Quarterly Progress Summary: July to September 2017

"Omega Lamb" PGP Programme

Summary of progress during this quarter

High-end food service market trials of TE MANA LAMB have been completed successfully in New Zealand and Hong Kong. Uptake has been good and the product has been transferred from the PGP trial phase to commercial management in these markets. A direct-to-customer trial of skin-packed products has been completed with My Food Bag receiving high customer ratings. TE MANA LAMB has been adopted as a regular monthly feature in the Gourmet Bag.

Review and analysis of last year's production, on-farm and in-plant physical and information systems has been completed. In summary, last year, 32,000 lambs were produced from specified Omega rams and finished on chicory to a tight specification. Each lamb was individually traced, with key events recorded. Analysis has identified key factors throughout the supply chain that influence product quality and areas where efficiency could be improved. Fifteen new farmers have joined the programme, to expand supply.

Key highlights and achievements

- The Omega Lamb Project won the 2017 New Zealand Innovation Award in the Innovation in Food & Beverage category; also Highly Commended in the Innovation Excellence in Research category
- First Omega Lamb product range transferred to commercial management (TE MANA LAMB – food service NZ, HK)
- Three commercial batches of consumer packed, branded product with Omega 3 source claim tested by My Food Bag, with positive customer feedback
- End of season farmer forum and reviews including feedback of summary data on over 20,000 animals
- 2017/18 annual plan completed.

Upcoming

- Final recruitment and season initiation training for 2018 pilot farmers
- Initiation of 6 outcome-focused projects for 2017/18 across farm, quality measurement, carcass utilisation, product development, market research and health research.

Investment

Investment period	*Industry contribution*	*MPI contribution*	*Total investment*
During this Quarter	$515,575	$515,575	$1,031,150
Programme To Date	$5,581,024	$5,581,024	$11,162, 048