



## Quarterly Progress Summary: October to December 2017

### Marbled Grass-Fed Beef

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#### Summary of progress during this quarter

##### *Genetics*

- A genomic analysis of the first progeny trial results has been used to select the top bulls for the 2018 dairy artificial insemination (AI) collections.

##### *Supply Chain*

- LIC are making good progress on identifying a unique genetic marker for Wagyu to assist calf identification.
- Total mating numbers for 2017 are up 64% on 2016 numbers.

##### *Marketing*

- New Zealand retail range had a record sales month in December.
- First Light website translated into French in preparation for Monoprix launch.

##### *Production R&D*

- Six farmer fact sheets have been created and published.
- All trials continuing as planned, a number of reports have been completed.

##### *Programme Management*

- 2017/18 Annual Plan was formally completed.

#### Collaboration with other PGP programmes

- First Light Foods (FLF) CEO and Programme Manager (FLF GM Wagyu) attended the Primary Growth Partnership Governance Workshop in October 2017.
- Co-investors and programme management team attended the MPI Food and Fibre Conference/ PGP Expo 30th November 2017.
- First Light are in progress with planned implementation of the RMPP Farm Assurance Programme.

## Key highlights and achievements

- Abacusbio have undertaken an economic analysis and developed an index to be used for bull selection. Wagyu bulls have been selected using this index for the 2018 AI programme.
- Growth continues in the South Island with 3 new shareholders joining the producer group. ANZCO South Island processing continues as planned to support this growth.
- LIC achieved 87% of targeted matings for 2017 despite a competitive market for Dairy x Beef calves.
- A further three farmer fact sheets were completed; Origin of Wagyu Beef, Rearing of Wagyu Calves and Identifying Wagyu Calves. The fact sheets continue to be well received by farmers and have been loaded onto the website awaiting 'go-live' of the farmer portal.
- The New Zealand retail range had a very strong quarter with a record sales month in December.
- Production reports have been completed for Friesian vs Kiwi vs Jersey dams, On-farm Monitoring, Castration Work and Early Life Nutrition.

## Upcoming

### Genetics

- Analyse the NIR data on fat content from first progeny trial.
- Complete slaughter and analysis of data for the second progeny trial.
- Collect growth data from third progeny trial.

### Supply Chain

- Farmer surveys will be undertaken in Q3.
- Update of bull selection criteria based on large calf research.
- Farmer portal of the website to 'go-live' in February 2018.

### Marketing

- First Light to launch retail range in France.
- New part-time resource for marketing with focus on E-commerce development.
- New part-time resource for product development and renovation.

### Production R&D

- Research reports completed for fat colour and content (tenderness variability) and efficient beef cows.
- Development of an interactive model of Wagyu growth and profitability.

### Programme Management

- Continue to seek potential collaboration opportunities with other PGP programmes.

## Investment

Investment period	Industry contribution	MPI contribution	Total investment
During this Quarter	\$523,099	\$608,511	\$1,131,610
Programme to Date	\$7,636,102	\$7,357,090	\$14,993,191