

# Omega Lamb PGP Programme – Public Summary Jan-Mar 2018

## Summary of progress during this quarter

This quarter, we have trialled product in four new markets; the very positive response to Omega product by chefs in these markets mirrors earlier market trials in New Zealand and Hong Kong. In each market, there are good prospects of establishing distribution relationship and client base that will meet business plan premiums.

A range of new cuts and processed products have been produced in collaboration with chefs and are in various stages of market testing.

The 2018 lamb season production is in full swing and delivering to expectations. Early season work to mitigate southern drought in early spring has minimised impact on supply.

## Key highlights and achievements

- First TE MANA sous-vide product (lamb shanks) supplied in My Food Bag
- Good prospects to enter up to 4 new markets this year
- Regular supply from 32 farms to TE MANA specifications
- Growing on-farm insights from regular product quality feedback
- Meat quality and on-farm performance testing of 89 top 2017-born rams
- Ram selection and distribution for 2018/19 completed

## Upcoming

- End of season review of quality and farm efficiency
- Go-to-market plans for new markets.
- Plans for new cuts and new markets to improve carcass utilisation

## Investment

<i>Investment period</i>	<i>Industry contribution</i>	<i>MPI contribution</i>	<i>Total investment</i>
<i>During this Quarter</i>	\$515,725	\$515,725	\$1,031,451
<i>Programme to Date</i>	\$6,605,556	\$6,605,556	\$13,211,113