



## Quarterly Progress Summary: April to June 2018

### Marbled Grass-Fed Beef

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#### Summary of progress during this quarter

##### *Genetics*

- Cohort 1 chemical fat data has now been completed and will be included in the phenotypes as an additional objective value for intramuscular fat.
- The slaughter data for Cohort 2 animals has been compiled and sent to Abacusbio for calculation of EBVs and matching of genomic matrix to phenotypes.

##### *Supply Chain*

- Dedicated Mycoplasma Bovis project team established within First Light to work closely with MPI, LIC and farmers as the situation continues to evolve.
- Six shareholder farmers visited the USA market with the GM Wagyu and Sales Manager.
- 11 new supplier shareholders joined the Wagyu producer group, increasing the number of farmer shareholders to 60, with a further 12 potential shareholders expressing interest.
- A consultant has been engaged for the extension of quality systems project.

##### *Marketing*

- PGG Wrightson Steak of Origin Competition – First Light Overall Brand Champions.
- Gold Medal at the World Steak Challenge in London.
- Record sales month for USA in May.
- Monoprix, France, launched retail range in June 2018.
- Wagyu carcass optimisation model is now operational.

##### *Production R&D*

- The Wagyu profitability model was tested with a farmer group in May, a revised version of the model will be demonstrated at the Wagyu supplier workshops in August.
- Report completed for efficient beef cows, building on research that Angus x Jersey cows are a more efficient dam.
- Preliminary examination report completed comparing meat colour data at the processing plants.
- 2017 First Light carcass data has been analysed for quality, supplier and seasonal trends and compared to previous years.

### **Programme Management**

- 2018/19 Annual Plan completed.
- Australian Wagyu Conference well attended by representatives from First Light Wagyu NZ.

### **Collaboration with other PGP programmes**

- First Light are in progress with planned implementation of the RMPP Farm Assurance Programme. This will be incorporated into the wider quality systems extension project.

### **Key highlights and achievements**

- First Light Foods NZ were overall Brand Champions in the 2018 PGG Wrightson Steak of Origin competition which was presented after a final judging at the Mystery Creek Fieldays in June. First Light Foods NZ beat 62 other entries in the 'Best of Brand' – Retail category to take out the gold medal with a superb cut of Wagyu sirloin, and then went on to win the overall Brand Champion trophy (best of retail and foodservice). This is a significant achievement for the NZ sales team and a great endorsement of what First Light have achieved in the NZ retail space. The Marketing and Sales teams are planning to share this success with on-pack stickers, point-of sale materials, PR and social media.
- First Light also won a gold medal at the World Steak Challenge in London. First Light was one of only a handful of entries that received a gold medal at this international competition.



### **Upcoming**

#### **Genetics**

- Collect growth data from the third progeny trial.
- Plan a comparison of OPU vs MOET for Wagyu bull production.

#### **Supply Chain**

- Farmer surveys will be undertaken in Q1 to reassess engagement levels and latent capacity for running more Wagyu.
- Strategy for extension of quality systems to be reviewed in August.
- Recruitment for the newly created position of First Light Extension Manager.
- Certified Humane audit to be completed, certification received by end August.
- First Light Supplier Workshops, Conference and AGM 30th/31st August 2018.

#### **Marketing**

- First Light stand at the Auckland Food Show 26th – 30th July.
- Launch new cooked sausage products in New Zealand market in Spring 2018.
- Launch the USA VIP subscription platform in September 2018.
- NZ Digital marketing campaign aiming to launch in September 2018.

### ***Production R&D***

- Wagyu model growth and profitability tool to assist farmers in decision on feed and processing target dates, refined and available for use by farmers.
- Collect data on calf birth weight from different EBV bulls.
- Complete a report on variability in tenderness across different marbling scores.

### ***Programme Management***

- Attendance at PGP Workshop July 2018.

## **Investment**

<b>Investment period</b>	<b>Industry contribution</b>	<b>MPI contribution</b>	<b>Total investment</b>
During this Quarter	\$574,120	\$576,217	\$1,150,337
Programme to Date	\$8,675,854	\$8,405,312	\$17,081,165