

Quarterly Progress Summary: April to June 2017

“Omega Lamb” PGP Programme

Summary of progress during this quarter

This quarter we have met our on-farm objectives, producing 32,000 lambs to full specification including individual traceability, 30 day forage finishing, carcass grade, intramuscular fat and Omega 3 fat.

Food service market trials of the lamb are underway in New Zealand and Hong Kong, with independent advocacy of product quality exceeding all expectation. The differentiating characteristics of TE MANA Lamb that the market is identifying include succulence and tenderness, cleaner mouth feel, lack of “lamby” odour, mild flavour, less cooking shrinkage and better browning during cooking. The market trials have included challenging chefs to test recipes in which they would not usually use lamb – for example, TE MANA Lamb loin and chump are being used in similar situations to Wagyu beef in Asian inspired dishes such as nigiri sushi and carpaccio style dishes.

A direct-to-customer trial of the product with My Food Bag is underway, including an Omega 3 health claim on the pack. Initial feedback is promising.

Key highlights and achievements

- 32,000 lambs produced to specification.
- 35 top restaurants in NZ and HK trialling product commercially.
- Critical acclaim and market advocacy from trial exceeding expectation.
- My Food Bag, gourmet bag trial underway.

Upcoming

- 2017/18 PGP and commercial development plan approval by partners
- Commercial hand over of food service product
- Completion of season review and developments

Investment

<i>Investment period</i>	<i>Industry contribution</i>	<i>MPI contribution</i>	<i>Total investment</i>
<i>During this Quarter</i>	\$1,457,517	\$1,457,517	\$2,913,033
<i>Programme To Date</i>	\$5,921,908	\$5,921,908	\$11,843,817