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# Global Market & Taste Pure Nature Update

## Beef + Lamb New Zealand's (B+LNZ) Global Market & Taste Pure Nature Update FAQs

Thank you for tuning into B+LNZ's Global Market & Taste Pure Nature Update on Thursday 25 June at 2pm. Apologies if we didn't get your question answered during the webinar, we will try answer them below.

### There were several questions around what farmers can do to support Taste Pure Nature?

It's great to see such enthusiasm from farmers to support Taste Pure Nature throughout the webinar.

Right now, we want more farmers to join the New Zealand Farm Assurance Programme (NZFAP). To be part of the Taste Pure Nature programme, livestock must originate from a New Zealand Farm Assured property. [Click here for more information about NZFAP.](#)

Due to this interest from farmers about supporting Taste Pure Nature, we are going to develop a set of guidelines so farmers can take photography and develop messages to post on social media to support aspects of the Taste Pure Nature programme.

In developing our sustainability story, we know the heroes of that story are farmers. So getting farmers engaged in helping us tell this story is going to be incredibly important.

Keep an eye out for tourism initiatives that market New Zealand and get involved. It's important for farmers and NZ farm systems to be seen when we're branding New Zealand as a country.

### Could you please explain why the Taste Pure Nature marketing activities don't include NZ? It would seem an ideal time to circulate this beautiful piece of footage and branding to an increasingly receptive domestic audience?

Launching Taste Pure Nature in international markets was our first priority and this is where we have focused to-date. Regarding the domestic market and Taste Pure Nature, the Meat Industry Association (MIA), B+LNZ Inc and ourselves are currently developing a strategy that pulls the strands of promotion to consumers, trust and reputation work with the wider

public, and our advocacy work with the Government into one coordinated plan. There is a belief that adapting Taste Pure Nature in New Zealand provides a good way to kill those three birds with one stone. We have a couple of months work across the sector to determine if that is the best approach. We will update you on how this develops.

### As farmers, how will we know that the Taste Pure Nature campaign is a success and how will success be measured?

Building a brand takes time and sustained investment. Through consumer research and testing we know that Taste Pure Nature and our story resonates strongly with our target consumer. Through quarterly tracking in California we know that we have moved every key performance metric that we have measured around consumer awareness and preference for New Zealand grass-fed meats. As consumer awareness and preference for our products grow, we know that we are providing a platform for our meat processing partners to leverage. Ultimately, the sector needs to be able to show increased returns - but this will take time.

### The use of influencers seems to have had quite an impact - what was the biggest thing that they learned from their travel to NZ?

The biggest take-away from our feedback form influencers was that NZ farming is the exact opposite of an industrial food system and this is something that farmers should be very proud of, and something that consumers are now actively seeking out.

### Here is some of the feedback we received:

**Q: What was your biggest takeaway/learning about grass-fed beef and lamb from New Zealand?**

A: “Just how much care, effort and love goes into every meal made with NZ grass fed meat. That every animal has had a good life and you often can’t say that in mass meat production. I felt that it’s a more ethical way to eat meat and of course it’s delicious.”

**Q: What do you think of New Zealand grass- fed beef and lamb?**

A: “I thought it was absolutely tasty and extremely impressed at the quality, flavor, and tenderness of all the meats we had.”

**Q: What surprised you most about New Zealand farmers/ranchers?**

A: “The level of respect and compassion that farmers had towards their animals. It was quite moving to hear them talk about the responsibility they have towards the animals.”

**Q: Following your experiences in New Zealand, how do you think New Zealand’s meat production and meat quality compares to other overseas countries and U.S. domestic?**

A: “I was astonished by what I saw & learned about NZ’s meat quality. ...The whole country seems to have not just sustainability, but a very natural/ “organic” mindset that really carried through to the product.”

“It far surpasses it. I felt that what we saw in NZ was an idyllic version of farming and what a child might imagine the life of a farm animal to include. The meat was certainly among the best I have ever tasted.”

[Read more about the US influencers feedback here.](#)

**I believe New Zealand leads Australia on environmental issues but maybe has a weaker position on the use of chemicals. How do you rate the relative importance of these two from an international market perspective?**

The Taste pure Nature programme aims to highlight the qualities of NZ red meat production by focusing on our farming systems – in particular the environmental impacts of farming, animal health and welfare and the fact that our animals are predominantly grass fed.

