

# Omega Lamb PGP Programme

## Public Summary July-Sept 2018

### Summary of progress during this quarter

Preparations for a third season of Omega lamb production are well advanced. The supply plan builds on individual animal quality information from last season including; carcass fat and lean distribution, intramuscular fat, pH and omega 3 and market quality feedback from chefs. This data is identifying opportunities to improve husbandry and increase quality and health at all levels of the supply chain; ewe and lamb management, forage finishing and processing and product quality management.

Food service distribution of Omega product is now commercial with restaurants using product in major NZ towns, Hong Kong, London, Melbourne, and soon in West Coast USA. The serendipitous eating quality and taste success of Omega lamb has defined the first phase of the Omega Lamb PGP.

The next phase of the PGP plan is developing added-value products from across the carcass (particularly for cuts less popular in food service). Our focus in this second phase is developing added-value health-focused red meat products from the whole omega lamb carcass and developing retail and health channels as well as food service.

### Key highlights and achievements

- TE MANA lamb won two categories in the 2018 NZ food awards – best primary produce, best frozen food
- Two positive farmer meetings and growth of farm supply group
- Product development partnerships producing promising manufactured products that utilise unique taste and fat characteristics of Omega lamb
- Draft Annual plan for second phase of the PGP project completed

### Upcoming

- Market insights scans focused on go-to-market strategy for added value products
- Health-focused market review
- Building Omega Lamb's capability to manage multiple products and channels

### Investment

<b><i>Investment period</i></b>	<b><i>Industry contribution</i></b>	<b><i>MPI contribution</i></b>	<b><i>Total investment</i></b>
<i>During this Quarter</i>	\$ 493,003.48	\$ 493,003.48	\$ 986,007.01
<i>Programme to Date</i>	\$7,563,046.41	\$ 7,563,046.41	\$ 15,126,093