## Outcome Logic Model for Targeting New Wealth with High Health PGP Programme

Long term outcomes 2022 - 2032 Improved economic performance through a more productive and profitable red meat sector, a differentiated product and greater capture of value-add pre-border

New market positioning for New Zealand lamb, with the potential for this to be extended to the wider red meat sector and New Zealand primary industries

Improved reputation of New Zealand's primary industries as a premium, healthy and innovative food producer



If successful, New Zealand will benefit through ....



Medium term outcomes 2018 - 2022 New premium product and market opportunities for standard lamb products

Reduced environmental impact through reduced nitrogen and carbon output

Improved perception of the nutritional content of New Zealand lamb

Market premiums for differentiated high-health lamb products

Greater on-shore processing of lamb in New Zealand

Improvements in lamb productivity

More integrated, market-led value chain and collaborative activity



If successful, the sheep industry will benefit through ...



Short term outcomes 2016 - 2017

New practical tools and systems to breed and finish high-health lambs

Genetic parameters and breeding systems to improve overall sheep productivity

Improved nutritional content of pilot-trial high-health lamb

Insights into what is demanded by consumers in existing and potential markets



If the activities of the programme are successful ...



Systems and processes developed to produce and validate high-health lamb

Commercial scale breeding flock of high-health sheep achieved

Processing facilities established in New Zealand for new lamb products

Activities &
Outputs
2015 – 2022

Conduct pilot trials with selected animals and forages to produce high-health lamb and improve production efficiency

Develop new fresh, processed, and health products from lamb and offal Evaluate new products with consumers in target markets

Develop systems, processes and channels to produce new products to final consumer specification in New Zealand

Develop the tools to identify animals with the desired genetics to produce high-health lamb Select and test forages that have the potential to further improve the nutrient content of lamb Conduct market research to identify opportunities for consumer health-focused red meat products.

Research developing markets and partners and channels for consumerhealth focused red meat products

Enablers & Inputs

Existing research that shows it is possible to produce high-health lamb

New Zealand's reputation as a safe and high-quality food producer

Desire from producers and processors to collaborate

Existing in-market relationships to link with consumers

Opportunities identified in Red Meat Sector Strategy

Problems & Opportunities

Increasing consumer demand and a willingness to pay a premium for safe, high-quality and healthy food

Negative consumer perception of lamb as an unhealthy meat

Fragmented value chain for the red meat sector

Large amount of red meat products secondary processed off-shore

Declining profitability for sheep farmers making the industry vulnerable to conversions to alternative land uses