

Quarterly Progress Summary: October to December 2017

“Omega Lamb” PGP Programme

Summary of progress during this quarter

On farm, this quarter’s activity has been primarily around implementing systems for 2017/18 lamb production. Over 100,000 lambs were tagged and recorded from “Omega” selected rams on pilot farms, with about 50% of these lambs scheduled for chicory grazing.

Prototype farm quality reports, including individual animal hyperspectral IMF and pH, are now being produced weekly as the basis of a virtuous information cycle by which pilot famers can hone management of animals to meet quality specifications.

Product development meetings involving key chefs have identified and prioritised new product opportunities for food service development and trialling.

In market, My Food Bag is continuing to feature Omega Lamb Project products and restaurant sales in HK and NZ have grown month on month. Scoping is underway to introduce the product to up to 4 new markets.

Key highlights and achievements

- TE MANA lamb was enjoyed by thousands of Kiwi’s over Christmas with inclusion of TE MANA lamb legs in My Food Bag’s Kiwi Christmas box. MFB is regularly featuring the products in new season Gourmet Bag.
- Season initiation and training meeting involving 32 farms now involved in aspects of product supply.
- Continued good response to the product in formal and informal market trials.

Upcoming

- Management of 2017/18 supply.
- Go-to-market plans for 2 new markets.
- Testing new product options likely to deliver greater utilisation of the lamb carcass in food service.

Investment

<i>Investment period</i>	<i>Industry contribution</i>	<i>MPI contribution</i>	<i>Total investment</i>
<i>During this Quarter</i>	\$499,697	\$499,697	\$999,394
<i>Programme To Date</i>	\$6,089,831	\$6,089,831	\$12,179,661