

Red Meat Profit Partnership (RMPP) Quarterly Report Summary

July – September Quarter 2014

This marks the third quarter for RMPP. The programme has evolved from set up to operational focus in this period – key activities have been:

- Engagement with the RMPP partners plus wider industry, including other PGP programmes.
- Robust internal reviews with the Programme Steering Group.
- Finalising the in-field research.
- Establishing the strategy and calendar of events for RMPP communications.

Focus on engagement

This has been a key priority for the RMPP team. Given the high number of partners involved (nine), it is critical that we have full alignment across the projects and importantly, a common understanding of how they will be executed. This approach also ensures that the programme is 'demand lead' and focuses on integration from the outset.

The programme team has also been engaging with the wider industry, including other PGP programmes. Given the nature of the programme, industry alignment is essential to ensure that we are not duplicating activities but instead maximise efficiencies collectively. It is anticipated that there will be many spill over benefits beyond the core RMPP objectives because of this industry alignment.

Robust internal reviews with the Programme Steering Group

Many of the initial projects have been put through rigorous reviews with the programme steering group in the past quarter. The objective being to ensure the plans are both industry and commercially focused. This has strengthened the programme and increased focus on delivering against the overall objectives.

Based on this rigorous process, the programme is gaining good momentum.

Project	Status/ key next steps	Implementation
Research	Complete all 3 streams	November 2014
Extension Design	Commence on-farm pilots	Q1 2015
Data and Systems	<ul style="list-style-type: none"> Finalise structural design Operational (benchmarking) 	<ul style="list-style-type: none"> December 2014 Q4 2015
Standardised on-farm QA	Pilots in-field	Q2 2015
NZ / Industry story	Commence industry implementation	Q2 2015
Farm to processor	Recommendations based on industry review	Q2 2015
People	<ul style="list-style-type: none"> Implement programme within schools Commence farmer development 	<ul style="list-style-type: none"> Q1 2015 Q1 2015

Research

The fundamental platform for this programme is the detailed farmer research. As outlined, this will be completed (first stage) in November. The research will offer objective and informed information that will guide decision making.

Communications strategy / plan

The communication strategy has been developed and will commence rolling out in November and December. Significant focus has been placed on ensuring we are targeted to the farming audience. The primary strategy for RMPP is to communicate through its partners to ensure we achieve maximum reach and frequency. Our centralised communications team will manage this to ensure consistency of message.