



Joint media announcement

22 April 2010

Primary Growth Partnership Advances Integrated Red Meat Value Chain Proposal

The Investment Advisory Panel (IAP) of the Government's Primary Growth Partnership has confirmed the advancement to business plan stage of the joint proposal to design a transformational model for the New Zealand red meat sector.

This is a transformation from a traditional and underperforming model to a true value chain, improving on-farm productivity, optimising processing efficiency and delivering quality products to meet customer demands.

Co-investors in the application - Silver Fern Farms, Livestock Improvement Corporation (LIC) and PGG Wrightson (PGW) – are focused on implementing an integrated value chain 'Plate to Pasture' which aims to advance New Zealand's position as a high quality meat producer and ensure the red meat sector has a sustainable future for all sector participants.

This is an end-to-end programme covering all facets of the value chain, starting with understanding existing and future consumer requirements and distilling back to every part of the value chain including market research, product development, production optimisation, on farm nutrition, genetics and productive capacity enhancement.

The target is to produce a sheep, beef and deer model that optimises the economics of meat production in a similar way that other food industries have identified the optimal model.

It is expected the business plan will be tabled for final consideration by the Investment Advisory Panel by midyear.

Contacts:

Keith Cooper
Silver Fern Farms
+64 477 3980

Mark Dewdney
LIC
+64 7 856 0700

Tim Miles
PGG Wrightson
+64 3 372 0800

Editor's notes:

- *A farmer controlled co-operative, **Silver Fern Farms** is New Zealand's leading procurer, processor and marketer of lamb, mutton, beef, venison and associated products to more than 60 countries*
- ***LIC** is a New Zealand farmer owned co-operative and is one of the largest integrated herd improvement organisations in the world*
- ***PGG Wrightson** is New Zealand's largest national service provider to the agricultural sector, offering a range of products, services and solutions to farmers, growers and processors.*