



## WE ARE UNDERWAY...

On the back of strong support from farmers and meat companies the B+LNZ Ltd Board endorsed the sector developed market development strategy in September 2016, and we are now underway implementing the Action Plan.



# SECTOR STRATEGY— MARKET DEVELOPMENT NEWSLETTER

No. 1  
DEC 2016

*A key action of the new approach to market development is developing the story of New Zealand red meat farmers.*

For Market Development the *purpose* of developing the story is to provide meat processors/marketers and their customers, tools to influence consumers by developing deeper relationship with them. To be effective at developing deeper relationships the story needs to capture both the emotional and rational arguments that support New Zealand beef and lamb, i.e. it will include:

**Why**—the purpose that drives our farmers

**How**—the proof points of our natural production systems

**What**—our product attributes.

The benefits of the story however, is not just related to Market Development.

They also include:

**Farmer pride**—provide the human face of farmers; enable them to tell their story

**Domestic reputation**—increased relevance and influence; improve reputation of the sector with the public.

## DEVELOPING THE STORY

We cannot tell this story authentically without listening to and learning from farmers and others in the red meat sector. So over the last six weeks B+LNZ staff members have visited over 45 farmers throughout New Zealand (spanning 130,000 ha) to learn about their stories and understand what makes their farm special and therefore New Zealand beef and lamb special. The conversations that we had have been turned into key themes (over page).

We are now talking to other people within the sector, including international customers, to get their point-of-view.

Having a great story is not enough; we need to ensure that “we do what we say”.

The Red Meat Profit Partnership (RMPP) is funding a piece of work to do a stocktake of the compliance systems throughout the New Zealand based supply chain and align this to the values of our story. This will ensure that our story has authenticity and that we leverage the New Zealand Farm Assurance Programme and regulatory compliance systems which currently underpin the New Zealand farm and food production systems.

## BRINGING IT ALL TOGETHER

The New Zealand red meat story will be wrapped up in an appellation. This appellation will only be available for livestock that meet the above criteria. It will be designed to support/enhance meat companies individual branding strategies—not diminish or take them over.

FOR MORE  
INFO  
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## KEY THEMES FROM FARMER INTERVIEWS

### Theme: Animal Nurture



#### Farmer insight

I respect my animals. I take pride in seeing them thrive in a natural environment.

#### In farmers own words

"We farm growing grass and turning it into animal protein, that is what we do and then it goes into the food chain. But for the period I have those animals under my stewardship I give them the best quality of life."

### Theme: Communities and Relationships



#### Farmer insight

My farm runs on the power of my relationship with my partner and is anchored in the community, local and regional. Every decision I make is based on harmony, for people, for animals, and for the land.

#### In farmers own words

"It's up to me and the trustees to figure out how to make the dream flourish for our children"

### Theme: Human Values



#### Farmer insight

I succeed through strong foundational values that anchor me. A commitment to doing the right thing, gives me the grit and determination to succeed.

#### In farmers own words

"We can really highlight what incredibly skilled operators our farmers are, how responsible they are with the land and the environment and their community."

### Theme: Business Nows



#### Farmer insight

It's more than a job; it's my life's work. It's the intellectual challenge and mental agility needed to respond to radically changing dynamics using a combination of my intuition, data and innovation.

#### In farmers own words

"Farmers have got to be accountants, they've got to be lawyers, they've got to be stock managers, they're juggling a huge amount of balls in the air all at once, and its constant... there's no let up a lot of the time and they've got their family commitments and everything else."

### Theme: Land Stewardship



#### Farmer insight

I feel I have been given responsibility to look after this land. I know that if I look after the land, it will look after me. I want to leave it in better condition than I found it. The land is a living thing.

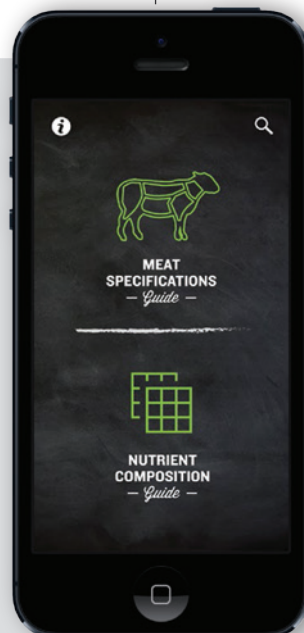
#### In farmers own words

"If you take the land away, what does it leave you with? Nothing. You are the land and the land is you."



## PARTNER ALIGNMENT

Over the past few weeks B+LNZ have met with the senior team at MPI and MFAT to keep them up-to-date with the Action Plan and strategy implementation, and to continue the discussions about how we can work together. We have also had ongoing dialogue with NZT&E and AGMARDT around potential funding opportunities.



## MEAT THE CUT

The New Zealand meat specifications guide is a comprehensive guide for commercial buyers of New Zealand grass-fed beef and lamb showing the beef, bobby veal, lamb, mutton cuts and offals available from New Zealand. The nutrition guide contains the nutrient composition for 23 beef and 25 lamb cuts and offal items.

These two guides have now been combined into one easy to use App called *Meat the Cut*—available from the App Store and Google Play.