



People want to know where their food comes from.

While there are many decisions a consumer will make on the road to purchase, such as price, taste, nutrition, food safety, environmental impact, it has been found that country of origin is a key determinant. But if you don't have any understanding of that place, then you are more likely to gravitate towards products from somewhere you do know more about. And as the picture shows, competition in the meat cabinet is fierce.



Brands convey a message. Some are associated with luxury e.g., De Beers diamonds, Gucci, Dior, Rolls Royce, Moët & Chandon. Some are associated with budget or value for money e.g., store home brands, NW Pams, Countdown essentials.

The Taste Pure Nature brand was created to communicate all that is unique about New Zealand's red meat products. It is used to enhance the positioning of New Zealand grass-fed beef and lamb, it is our point of difference, it educates, creates understanding and aspiration.

The brand works alongside producer brands that tell their individual stories within the context of the country they are from. Exporters can leverage this with their own brand building to convert to sales.

Our marketing strategy for TPN targets a group of consumers we call the Conscious Foodie. The Conscious Foodie is inspired by taste and is focussed on health, they:

- Care where their food comes from, especially meat.
- Look beyond price when buying meat and value new experiences.
- Reject factory farming and look further afield to meet their needs.
- Mindful of the environment and care about animal welfare.
- Heavily influenced by digital for what they purchase and eat.

We know that globally, Conscious Foodies are seeking out grass-fed and pasture raised beef and lamb (versus grain-fed) for its natural flavour, nutritional properties and higher environmental standards.

Our goal is to make 'New Zealand' grass-fed beef and lamb the preferred choice of customers and consumers in our key markets with a focus on US (California) and China targeting the conscious foodie consumer segment.

There are some basic characteristics of the conscious foodie but there are also some key differentiators in each market so our in-market activation is refined to specifically appeal to the target consumer.

USA



In the US people are looking for particular attributes that they perceive are better for them – grass-fed, anti-biotic and hormone-growth free, and increasingly knowing the sustainability story. We invest in a range of retail marketing initiatives to support brand awareness, consumer education and retail sales of grass-fed beef and lamb from New Zealand.

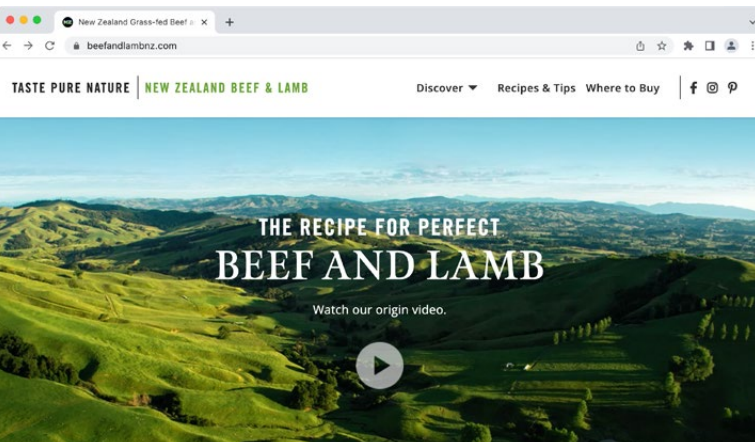
The backbone of our marketing communication is through digital advertising on platforms such as Facebook, YouTube and Instagram. This is where our Conscious foodie spends time researching and finding inspiration for food.

This work is supplemented by a website with information on farming practices, the grass-fed advantage, nutrition and recipes. The website also helps consumers find retailers where they can buy New Zealand grass-fed beef and lamb.

Other activations in the US include the use of influencers, where we partner with high-profile influencers to increase brand exposure, educate and inspire consumers, and ultimately drive trial.

We have partnered with New Zealand exporting companies and their retailers to erect billboards in high traffic areas within proximity to stores, and at the end of 2022 we leveraged the popular Food Truck scene in LA to promote and drive trial of NZ grass-fed beef and lamb, the promotion utilised billboards, social media and TV, with Chef Alvin Cailin appearing on KTLA Morning News.

Results show the programmes are having a positive impact. In California there has been a 19% increase in awareness of New Zealand grass-fed beef and lamb since we started the programme.



A RECENT INDEPENDENT COST BENEFIT ASSESSMENT ON THE TASTE PURE NATURE PROGRAMME

CHINA



In China food safety plays an incredibly important role as does the interest in immunity boosting natural foods. Red meat has an important role to play around health and wellbeing.

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Digital advertising is a key tool in our brand promotion with a presence on the social channels WeChat and Little Red Book. Marketing campaigns on these channels include digital ads and using key opinion leaders (influencers) to tell our story. They are often targeted around key festivals and events such as Chinese New Year, with the 2022 campaign achieving 22 million impressions across the channels.

In late 2022, in partnership with Silver Fern Farms and Alliance, we ran a trial of ready-to-eat meals featuring New Zealand grass-fed beef and lamb in vending machines targeting Shanghai's top business districts. The promotion was supported through various media platforms with our message reaching 35.5 million people.

In China there has been a 13% increase in preference for NZ grass fed beef and 9% increase in preference for NZ grass fed lamb.



HAS DETERMINED THAT FOR EVERY \$1 OF INVESTMENT IN TPN, NEW ZEALAND'S GDP GREW BY \$8.



FAQ'S

What can farmers do to support Taste Pure Nature?

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](#).

How do companies leverage off Taste Pure Nature?

Taste Pure Nature provides a platform to create awareness and preference for grass-fed beef and lamb from New Zealand.

Our research shows that value is built in tiers. First consumers want to know what country it comes from and then which company has supplied it.

Taste Pure Nature programmes are developed and designed with processor and exporters and partnerships are a cornerstone of activities. We have run many programmes in partnership with exporters with measurable success.

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?

Since inception, the results of independent consumer brand tracking have shown the strategic brand activation has significantly lifted the key KPIs of awareness and aspiration to purchase grass-fed beef and lamb from New Zealand. An independent cost benefit assessment has determined the value impact of TPN at a whole-of-economy level. The assessment showed that every \$1 invested in TPN generates \$8 of positive contribution to New Zealand's GDP.

What are the long-term goals for Taste Pure Nature and why is it not seen in the domestic market?

Launching Taste Pure Nature in our key international markets of the US (California) and China was our first priority and this is where we have focused to-date. We took the step of registering the trademark in a number of overseas markets to protect the brand and there has been interest from exporters to expand this into additional international markets. A key piece of work in research and securing funding for this is underway.

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 will update you on how this develops.