

### **Foodplus Programme Quarterly Progress Report (January – March 2013)**

The programme has now completed its second quarter and is gaining momentum. To date ANZCO has invested \$0.9M in the Foodplus programme.

1. Lower value cut and trim material is being investigated for suitability to develop a new raw material suitable for the development of novel food products.
2. The next stage of market research, qualitative research, was completed for one sector. This is providing insights into sector needs, current practices and consumer preferences. This information will be used to determine the most appropriate format and texture of foods developed through this programme. It is expected that early prototype samples will be developed in the next six months. The feasibility of developing tailored products will also be explored.
3. Market information has confirmed that New Zealand sourced blood derived products are considered to be “gold standard” due to New Zealand’s animal welfare and health status.
4. The drought has had a minor impact on activities as less animals have been processed.
5. In February the ANZCO Board approved an investment in a bone extract plant (outside the PGP programme). The plant will be commissioned at the Taranaki Bio Extracts Limited site and will be available to the Foodplus programme for sample development. This is expected to significantly accelerate prototype sample development.
6. An exciting development is emerging in relation to the development of bovine pericardium products. This is being further explored and technical experts will be consulted as pericardium derived products present a significant technical challenge.