

Unlocking market potential- Collaboration within the sector

Championing our world class farmers and unlocking the sector's full market potential

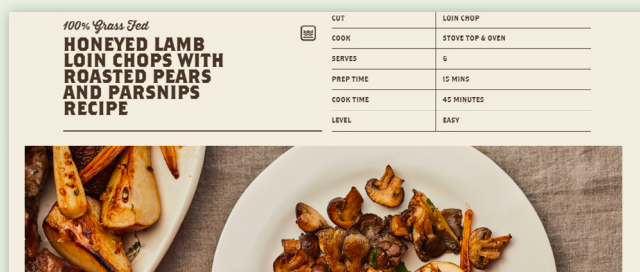
Taste Pure Nature

Launching in California and China

B+LNZ is celebrating a successful year of launching the sector's country of origin brand Taste Pure Nature (TPN) in California. The campaign has stayed strong since launching in March 2019 with extensive media coverage, strong advertising results and engagement on social media. Considering the success in California, we will continue to develop this market across the United States.



TPN launched in Times Square New York. The campaign gained extensive media coverage including 176 pieces of coverage, generating 134,700,000+ impressions. A US website was launched and it has had over 6 million brand views so far. A range of digital display and video advertisements had 327,000+ people click to find out more and see where to buy our products.



B+LNZ and Atkins Ranch promoted grass-fed lamb availability at Whole Foods Market locations nationwide during the traditional Icelandic lamb supply period with an investment in influencer engagement, local market broadcast segments, editorial content (print & digital), recipe photography, website content and social media.



Chef George Duran appeared on Good Morning America, demonstrating how to prepare and plate his New Zealand grass-fed lamb nacho recipe. This leveraged the show's 3.5m daily audience. Duran says, "That's not just any lamb, that is lamb from New Zealand, my friend!... You can tell the difference when the lamb is from New Zealand... It has leaner meat, more flavour – this is where you want to get your lamb from."



In partnership with other meat companies, TPN launched a retail pilot in China ahead of Chinese New Year. This launch was done in partnership with Silver Fern Farms, Greenlea and ANZCO and driven by the importance of product origin for the Chinese Conscious Foodie. An in-store presence was created to generate impact and drive sales during a key buying period for consumers (Chinese New Year). We will continue to develop partnerships with New Zealand exporters and their in-market partners to further expand the TPN brand. This includes building a digital platform to enhance our position and connect consumers with our brand.

Further activities are currently put on hold as we assess the impacts of COVID-19.



US influencer visit to NZ

In December 2019, B+LNZ, in partnership with Firstlight Foods, Atkins Ranch and Silver Fern Farms, hosted six US influencers to learn about our TPN country of origin brand and experience some of New Zealand's sheep and beef farms first-hand. The influencers' social media posts documenting their experiences have gained more than 11.8 million impressions combined so far.



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



Fiona Tapp

"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."



One of the influencers, Food Photographer Ben Hon from New York, shared his culinary journey with his nearly 56,000 followers.



Ben Hon

"I've been blown away by what I've seen New Zealand farmers and meat companies doing here. It's amazing how much love and care farmers put into raising their animals and how they are fed on a simple and nutritious grass-fed diet, resulting in some of the tastiest beef and lamb I've ever had"



Cross-sector collaboration

Collaboration within the sector is proving to be essential to the success of TPN. In parallel to the partnership activities in California and China, B+LNZ is working with three initial partners: the Lamb Company (a joint venture between Alliance, Silver Fern Farms, and ANZCO), Atkins Ranch, and First Light Foods to develop marketing plans that will leverage off the brand by partnering with them on specific initiatives such as influencer events, digital marketing campaigns, and retail promotions. The TPN brand logo will appear on the packaging of some products.



