

TASTE PURE NATURE



What are we trying to achieve?

Agriculture is facing rapid change globally as consumers rightly want to know more about how their food is produced. There are growing concerns about the environmental and animal welfare aspects of red meat production, and pressure to reduce meat consumption.

At the same time, we are seeing growing demand for natural, grass-fed, hormone free, antibiotic free meat, which is the way New Zealand farms.

Our extensive research over the last two years found that globally consumers know next to nothing about New Zealand's farming systems—we're better known for the scenic vistas they've seen in Lord of the Rings.

New Zealand can only produce so much food. We have to be smarter about how we do it, to respond to these concerns, to tell the story of our unique grass-fed, free range farming systems, and to achieve better returns for our farmers and New Zealanders.

As a sector, our future lies in driving more value and ultimately higher premiums for our products. We can't and don't want to feed the world.

Our research found that country of origin is the primary thing a consumer takes into consideration when considering what food to buy, and is a shortcut to understanding and trust.

All this research and understanding has led to the development of the Taste Pure Nature origin brand and marketing strategy.

Taste Pure Nature

Beef + Lamb New Zealand has started to roll out the Taste Pure Nature origin brand in California through a targeted marketing plan that will focus on a consumer segment called the "Conscious Foodie". We will initially be partnering with the Lamb Company, First Light and Atkins Ranch to develop marketing plans for their brands to leverage off the Taste Pure Nature origin brand.

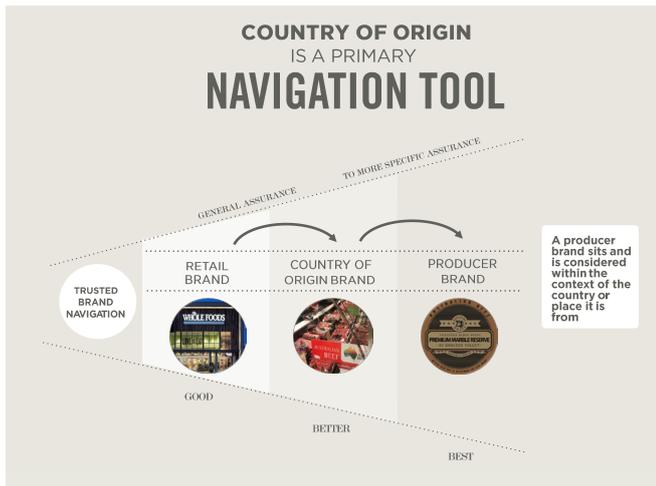
We will be progressively extending the scope of the brand over the coming years. We are currently undertaking a study of China, with the expectation of launching the brand there later this year.

How companies will leverage off Taste Pure Nature

There is strong support from processors and exporters for the Taste Pure Nature brand and what we are trying to achieve.

A country of origin brand fits perfectly beside a company's brand and will support companies' efforts to premiumise their products.

Value is built in tiers. First consumers want to know what country it comes from and then which company has supplied it.



Our marketing strategy will target the Conscious Foodie

After extensive consumer research across six key markets (US, China, UAE, Indonesia, UK, Germany, NZ), we have identified a segment of consumers called the Conscious Foodie that our marketing will focus on. The values of these consumers lines up perfectly with how we farm in New Zealand.

Conscious Foodies want quality and experiences from their food. They are interested in the provenance of their food, where it comes from, how the animals they are eating were raised from an animal welfare and environmental perspective. They see these as inputs into quality and nutritious food.

How we will target the Conscious Foodie

Following research and discussions with companies, the Taste Pure Nature origin brand and marketing effort will initially be focused on Los Angeles and San Francisco.

While Conscious Foodies are present across all markets; the US (and in particular California) has the greatest total number of consumers within this segment, and is therefore a logical launch base for the Taste Pure Nature campaign.

In parallel we are undertaking a study of the opportunities in China and are expecting to launch in China later this year.

In California we have built a comprehensive and aggressive marketing campaign that will have a strong digital focus as many of their online interactions have food as a focal point.

There will be two main streams to the campaign: 1) A generic branded program; and 2) A bespoke branded program with our partners.

The Generic Branded Program is an integrated marketing program consisting of digital and social media marketing, media and influencer relations, events and advertising. This will build a platform of awareness of red meat from New Zealand and general preference for our meat.

We will then be partnering with three companies to begin with—The Lamb Company (North America), First Light, and Atkins Ranch—to develop specific marketing plans for their brands to leverage off Taste Pure Nature. A large driver of this was simply a capacity consideration as there are only so many activities we can do at once. These companies will be co-investing with B+LNZ in the marketing programmes.

How it all fits together—NZFAP and the Environment Strategy

The Taste Pure Nature brand is only as valuable as the trust consumers have in it.

B+LNZ and the sector have therefore worked together to build systems to underpin the brand. This industry collaboration is transformational for the sector.

There are a number of layers to the underpinning framework and many elements of B+LNZ's work is focused on ensuring the brand has a solid foundation.

The most important foundation is the New Zealand Farm Assurance Programme (NZFAP), which provides assurances on integrity, origin, traceability, biosecurity, and animal health and welfare.

Only meat from farms that are part of the NZFAP, or a processor equivalent, will be eligible to use the Taste Pure Nature origin brand. This is a system that we expect to evolve overtime.

The NZFAP is already in operation and 2,588 farms have been audited to this standard. Work is now underway to build in more elements of sustainability and animal welfare into this assurance system.

Please contact your processing company to find out how to join the NZFAP or equivalent. To learn more see: www.rmpp.co.nz/page/nz-farm-assurance.

Another key underpinning of the brand is the B+LNZ Environment Strategy that was launched in May 2018. This strategy aims to achieve cleaner water, carbon neutrality, thriving biodiversity, and healthy soils. This strategy is underpinned by a comprehensive implementation plan that we will be delivering over the next couple of years. For more information visit: www.beeflambnz.com/environment-strategy.