



## Marbled Grass-fed Beef PGP

### July – September 2014 Quarterly Report Summary

All objectives progressed broadly to plan in the September quarter.

Within the Genetics objective the second round of progeny trials commenced with the arrival of the spring born dairy calves. A select number of bulls and cows were identified for continuing sexed semen and embryo transplant trials.



Within the Supply Chain objective, the first Producer Group is now fully operational. The second Producer Group Manager has been employed as well as the first Dairy Hub Manager in the South Island.

Within the Marketing objective a Category Manager for the UK market was employed and inducted in August. There continues to be a strong demand for the product in each market including some new potential categories showing promise in the UK.



Positive interim results of DNA and carcass quality were received from a number of Wagyu Dairy cross cattle slaughtered in Northland.