TASTE PURE NATURE | NEW ZEALAND BEEF & LAMB

The Taste The Life Recipes & Tips

RECIPES & TIPS

NEW ZEALAND GRASS-FED LAMB AND BARLEY SOUP RECIPE

SERVINGS: 8 PREP TIME: 20 MINUTES
COOK TIME: 2 HOURS

Packed full of vegetables and tender New Zealand grass-fed lamb, this delicious soup is convenient, versatile and full of flavor. Leave it to simmer on the stove top and enjoy, or freeze and re-heat when you don't have time to cook.

INGREDIENTS:

FOR THE LAMB:

- 1 lb. New Zealand grass-fed lamb shoulder, diced (Tip: Look for the Taste Pure Nature logo)
- 2 onions, finely chopped
- 2 cloves garlic, roughly chopped
- 4 cups beef stock
- 4 cups water (more if needed during cooking)
- 14 oz can of chopped tomatoes with juice
- 1 bay leaf, plus a sprig each of

DIRECTIONS:

FOR THE LAMB:

- Heat a dash oil in a large heavy-based saucepan over medium heat. In batches, add the lamb and brown on both sides.
- Transfer lamb to a plate. Lower the heat, add another dash of oil and the onions and cook until soft, about 5 minutes. Add the garlic and cook for a further 1 minute.
- Pour in the stock, water and tomatoes. Return the lamb to the saucepan along with the herbs and pearl barley.
- Bring the soup up to the boil, season, then cover and reduce the heat. Simmer for 1 1/2 hours until the lamb is almost tender, stirring frequently.
- Add the potato, squash and/or carrots and cabbage and simmer for a



New Zealand Farm Assurance Programme (NZFAP)

The New Zealand Farm Assurance Programme was launched in 2018 which underpins the new Taste Pure Nature brand. Across the country, there are over 4,000 farmers having been audited, 2,588 NZFAP assured farms, seeing a 38% reduction in audits for farmers and saving the sector 20% in audit costs to date. There is 16 meat companies being involved with it to date and we are now working with companies to review NZFAP to ensure it fits emerging legislative and market requirements.





Market intelligence and research

B+LNZ's Market Development team are researching into the threats and opportunities of the future ensuring that we're ahead of the curve when it comes to seeing and responding to the challenges facing our sector in the future and that we support farmers to be successful in the changing market.

Shaping the Future of New Zealand's Red Meat Sector

In December 2019, B+LNZ launched its "Futures Research", which looks at the megatrends facing the sector and how to position the sector to face them, along with a "Pathways Project" which will help develop new pathways to market and increase collaboration across the red meat sector. The research generated a global view of trends and then brought views across B+LNZ, the red meat sector, and the wider primary sector, involving farmers, government, scientists, processors, and marketeers.

This research has been published into a summary report called ['Shaping the Future of New Zealand's Red Meat Sector.'](#)

The report had, and continues to have significant media interest and uptake, and has fed into a variety of other workstreams across the business – specifically fed into decision to take a market view of the potential for regenerative agriculture for the sector.



Study into Regenerative Agriculture

In 2020, B+LNZ is undertaking a significant global study into regenerative agriculture to understand its similarities and differences to New Zealand farming practices, the opportunities for farmers, and a global consumer perspective to understand what potential there is for New Zealand's red meat exports to extract more value from sheep and beef products.

The research will look at the market potential of regenerative agriculture; what it means to experts and the wider industry as well as Government, consumer and expert perceptions of regenerative agriculture as a practice.

The study will tie together three perspectives; a consumer / market view, the expert views of those working in Government and/or in relevant NGOs, combined with B+LNZ's farmer and processors' views with the aim of releasing a final report by the end of 2020.



Market Innovation

Over the last 12 months the main focus of the Innovation programme has been on identifying potential areas for sector collaboration; specifically with regards to new pathways to market. B+LNZ, working in close partnership with the MIA, along with 15 processing company leaders, have identified four potential areas of collaboration which are now being taken forward. While we are in early stages of working through the next steps for the four areas, a major outcome for the programme has been a significant, quantifiable increase in trust and transparency among those involved, enabling the sector to work more effectively on challenges and opportunities where it makes sense to do so.