

Transforming the Dairy Value Chain



A Primary Growth Partnership Programme

QUARTERLY PROGRESS SUMMARY: Oct – Dec 2015

Transforming the Dairy Value Chain

Background

The Transforming the Dairy Value Chain PGP is a seven-year collaboration between MPI and industry partners, including Fonterra and DairyNZ. Its aim is to accelerate science and innovation from the farm gate to the factory floor and beyond to enable the government's goal of doubling the value of exports double by 2025.

Summary of progress during this quarter

- Communications strategy developed to inform stakeholders of benefits of the programme and the transformation of the industry being enabled through the programme
- Programme showcase presented best of PGP work to partners, independent Investment Advisory Panel and media

Presentations, Publications & Training Courses

- 1 provisional patent
- 12 publications accepted or submitted
- 3 conference presentations
- 27 industry workshops, events or training programmes delivered
- 1 new data standard, with another updated

Key highlights and achievements

- Forty veterinarians have completed one of two North and South Island courses in advanced in-calf training. That means 60 of these vital rural professionals are now competent and confident to conduct one-on-one consultation with farmers, which will mean a lift in the quality and quantity of reproduction consultations.
- The TDVC PGP's Food Structure Design work has been identified by independent international expert panel as "one of the top three and possibly the top programme in the world". It said the programme served as "a model for how academic and industrial perspectives can be consolidated in a programme that benefits all parties."
- Almost three-quarters of farmers attending SMASH (Small Milk and Supply Herds) events on farm system selection and optimisation report they leave with a worthwhile action to use on their farms. The network for small-herd farmers is partly funded by the programme to equip rural people with valuable tools to improve their business and also boost health and mental well-being.
- Results from acute muscle metabolism trials have now been published. These show milk protein can be as effective as the whey protein used in sports drinks and supplements in boosting muscle protein synthesis in middle-aged men. This can be used to support a range of dairy products.
- In October milk fingerprinting technology received Innovation Excellence in Research award at the New Zealand Innovators Awards. The innovation will allow New Zealand to better monitor the quality of its milk supply chain, particularly in more vulnerable overseas markets, support the brand globally and put it in a position to make the most of possible premiums for top-quality product.
- November's IAP showcase in Palmerston North was a highlight. Visitors were impressed with the science and innovation on display and invited media followed up on their visit with a number of communications highlights, including stories in rural media about the breadth of the programme

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and top projects, and a cover story on PGP genetics work in January's Dairy Exporter magazine.

Investment

Investment period	Industry contribution	MPI contribution	Total investment
During this Quarter	\$2.5	\$2.7	\$5.2
Programme To Date	\$56.8	\$57.8	\$114.6