

# **Marbled Grass-fed Beef**

## **PRIMARY GROWTH PARTNERSHIP PROGRAMME**

### **Quarterly Report - Quarter 3, January to March 2013**

#### **Executive Summary**

The overall programme remained largely on track during the quarter. Although solid progress was made against all objectives, expenditure across all objectives was significantly below budget both during the quarter, and year to date. The reduction in expenditure to date however reflects a change in timing rather than a significant change in overall expenditure, with any shortfall expected to be recovered during the remainder of Year 1 and in Supply Chain, recovered in Year 2.

Despite difficulties resulting from the widespread drought, initial forage trials were completed successfully during the quarter with six different forage options evaluated and compared across four geographically spread properties. Animals fed three different commercial forage treatments produced very good summer growth rates in difficult conditions, with further work in place to validate results.

Within the Supply Chain Objective, a draft questionnaire to help understand farmers motivations was developed by Lincoln University, and will be reviewed by a statistician before being rolled out to Wagyu farmers from Quarter 4. Also within this Objective, the Quality Assurance Manual covering backgrounding and finishing of Wagyu-cross animals was completed during the quarter, with calf rearing components to be completed prior to distribution to producer group members.

Marketing activities in Australasia during the quarter focussed successfully on developing a broader customer base in both New Zealand and Australian markets, and on broadening the product range with existing customers. The Business Case for direct entry into the London Market was approved by Firstlight Foods and subsequently by the Programme Steering Group during the quarter, with Provenance Meat Company appointed distributor for the London Market, and their first retail outlet planned for mid-2013 in Notting Hill.