- Farmer surveys.

### Marketing

- New Go Direct Sales Co-ordinator for NZ & USA markets based in NZ.
- USA launching in New Seasons and New Leaf supermarkets in Oregon.
- Sales strategy for managing increase in supply of cattle to be developed.

### Production R&D

- Research reports completed for benchmarking Friesian vs Kiwi vs Jersey dams, on-farm monitoring, time of castration and growth path.
- Further 1-Page fact sheets developed and signed off for farmers.

### Programme Management

- Continue to seek potential collaboration opportunities with other PGP programmes.
- PGP Expo/ Food and Fibre Conference 30<sup>th</sup> November 2017

## Investment

Investment period	Industry contribution	MPI contribution	Total investment
During this Quarter	\$615,634	\$662,634	\$1,278,268
Programme to Date	\$7,113,003	\$6,748,579	\$13,861,581