



Red Meat Profit Partnership (RMPP) Quarterly Progress Report, January to March 2014

This has been the first quarter for RMPP since the signing of the PGP agreement with MPI in November 2013. The key focus has been on establishing the programme - this has covered all aspects of a “start up” venture.

Establishing sound governance processes and forming a skill based board is near completion. The board will comprise of Partner nominees and Independents who have the appropriate skill sets, including sheep and beef sector knowledge.

Recruitment of project managers is advanced. Emphasis has been placed on relevant skills and, importantly, solid knowledge and understanding of the red meat sector.

A communications brochure outlining the programme details has been widely circulated. This has now been issued directly to 12,000 farmers throughout the country, farm advisers, rural accountants and rural veterinarians. The objective of the brochure was to explain RMPP; what the programme is, why the need and the expected core deliverables and benefits.

Initial high level engagement has commenced with professional industry representatives. However, given the focus on “start up”, the main thrust in this area will take place next quarter – this will include all parts of the sector.

The Research project has commenced – the output from this project will offer objective and informed guidance to other projects within the programme. The initial stock-take of historical segmentation research conducted in the industry has been completed. The Segmentation study is now in field - as part of this work over 1000 farmers will be interviewed. This research will identify motivations and barriers to adopt change and the most effective channels to initiate change.

The other projects will commence in April.