Outcome Logic Model for Marbled Grass-fed Beef PGP Programme

Long term outcomes
2020 - 2030

Medium term outcomes
2016 - 2020

Short term outcomes
2014 - 2016

Activities & Outputs
2014 – 2019

Enablers & Inputs

Problems & Opportunities

Sustainable NZ Prime Beef Industry

NZ Prime Beef repositioned from commodity to a stable, high returning, premium position in world markets

Proven business model for producing and marketing high value food products

If successful New Zealand willlbenefit through ….

Increased Sales Price, Sales Volume and Profitability of the New Zealand Prime Beef Industry

If successful the industry will benefit through ….

Proven business model for producing and marketing Marbled Grass-fed Wagyu Beef

Proven model for supply of calves from the dairy industry

Proven model for year round production of marbled grass-fed wagyu beef

Proven model for go direct marketing to NZ and international markets

If the activities of Marbled Grass-fed Beef PGP are successful ……

Sustainably attractive offering to dairy farmers for Dairy x Wagyu calves

Sustainably attractive offering to farmers for rearing Dairy x Wagyu calves

R&D of optimal Wagyu genetics and farm management systems

Capability building to support supply chain

Sustainably attractive offering to consumers of Marbled Grass-fed Beef

Wagyu Genetics

Genetics and Farming systems R&D

Surplus Dairy Calves

Producer Group Development

Whole of Supply Chain management

New Market Entry

Consumers move towards natural products

Utilizes and builds on NZ's 100% Pure Image

Opportunity to market direct to consumer via e-commerce

NZ Beef Exporters price takers not makers

Strong retailers dominate markets

Lack of link direct to consumer

Additional benefits
for the sector and New Zealand

Improved image for NZ products in world markets

Improved financial viability and sustainability of the overall beef industry

More vibrant and stable rural communities with greater employment opportunities available

Greater certainty of income for beef farmers through market stability and growth

Proof of a viable alternative land use to dairying in marginal country

Knowledge gained in production techniques and marketing available to be utilized by other export sectors

Greater utilization of excess dairy resources and greater returns to dairy farmers

Increased human capability throughout the value chain