

# QUARTERLY PROGRESS SUMMARY: October – December 2015

## TARGETING NEW WEALTH WITH HIGH HEALTH (Omega Lamb PGP Programme)

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### Summary of progress during this quarter

This second quarter of the Omega Lamb PGP has involved breeding of 15,000 high health programme lambs on hill country and establishing specialised finishing sites for these lambs. The genetics and finishing systems established on pilot farms are expected to deliver eating quality and health benefits over a standard lamb.

Using lamb from last season, key product assumptions concerning taste and health advantages of the product have been validated including chemical, nutritional and taste panel analysis by external agencies. In addition, new low cost measurement technologies for meat composition have been validated.

Market insights work in New Zealand, involving the development team in consumer interviews, has refined our understanding of the target consumer group and product attributes that they are looking for. This market work has also mapped the regulatory and health claim environment.

### Key highlights and achievements

- Over 15,000 lambs tailed on pilot farms with good tailing percentages
- Three forage finishing sites established
- Taste panels show consumer preference for high-health lamb
- Market research characterises nutrition focused consumers, “Nutries”

### Upcoming

- Slaughter and evaluation of pilot lambs
- Establishing routes for product testing

### Investment

<b><i>Investment period</i></b>	<b><i>Industry contribution</i></b>	<b><i>MPI contribution</i></b>	<b><i>Total investment</i></b>
<i>During this Quarter</i>	\$456,289	\$456,289	\$912,577
<i>Programme To Date</i>	\$890,587	\$890,587	\$1,781,174