

# Quarterly Progress Summary: July to September 2016

## Omega Lamb PGP Programme

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### Summary of progress during this quarter

Results from our commercial ewe and lamb recording project confirm, in a large dataset, the suspected on-farm benefits of selecting for the “right fats”. The results show that focused genetic selection on fat profile can give simultaneous improvements in:

- ewe and lamb health
- animal productivity
- lamb eating quality
- and the proportion of “good fats” for human nutrition.

Establishing the resources and farms required for 2017 scale up of the pilot programme has been completed this quarter. Scanning results show about 55,000 Omega Pilot Programme lambs will be tailed over the coming month.

International market research work and in-plant traceability and scanning systems have been scoped and contracted in line with launch of initial products scheduled for 2017.

### Key highlights and achievements

- Science results confirm multi-factorial benefits of programme.
- Web site launched [www.omegalamb.co.nz](http://www.omegalamb.co.nz)
- Farms and resources secured for 2017 pilot programme scale up.
- Pilot programme meeting building shared vision with breeders, finishers, processor, chefs
- Chefs choose Omega Lamb Project product for NZ entry in Culinary Olympics.

### Upcoming

- International market research results
- Implementation of in-plant traceability and quality measurement
- Consumer health-claims finalised

### 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>	\$726,426	\$726,426	\$1,452,852
<i>Programme To Date</i>	\$2,253,576	\$2,253,576	\$4,507,152