For meat to qualify for this branding farmers must demonstrate that they are following these principles, which under the environment module covers use of chemicals, including making sure the right chemicals are used, in the correct quantities, in accordance with manufacturers’ instructions and are disposed of correctly.

Environmental stewardship also includes other issues, such as water quality and greenhouse gas emissions. NZ industry bodies have signed up to He Waka Eke Noa which is an agreement between government t and industry to reduce GHG emissions and farmers are currently reducing their effect on water quality through catchment groups and farm planning modules.

So to answer the question, NZ farmers are looking at their general impact on land which includes chemical usage. While farmers are doing this as general stewards of the land, the TPN programme aims to increase the value of NZ meat products by sharing this story with consumers.

**What are the differences between the story we tell in the US, and the one we will tell in China?**

We have created a global platform in Taste Pure Nature which is then localised for the priority markets. The main difference is that in the US, people are looking for certain attributes which they perceive to be better for them. This includes grass-fed, anti-biotic and hormone-growth free and they are increasingly looking for the sustainability story as well. In China, food safety has an incredibly important role to play. But interestingly, the natural story is becoming more relevant and a consequence of COVID-19 as people look to natural foods to boost their immunity. Red meat has a significant role around immunity in the use of traditional Chinese medicine and something we can leverage.

**Can Taste Pure Nature only be used for NZ product? Could it be applied to overseas beef and lamb that meets the required standards, so it’s easier to meet year-round supply?**

No it can’t apply to overseas beef and lamb because Taste Pure Nature is New Zealand’s red meat story and is our point of difference to the world.

**How will the outcomes of Taste Pure Nature benefit supplier farmers in terms of price returns or are the benefits for meat companies who may or may not choose to share price benefits?**

We have long-standing historical data from the Economic Service that shows for every dollar gained in the market all of that dollar goes back to the farmer. The reason for this is that it is a competitive procurement market, so you can be sure that the market benefit will return to the farmer.

**Is there anything the Science and Research community could be doing to support your efforts?**

As a sector, we need to invest in science and research that will provide New Zealand with a sustainable point of difference. We also want to ensure that we are investing in research that will support a resilient future for our hill country farmers. We are currently leading and investing in the Hill Country Futures partnership programme, check out the newly launched website for this project here. We are also looking into the market potential for Regenerative Agriculture from a consumer demand perspective, more about this here.

We also know that taste is an incredibly important purchase driver. We have to get better at producing a consistent and high-quality eating experience for NZ grass-fed beef in particular. We are co-funding research with the Ministry of Business, Innovation and Employment (MBIE) led by the Meat Industry Association (MIA) looking at the health benefits of New Zealand pasture raised red meat consumed as part of a well-balanced diet. This will help us provide robust scientific data that will help distinguish New Zealand product in international markets.

### Is there scope to give US consumers a virtual experience of a New Zealand beef and farm?

Yes, there is and that is an awesome suggestion. This is something we need to consider as a country. We need to think about creative ways of telling our story.

The Wine industry has done something similar where they created a virtual experience with a virtual reality (VR) headset at trade shows overseas.

### Do we need to work on protecting traceability as New Zealand sourced?

Absolutely. The origin of the product is the primary purchase driver for consumers. We know that proving and verifying the provenance and attributes of our products is becoming a mega-trend and this is something we are keeping on our radar.

### Is it worth starting to advertise New Zealand beef by breed for steaks, i.e. Australia picking up Wagyu for the US market?

Great question. Our initial priority is to put New Zealand grass-fed meat on the map. Once we have created this platform, this is something we could consider.

### Other important players in the international market are also increasing their beef exports. Is this affecting New Zealand exports?

Yes, competition is increasing. Therefore, creating a point of difference and claiming our position is incredibly important right now.

### Wouldn't it be great if Taste Pure Nature could leverage the Tourism NZ marketing programme – is this an opportunity and is it on your radar?

New Zealand is a small country and so we all need to be working together. This is an incredible opportunity right at the moment, because of NZ's response to COVID-19, people's perception of NZ has favoured us positively. Yes it is on our radar, watch this space.



Taste Pure Nature live in California



Digital display ads

#### For further information, please contact:

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